

Designing an Ecotourism Visual Identity for Bulu Cindea Village, Bungoro District, Pangkep Region

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ABSTRACT

Bulu Cindea Village is a village located in Bungoro District, Pangkajene Regency and Islands, South Sulawesi. Bulu Cindea Village has been a tourism village since 2019 (DPMD Kab. Pangkep Bid PPMD, 2019), and by 2022 belongs to the category of developing villages. According to the Chief of Bulu Cindea Village, Made Ali, despite the fact that the village has been converted into a tourism village, its existence is still unknown to the people outside Pangkep region. This village needs its own attractiveness so it can raise the village's awareness. In this case, Visual identity is essential so that the brand can be better known and it can influence the decision-making of visitors who want to visit a tourist object in the area. The aim of this research is making a visual identity of Bulu Cindea Tourism Village. This research uses the Research and Development (R&D) method with the design

thinking approach. Research process uses qualitative data collection techniques to obtain valid and objective data and to provide a more complete and in-depth picture of the problem or phenomena being studied. The interview was conducted with the village chief and the Kabba village residents as respondents. The design thinking phase begins with the phases of empathy, define, ideate, prototype, and testing. The results of this research, all forms of thought and imagination Bulu Cindea village are the basis of the formation of character in the design of the village's visual identity especially on the logo design. The color spectrum that can be found in Bulu Cindea village is an energetic concept of nature and a thick cultural base of color selection that creates harmony in life and heritage in a dynamic aesthetic balance. The testing or testing process involves 14 citizens and the village officials. The test results show that the designed visual identity is able to represent various aspects of Bulu Cindea Village, especially the mangrove tourist attractions, with quite positive responses from the test participants.

Keywords: Bulu Cindea, Design Thinking, Tourism Village, Visual Identity

INTRODUCTION

Bulu Cindea Village

Bulu Cindea Village is a village located in Bungoro District, Pangkajene Regency and Islands, South Sulawesi. It is the largest salt producer in the province of South Sulawesi (Jadesta, 2024) and salt spa is their top product. The location of Bulu Cindea Village is right on the coast, so it has a lot of potential in various categories, ranging from tourist spots such as mangrove forests, natural products such as frogs, crabs, shellfish, sea grass, and salt, as well as noble cultural riches that are still preserved to this day. Interestingly, the mangrove tour is always crowded by the sunset, especially the young children both from the village itself and from outside the village. The activity of its people who always work from morning to evening, without knowing the holidays should be a particular highlight and attraction for this village (Parawangsa & Lestari, 2021).

Bulu Cindea Village has been a tourism village since 2019 (DPMD Kab. Pangkep Bid_PPMD, 2019), and by 2022 belongs to the category of developing villages. According to the Chief of Bulu Cindea Village, Made Ali, despite the fact that the village has been converted into a tourism village, its existence is still unknown to the people outside Pangkep region. This village needs its own attractiveness so it can raise the village's awareness. Other challenges are hygiene issues, both in the vicinity of residents' settlements and in their visitor sites, lack of lighting at night, especially at the visitor's sites, and lack of maximizing the potential of natural resources. So, it can be concluded in terms of increased existence and awareness this village requires an identity that can be directly understood by the target audience in a glance, in other words Bulu Cindea Village requires visual identity.

The research process we have undergone is aimed at finding out how to design a visual identity for the village that is expected to increase the awareness and existence of this village in the wider community, especially with the presence of

unique nature tourism such as mangrove cafe, and the abundance of natural products that the village has from both land and sea is hoped to give its own impression to visitors in the future. Visual identity is an essential element for the brand to be better known and make it easier for the consumer to distinguish a product. It is all the images and graphical information that expresses the identity of a brand and what distinguishes it from others (Levanier in Yoselinus, et al., 2022). So, in this case, visual identity can influence the decision-making of visitors who want to visit a tourist object in the area. Branding is designed to distinguish one tourist object from another. Based on the above background, the purpose of this research is to make a visual identity for Bulu Cindea Village.

