

ENVIRONMENTAL GRAPHIC DESIGN (EGD) TO STRENGTHEN THE IMAGE OF SANAN VILLAGE AS A THEMATIC VILLAGE IN MALANG

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Abstract: *Kampung Sanan is one of the MSME Centers in Malang City, in 2016 Kampung Sanan was named as one of the Thematic Villages of Malang City which focuses on the economic sector which has begun to be developed into the educational tourism sector. Kampung Sanan already has several educational tourism objects, but their distance from each other makes it difficult for visitors to find their location. The purpose of this design is to strengthen the image of Sanan Village. Beside that Educational Object of Sanan Village, which has a separate location, needs an EGD to make it easier for visitors to find the place of the tourist object to be addressed. EGD can organize the Sanan village environment to make it more exciting and have unity between tourist objects. EGD Village Sanan was designed using the Bruce Archer method, which includes the process of formulating problems based on briefs, collecting data, then analyzing and concluding, then proceeding with synthesis, as well as developing designs that are translated into verbal and visual concepts to communication or final system designed as a solution. The results of this design are 1) Welcome Sign applied at the entrance of Sanan Village, 2) Identification Sign used at every tourist attraction and public facilities, 3) Direction Sign applied at the crossroads, 4) Regulation Sign applied at places prone to illegal parking and garbage disposal, 5) Supporting Media in the form of brochures, stickers, billboards, IG feeds, and vertical banners. With the EGD, it is expected that Sanan Village is not only known as a souvenir centre, but visitors are also interested in visiting Sanan Village Tourism Objects. The following EGD design is expected to be developed to adapt current technology by the next Visual Communication Design Student.*

Keywords: *Design, Environmental Graphic Design (EGD), Thematic Village, Malang City*

INTRODUCTION

Environmental Graphic Design (EGD) or known as environmental graphics are all forms of graphics that are in an environment, including directions, information boards and graphic ornaments including writing/names on buildings in two or three-dimensional shapes. EGD is essential because the information presented in an attractive manner will improve the quality of the environment. So that EGD can give a positive or negative impression. EGD can decorate an environment. Meanwhile, if it fails to become a supporting element of the environmental area, it will feel strange and odd.

The location of the Kampung Sanan Tourism Object which is scattered in the alleys of the population requires a particular identity, directions and information boards so that it can be easily reached by potential visitors. So, an Environmental Graphic Design (EGD) was designed which is located at each point of the educational tourism object in Kampung Sanan equipped with supporting media to direct the attention of the broader community towards the location of the educational tourism object in Kampung Sanan.

METHODOLOGY

EGD Kampung Sanan was designed using the Bruce Archer method which includes the process of formulating problems based on briefs, collecting data, then analyzing and

concluding, then continuing with synthesis, and developing designs that are translated into verbal and visual concepts, to communication or final designs designed as solutions.

Verbal Concept

In creating the EGD in Kampung Sanan, the compilers tried to take essential elements to be appointed as the basic concept of designing the EGD in Sanan Village. From the search process carried out by the compilers, several facts were obtained, including:

- a. Apart from producing food ingredients (tempe), the majority of the residents of Kampung Sanan are entrepreneurs in the food sector. Judging from the alignment of traders, both opening stalls and using their dwellings to sell light and fatty food
- b. The residents of Sanan Village are very concerned about environmental sustainability. This has been proven from several times that Sanan Village has received awards in the field of environmental sustainability both at local and national levels.
- c. No waste is wasted from the tempe production process in Sanan Village. All the waste has been successfully cultivated by the residents.
- d. Soybeans are processed into tempe to tempeh chips
- e. The extract of soybean extract is used as food for cattle
- f. Manure is cultivated again into biogas for the benefit of local residents. So it doesn't pollute the environment.
- g. The residents of Kampung Sanan are a forward-thinking society. This was concluded by the compilers with a training program for visitors on making tempe chips and biogas cultivation which was carried out by local residents through the association. The training is intended so that Sanan Village is not only famous as a center for producers. But it is also a center of knowledge that has long-term potential than just a producer.

From the facts above, it can be concluded that the program held is beneficial for the surrounding community. The people of Kampung Sanan are productive, caring, and advanced. Of the three keywords, the compilers determined the design concept of the EGD Kampung Sanan and the special brand of Kampung Sanan as a "Productive" Thematic Village or in short it is called "Productive Village".

Visual Concept

- a. Colour

The colour chosen adopts the primary colour of the Kampung Sanan logo. Adopting logo colours considering that red and orange have high brightness levels. So it is suitable to be used for EGD Kampung Sanan which is a densely populated area and is passed by vehicles on the highway. So that it looks more striking and easy to notice.



