

Wanasekar Forest Legend As Inspiration In The Creation Of Logo Design For Tengger's Typical Batik Products

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Abstract—In general, a logo has all the philosophies and concepts that ultimately have quality and can function as a symbol, the identity of a product, specific organization or company. This article visualizes the logo through a legend that has long developed in the Tengger area, namely the Wanasekar Forest Legend. There are several stages in the process of creating this logo, starting from reading the results of the study literature, the stage of creating a rough logo sketch, and digitizing the logo using editor software. The theories used in the logo creation process include philosophical theory, aesthetic theory, design theory, and digitization theory. This logo creation method is based on the SP Gustami theory, namely the exploration stage, the design stage, and the embodiment stage. As a result, the visual logo created resembles the shape of a senikir leaf symbolizing the Legend of the Wanasekar Forest, has a leaf stalk in the shape of the letter "D" at the base which is a visualization of the initials "Dadap Putih", a person who started the formation of villages in Tengger. With the creation of a batik product logo that visualizes a legend, it is hoped that it can be used as a special identity, increasing the attractiveness and selling value of Tengger's typical batik products. the formation of villages in Tengger.

Keywords: *Creation, Logo, Legend*

INTRODUCTION

Logo is an image that has meaning, philosophy and concept, it can be in the

form of a painting, sketch, or writing. In general, a logo functions as a symbol, the identity of a particular product, organization or company. In making a logo there are important aspects that must be considered, among others, prioritizes originality to avoid plagiarism, logos can convey meaning, philosophy easily just by looking at it, The appearance of the logo should be simple so that it is easier to remember, also pay attention to the size of the logo, adjust the shape and pattern so that it doesn't seem strange. This article discusses how to use the Wanasekar Forest Legend in visualizing the logo for the Typical Tengger Batik product? And how does a logo have the potential to increase the selling value of Typical Tengger Batik products?

As an example of a product name or brand, the name "Dadap Putih" was used. Some of the products that have been produced by the local community include

udeng and *sarung*. Then this logo was created as an identity, a symbol of these products which are expected to be used by the local community in marketing Typical Tengger Batik products. In the process of extracting data for the creation of this logo, in collaboration with the Bala Daun community, a community that focuses on the environment, nature conservation and culture in the Tengger area. Meanwhile, the name "Dadap Putih" is the name of a leader of holy men and is highly respected by his people, "Ki Dadap Putih" who inhabited an area called Walandit or now better known as Tengger.

Tengger are indigenous tribes who inhabit the Mount Bromo and Semeru areas, whose territories include Lumajang, Probolinggo, Malang and Pasuruan districts. Whereas the Wanasekar Forest in the past was one of the areas in the wilderness where many wanasekar flowers grew or today it is better known as the senikir flower. Ki Dadap Putih made a ritual journey through the wilderness with several people to look for areas that had the goal of someday becoming a village and could be inhabited by Ki Dadap Putih's children and grandchildren. From this ritual journey, Ki Dadap Putih managed to find as many as nine regions and named them. Now these areas have become nine villages in Tengger,

including Keduwung Village, Sedaeng Village, Wanakitri Village, Balidana Village, Padakaya Village, Ngadiwana Village, Mororejo Village, Ngadireja Village or Cemara Gading Village, and Tosari Village.

Thus, the idea of creating this logo is not only visualizing the Wanasekar Forest Legend, but also as a form of respect for the figure of Ki Dadap Putih, whose name is used as an example of a name or brand idea for a typical Tengger Batik product. With the creation of a logo based on the Wanasekar Forest Legend, it is hoped that it can add to the selling value of Typical Tengger Batik products. as well as increasing the creative economic growth of the local community, as well as a form of respect for Ki Dadap Putih, a figure who has contributed to the formation of the villages in Tengger. There are several benefits obtained from this research, among others, benefits for the Tengger community, namely the local community can use the logo as a symbol, label, identity of their batik products to increase the selling value of the product, and to avoid plagiarism against Typical Tengger Batik products. As well as the benefits for the author, namely increasing knowledge of the Tengger area and the history of the villages there, producing

works that can be of benefit to many people, having individual journal records.

RESEARCH METHOD

The method applied in this creation is based on the SP Gustami theory, namely the exploration stage, the design stage, and the embodiment stage (Gustami, 2004: 29-32). so therefore the title of the article was found "The Legend of the Wanasekar Forest as an Inspiration in the Creation of a Logo Design for Typical Batik Tengger Products". In this article, the discussion from beginning to end will describe qualitatively. Here are some steps taken in creating a logo based on the Wanasekar Forest Legend:

1. Exploration Stage

This is the initial stage in research before entering the creation stage, namely doing data mining, literature study, conducted interviews with the resource person who is the chairman of the Bala Daun community, as partners who collaborated in this research. After digging and collecting a lot of data and legends about the Tengger area, the next step is to study the data, sorting out what legends will

be visualized, until finally the Wanasekar Forest Legend was chosen as the inspiration for the creation of this Typical Tengger Batik product logo.