LITERATURE REVIEW

Visual Identity & Brand Identity

A visual identity is the face of a brand that will be recognized by the audience. Visual identity has a meaning that forms the identity of a product or company so that it is easier to remember and recognize by the public (de Riandra & Islam, 2021). Brand identity is an eye-catching element of a brand that conveys the character, commitment and values of a company's product so that it can be understood by consumers through color, symbol, or typology (Setiawati, et al., 2019). The strength of a brand lies in its ability to influence purchasing behavior. However, the brand name on the product packaging does not always match the brand perception in the minds of consumers. With a consistent and attractive visual identity, customers who find this in line with their philosophy will love and feel connected to the design and are more likely to develop loyalty to the business (Darmawanto, 2019). Personal experience with the identity of a business affects consumers and purchasing decisions. Business with a strong identity and positive impact creates a positive mentality image of business in the mind of consumers (Darmawanto, 2019).

METHODOLOGY

This research uses the Research and Development (R&D) method with the design thinking approach, the R&D method can be understood as the activities carried out by companies and other entities, including individual entrepreneurs, in creating new or better products and processes (Haryati, 2012). Design Thinking is a design process to understand user-centric issues, it is essentially a design process that emphasizes deep empathy for the desires, needs, and demands of the user to understand the problem properly (Irwinansyah, et al., 2020). Kelly and Brown says, Design thinking is a human-centric and innovation-oriented approach that adapts to the needs of users, the possibilities of technology, and the success of business (Lazuardi & Sukoco, 2019).

This research process uses qualitative data collection techniques. This technique is a research method uses descriptive data from individuals involved or observed, both in writing and orally. This method is used to analyze phenomena, events, social dynamics, attitudes, beliefs, and perceptions. (Achjar et al, 2023). The purpose of a qualitative method is to gain a more comprehensive understanding of a particular phenomenon or event. The interview was conducted with the village chief and the

Kabba village residents as respondents. The design thinking phase begins with the phases of empathy, define, ideate, prototype, and testing (Brown, 2008).

RESULT & DISCUSSION

Identifying Target Audience

Target of this Ecotourism is Gen Z whose age is around 15-25 years. From the results of a survey conducted by the IDN Research Institute in collaboration with Advisia in the Indonesia Gen Z Report 2024, it shows that 68% of Gen Z often go on vacation a year, 12% travel once a year, and the rest rarely go on vacation (Azzahra, 2023). The results also show that local destinations are their main destination. They also prioritize hidden tourist attractions or hidden gems, as much as 82%. They seek new experiences from places that are considered hidden gems (52%), appreciate indigenous culture (22%), and look for exploration opportunities in remote locations (20%) (Salsabila, 2023).

Design Thinking Process

Design thinking process is divided into several stages, Empathize, Reframing, Ideate, Prototype, and Test:

A. Empathize

At this stage we try to look for problems from various perspectives starting from the perspective of visitors, as village residents, as village government, and as students conducting research who come to the village. In this process, we made direct observations in Bulu Cindea village to get the right references and data. In this stage we divide it into 4 categories, namely Say, Do, Think and Feel. Say is whatever the subject says, in this case the subject is a resident of Bulu Cindea village; Do is whatever the subject will do; Think is what the subject thinks and; Feel is what is felt by the subject.

B. Reframing

In the reframing stage we make the problems in the empathize stage more detailed and specific. At this stage we categorize them into 5, namely Spot, Craft, Idea, Culture and, FnB. Spots are interesting places in Bulu Cindea village, both natural and artificial; Craft is an item or craft that is typical of the village; Ideas are the life of the villagers such as work and habits; Culture is the culture of local residents in the village and; FnB (Food and Beverage) is a culinary specialty from Bulu Cindea village. The problem statement we received was "Bulu Cindea Village does not yet have a visual identity that interprets mangrove tourism as a tourist destination that is easily recognized by Gen Z." We also create how might we, namely how to solve the problems that have been explained. How might we get is "How to Design a Visual Identity that can interpret Bulu Cindea Village as a Mangrove Tourism Destination that is easily recognized by Gen Z".

C. Ideate

At the Ideate stage, we try to find several relevant ideas based on the problem statement that has been created. The most important thing that we will design to

meet the village's visual identity needs is in the form of a village tourism logo and graphic standard manual (GSM). The result of the ideation process is a collection of sketches for designing a visual identity. This process includes a logo sketch which will become the main identity. The following is the development of the concept sketch for the Bulu Cindea Village logo.