Figure 1. Visual Concept : Colour

b. Shape

As with colour, the shape also adopts the existing Sanan Village logo logogram



Figure 2. Visual Concept : Shape

c. Tipografi

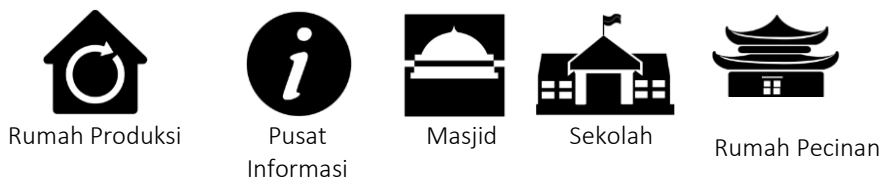
The "Dosis" font has a high degree of formal suitability, stylistic longevity, legibility, and readability. In accordance with the concept of Calory and Venden-Eyden [1]. That the types of fonts that are compatible with EGD are fonts with high formal suitability, stylistic longevity, legibility, and readability.



Figure 3. Visual Concept : Typography

d. Pictogram

In designing the EGD Kampung Sanan, pictograms refer to the existing tourist objects and facilities in Sanan Village. Pictograms are obtained through various shape stylization processes.





Pusat Biogas



Taman Hidroponik



Taman Baca



Kampung Lukis & Lapangan Perahu

Figure 4. Visual Concept : Pictogram

DESIGN RESULT

a. Welcome sign

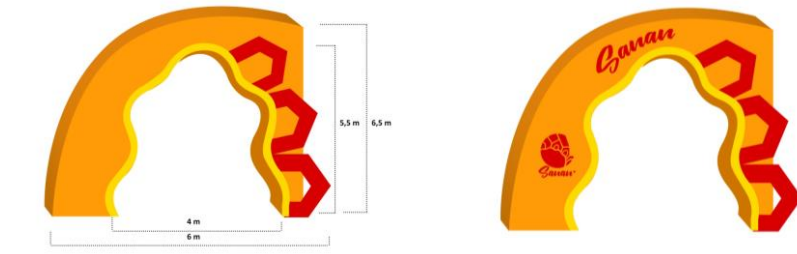


Figure 5. Design of Sanan's Welcome Sign

b. Directional sign

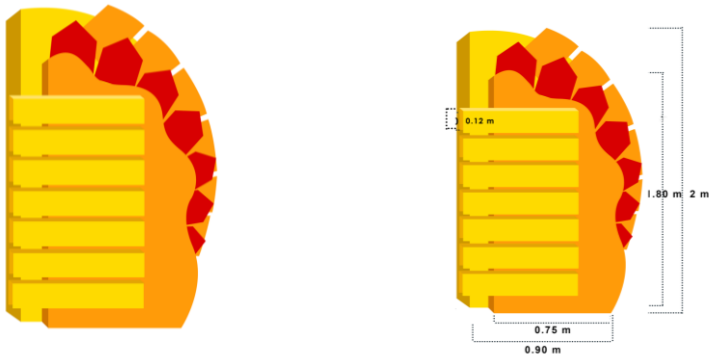


Figure 6. Design of Sanan's Directional Sign

c. Identification sign



Figure 7. Design of Sanan's Identification Sign

d. Regulatory sign

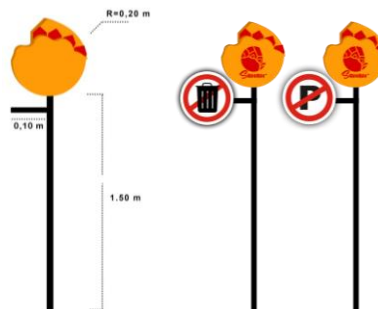


Figure 8. Design of Sanan's Regulatory Sign

CONCLUSION

Environmental Graphic Design in Kampung Sanan is a solution to environmental problems. Besides, the purpose of this EGD can represent the image of Kampung Sanan as a Thematic Village in Malang City. It is hoped that this EGD will support information media and increase awareness of visitors so that it becomes a tourist and educational object that attracts tourists to visit again. By using the Bruce Archer design model, the following design results were obtained:

- 1) Welcome Sign applied at the entrance to Kampung Sanan
- 2) Identification Sign is applied in every tourist attraction and public facility
- 3) Direction Sign is applied at road junctions
- 4) Regulation Sign is applied in places prone to illegal parking
- 5) Supporting Media in the form of brochures, stickers, billboards, IG feeds, and vertical banners

References

- [1] Calory, Chris dan David Venden. 2015. *Signage And Wayfinding Design*. Simultaneously. Canada