2. Design Stage

After the exploration phase is complete, enter the design stage. The design stage begins with thinking and imagining what the shape of the logo will be, and also what name or brand will match the visual logo and Batik Typical Tengger product later. A good logo design should have a simple shape so that people will easily remember the image of the logo. After the shape of the logo has been carefully thought out, sketch the logo design on paper, and draw as detailed a logo sketch as possible to facilitate the digitization stage. Also consider the color aspect that will be used. Also think about the philosophy, meaning, and concept of the shape and color of the logo.

3. The Embodiment Stage

Next is the final stage of the method of creating a logo for

the Typical Tengger Batik product, namely the embodiment stage. At this stage of embodiment, the logo design sketch image that has been made is then processed digitally using editor software. This stage is also called the stage of digitizing the logo design based on the Wanasekar Forest Legend. In this stage, knowledge, mastery, and skills are needed in operating image processing software. Before starting the process of digitizing the logo design, pay attention to and first set the size of the work media, color mode, and image resolution. Do not use a media size that is too small or too large, because it will affect the logo results later. Use RGB color mode when the logo will only be a display on a computer or cellphone screen, and use CMYK color mode when the logo is planning to be printed. As for image quality, use a resolution of at least 8 bits to get good image results. After the logo has been processed and finished, save the processing data by setting the software format (eg Photoshop: .psd), JPG / JPEG image format for bitmap-based

logos, and PNG for vector-based logos.

FINDING AND DISCUSSION

1. *Product Logo*

The word logo comes from Greek, namely "logos" which means the word, mind, speech, and intellect. The function of logos is, personal identity, ownership marks, quality assurance signs, preventing imitation or piracy, touching the sale value, legal property of a product or organization, communicating information such as authenticity, value and quality. Logo stands for logotype. Creating a logo can use various elements, such as text, images, illustrations, and so on.

2. *Visualization of Wanasekar Forest Legend on Logo Design*

Ki Dadap Putih made a long journey through the wilderness, until finally he came to one of the forest areas where there were many plants of senikir. Then by Ki Dadap Putih it was given the name as Wanasekar Forest, where "Wana" means forest and "Sekar" means flower. The following is the visualization of the

Wanasekar Forest Legend on the logo design:



The leaf shape in the picture is a visualization of the shape of the leaves of the senikir plant found in the Wanasekar Forest. The green color was chosen because this color is the general color of the leaves and symbolizes fertility like the green and beautiful Wanasekar Forest, thanks to its many artistic plants and flowers, which also reflect the beautiful and beautiful character of Tengger's Typical Batik products. While the image of the base of the leaves forming a capital letter "D" is intended as the initials of the name "Dadap Putih" which is used as an idea for an example of a name or brand of a typical Tengger Batik product. Thus a

logo is created that represents the legend of the Wanasekar Forest and the figure of Ki Dadap Putih, as the forerunner to the formation of villages in Tengger.

3. Potential Results of the Wanasekar Forest Legend-Based Logo Creation.

The result of the creation of a logo for the Typical Tengger Batik product based on the Wanasekar Forest Legend and the use of the name "Dadap Putih" as an example of the name or brand of the Typical Tengger Batik product has quite high potential values. Considering that the local community also develops Tengger's signature batik products such as *udeng* and *sarung*, the result of the creation of this logo has the potential to increase the selling value of the Tengger people's batik products, if they are willing to use it as their product identity, and it is expected to increase the creative economic growth of the Tengger community. In addition, with the creation and use of this logo as a label, identity, the potential to avoid plagiarism against Typical Tengger Batik products will also increase, because the original product has been labeled. Apart from that, in

terms of name, this "Dadap Putih" will be easy to remember. In a figure, Ki Dadap Putih is a well-known, highly respected and sacred person by the Tengger people. Then in terms of pronunciation, "Dadap Putih" is also easy to pronounce, so the potential for errors in pronouncing names is also small. Then in terms of length the word "Dadap Putih" is fairly short and only has two words which each word is also short, only has two syllables, making the potential for people to memorize the name or brand of Batik Typical Tengger products high as well, and the name or brand can continue to stick on the head.

CONCLUSION

The logo is visualized based on the legend that developed in the Tengger community, the Legend of the Wanasekar Forest, which used to be a beautiful place where there were many plants of art. The use of the name "Dadap Putih" as an example idea of the name or brand of the Batik Khas Tengger product, as a form of respect for the figure who contributed to the formation of villages in Tengger, Ki Dadap Putih. The logo is created through the exploration stage, the design stage, and the embodiment stage. From the process of creating a logo based on the Legend of

the Wanasekar Forest, finally a visual logo in the form of a senikir leaf was created, where the shape of the senikir leaf symbolizes the Wanasekar Forest itself, then the use of the green color symbolizes the meaning of fertility like the green and beautiful Wanasekar Forest due to overgrown with many artistic plants. Then the base shape that forms the letter "D" on the petiole is the initials of the name "Dadap Putih". With the creation of a logo based on the Wanasekar Forest Legend, there is enough potential to increase the product's selling value, avoid plagiarism against Typical Tengger Batik, and increase the creative economic growth of the local community if they wish to use this logo design as their product identity.

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