Image 1 Logo Concept Design Process. (Source: Personal Documentation, 2024)

All forms of thinking and appreciation carried out towards Bulu Cindea village became the basis for character formation in designing the village's visual identity, especially in the logo design which is the basis of a visual identity. After developing the concept, a Bulu Cindea village logo was created in the form of a logogram and logotype. The following is the final sketch of the Bulu Cindea Village logotype and logogram.

D. Prototype Logo



Image 2 Bulu Cindea Final Logo. (Source: Personal Documentation, 2024)

After finding the most suitable idea for Bulu Cindea Village, the next step is to make a prototype. At this stage, start with designing the logo as the primary visual identity that will be the basis for the entire development of the Visual Identity of the Village.

Color

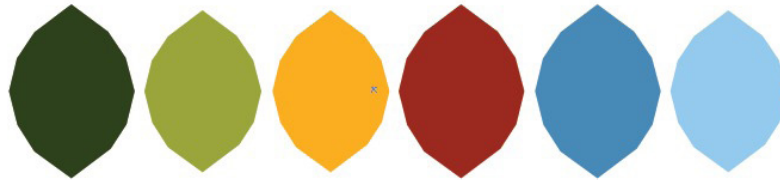


Image 3 Bulu Cindea Logo Color. (Source: Personal Documentation, 2024)

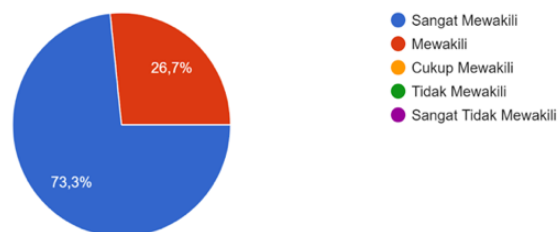
The color palette used comes from the color spectrum that can be found in Bulu Cindea village. The concept of energetic nature and thick culture form the basis of color selection that creates harmony in life and heritage in a dynamic aesthetic balance.

E. Testing

In the final phase, a process of testing or testing is carried out. The process involves 14 citizens and the village officials to ensure that the visual identity that has been created can be delivered properly. This phase includes a presentation about the logo, followed by the provision of a QR Code and a questionnaire containing questions about the Bulu Cindea logo. Through the test phase, it can be concluded that most of the participants really liked the logo design that has been made, and the concept of "Mangrove Ecosystem" that we also offer to apply in the village. Hopefully the logo and concept will have a positive impact on the village of Bulu Cindea. Here's the result:

1. Is this logo sufficient to represent Bulu Cindea Village?

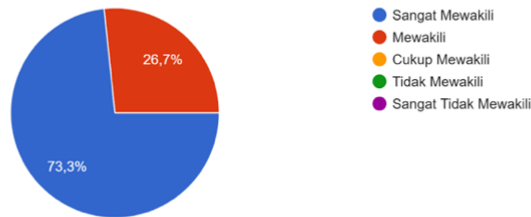
Apakah logo ini sudah mewakili Desa Bulu Cindea?
15 jawaban



Based on data obtained from 15 respondents, 73.3% said the logo was highly representative, and 26.7% said that the logo already represented Bulu Cindea Village.

2. Can this logo inform Bulu Cindea Village as a mangrove tourist attraction?

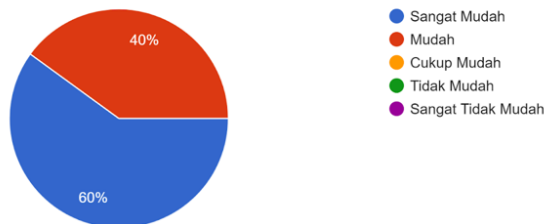
Apakah logo ini dapat menginformasikan Desa Bulu Cindea sebagai Objek Wisata Mangrove?
15 jawaban



Based on data obtained from 15 respondents, 73.3% said the logo strongly represented the village of Bulu Cindea as a mangrove tourist attraction, and 26.7% said that the logo already represented Bulu Cindea Village as a Mangrove touristic attraction.

3. Do you read the text in this logo easily?

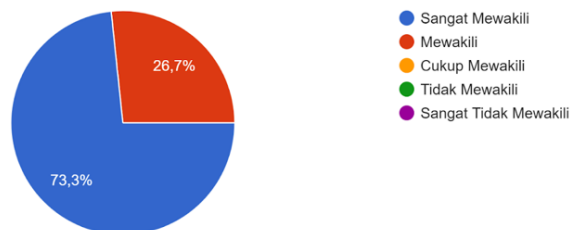
Apakah Anda dapat dengan mudah membaca teks dalam Logo ini?
15 jawaban



Based on data obtained from 15 respondents, 60 percent said the text in the logo was very easy to read, and 40 percent said that the text on the logo is easily readable.

4. Does the color of the logo already represent Bulu Cindea Village?

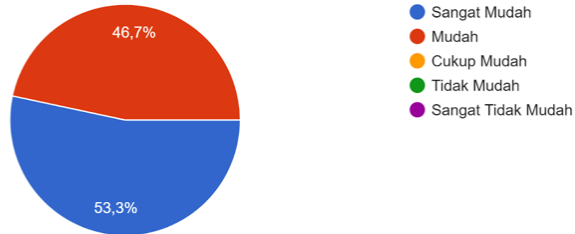
Apakah Warna pada logo ini sudah/dapat mewakili Bulu Cindea?
15 jawaban



Based on data obtained from 15 respondents, 73.3% said the color of the logo was very representative, and 26.7% said that the color already represented Bulu Cindea Village.

5. Is this logo memorable ?

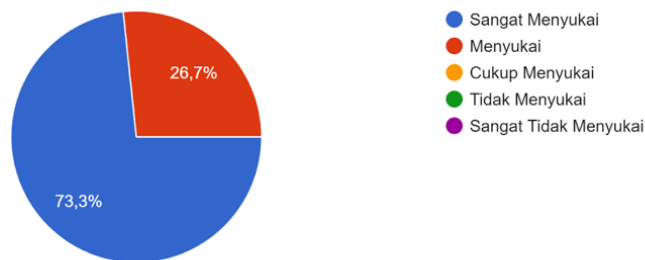
Apakah Logo ini mudah untuk diingat
15 jawaban



Based on data obtained from 15 respondents, 46.7% said the logo was very memorable and 53.3% said it was memorable.

6. Do you like this logo ?

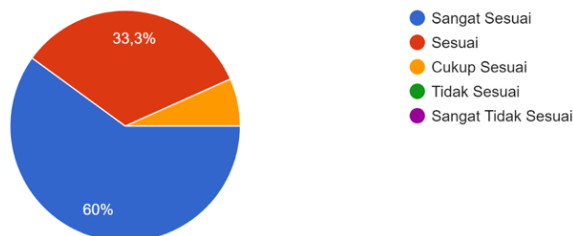
Apakah Anda menyukai logo ini?
15 jawaban



Based on data obtained from 15 respondents, 73.3% really liked the Bulu Cindea logo and 26.7% liked the Bulu Cindea logo.

7. Is this logo in line with current trends ?

Apakah logo ini sesuai dengan tren desain masa kini?
15 jawaban



Based on data obtained from 15 respondents, 60% said this logo is very in line with current design trends, 33.3% said this logo is in line with current trends, and 6.7% said this logo is quite in line with current trends.

CONCLUSION

The result of this design is the creation of a visual identity for Bulu Cindea that responds to the main problem, lack of identity that capable to describe mangrove tourist attractiveness of the village. This design was carried out using research and development methods and a design thinking approach, which started from various processes. First, an empathy process was carried out to collect data regarding various potentials that exist in Bulu Cindea Village, including tourist spots, culinary delights and others. Then, at the reframing stage, the problem statement that needs to be resolved is determined, namely regarding the visual identity of the village.

Next, at the ideate stage, a new idea emerged to develop Bulu Cindea Village through the concept of mangrove ecotourism. This concept includes creating a visual identity that supports tourism, as well as a sign system that is equipped with lighting and is made more durable. This can be scanned and takes users to an interactive website that provides information about Bulu Cindea and the MSMEs in the village.

After the visual identity prototype was created, the testing phase was carried out involving village officials in Bulu Cindea Village. This test begins with an explanation of the logo that has been designed, then continues with filling out a Google form and filling out a questionnaire by village officials and the local community to provide their input and opinions regarding the logo. The test results show that the designed visual identity is able to represent various aspects of Bulu Cindea Village, especially the mangrove tourist attractions, with quite positive responses from the test participants.

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