
Visual Identity Design to Support Media Promotion for the Digital Business Study Program at the Indonesian University of Education

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Abstract

In today's digital era, visual identity is an important point for creating a consistent visual identity. Especially as a promotional media which is an effective strategy in increasing student awareness in choosing study programs at higher education. Determining long-term choices that will have an impact on students' lives makes choosing a study program an important decision for prospective students. The student's future social life, profession, and level of personal satisfaction may be affected by this decision. Selecting a study program at a university is seen by prospective students as having the power to change the course of a person's life. Therefore, choosing a particular study program is a crucial choice. The visual identity attached to the product is very important for universities to facilitate media for the Indonesian Education University's Digital Business Study Program.

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INTRODUCTION

The Digital Business Study Program is one of the tertiary concentrations or specializations at the Tasikmalaya Regional Campus which is still within the territory of the Indonesian University of Education (Novita & Santoso, 2021) . It was formed in 2019 and has a vision of becoming a pioneering and superior study program in digital business by focusing on 3 specific disciplines (hustler, hacker and hipster) in developing digital products.

Visual identity is considered a visual representation of a brand, organization, or other entity which includes elements such as logos, colors, typography, and other design elements (Hitami, 2023) . This aims to create a consistent and easily recognizable impression for the audience, thereby helping differentiate the brand or organization from others. The visual identity in this research discussion will be applied to promotional media for digital business study programs which influence the level of college selection for new students.

The choice of study program at a university can be influenced by various factors, one of which is promotion (Fitria, Ulfah, & Arifudin, 2020) . This paper is based on the results of research conducted by previous researchers which stated that the competition that occurs between universities, both public and private, forces universities to continuously improve strategic approaches to increase the input of new students to the universities concerned (Kamal & Rahmadiane, 2017) . With increasingly fierce competition, universities must be more aggressive in promoting and improving quality so that they remain the choice for students to continue their education. Meanwhile, previous research revealed that promotions had a significant positive effect on students in choosing institutions, especially those promoted via radio and television, as well as word of mouth promotions (Bachmid, 2018) . Therefore, it is necessary to design a visual identity that matches the image of the study program and the achievement targets of new students. The problem formulation or things to be done in this project are: What is the process of designing a visual identity as a promotional medium for the Digital Business Study Program at the University of Indonesia?

RESEARCH METHODS

The method used by researchers to design the visual identity of the Digital Business Study Program and its application to promotional media is a qualitative research method which is included in descriptive research. The data search stages carried out in order to obtain optimal results obtained directly from the study program include:

a Study of literature

The literature study used in visual design was taken from a book written by Alina Wheeler entitled *Designing Brand Identity – an Essential Guide for the Whole Branding Team*, fourth edition and *Design Solution* by Robin Landa which aims to build an identity image for the Digital Business Study Program.

b Interview

The interview method was carried out directly with the informant, Head of the Digital Business Study Program and several lecturers, with the aim of obtaining information regarding history, vision, mission, graduate profiles, governance, lecture approaches and problems faced by the study program in general, so that a visual identity design was needed. influence on the audience (potential new students).

c Observation

Observation is a method of collecting data by direct observation and recording. The provisions in this process are provided by lecturers from the Digital Business Study Program

RESULTS AND DISCUSSION

DESIGN CONCEPT

The UPI Digital Business Study Program is here to face the Society 5.0 era by producing professionals in the digital business field, as a step to accelerate digital innovation towards efficient and sustainable business. Has 4 mission points in providing education by fostering and developing scientific disciplines in the field of professional digital business, carrying out research to create and developing innovative digital business theories and practices rooted in local wisdom, forming professional education in the field of digital business that is integrated in education academic and professional as well as building networks and partnerships both nationally and internationally to disseminate experiences and innovative findings in the field of digital business for the progress and welfare of society.

The Digital Business Study Program curriculum concept was created based on world developments, where information and communication technology has become an identity (Hadisi & Muna, 2015) . The strategy to achieve this goal is through outcome-based education. This is implemented through a project-based learning process covering products in the digital business sector. There are 4 competency identities for the Digital Business Study Program that support student learning areas, including Hustler, Hacker and Hipster which are adapted to current startup formation theories.

Designing a visual identity as a promotional medium has become an effective strategy in increasing market awareness and awareness of products or services. In several studies, visual identity design has been carried out to expand the brand image through various supporting media starting with the creation of logos, supergraphics and their implementation on print and digital media such as websites, brochures, packaging, business cards , souvenirs, etc. So visual identity can be an indicator for introducing the Digital Business Study Program to the audience or prospective new students

1. Visual Identity

According to previous research, visual identity is something that is visible and can be felt by the senses (Iivanainen, 2017) . Visual identity plays a role in achieving public recognition, creating differentiation, and enabling the brand's big ideas to be conveyed to the audience (Pratiwi, 2018) . Visual identity also has ideal goals, such as building consumer awareness and trust in the brand, as well as making the brand more unique and different. Meanwhile, previous researchers are of the opinion that visual identity is a visual representation of a brand which is a forum for communicating the value of the brand in order to create a unique differentiator for the brand (Firdaus, Komariah, & Priyatna, 2017) . Visual identity also has criteria, such as being simple, unique, relevant, having distinctive

characteristics, and having a consistent rhythm (Juslin, 2013) . In creating or developing a visual identity, there are five important components, including Logo, Typography, Color, Imaginary (photography, illustration, or other visual elements), and Supergraphics (supporting design elements).

Based on experts, it can be concluded that visual identity is a visual representation of the identity of an entity, such as a company, brand, organization or product (Dewi, 2023) . This includes visual elements that are used consistently to identify and differentiate the entity from others. So, visual identity forms a brand image and helps in building strong brand recognition in the eyes of the audience, especially prospective new students of the Digital Business Study Program.

2. Promotion media

Promotional media are tools or means used for promotion. Currently, social media cannot be separated from marketing communications on social media (Keke, 2022) . Social media is very helpful as a link between producers and consumers wherever they are and whatever the distance. Social media also has the potential to find consumers and build an image about a product or brand (Priambada, 2015) . One of the active social media used by the Digital Business Study Program is Instagram which implements the ATL (Above the Line) applied category as a marketing activity that is useful for building the identity of a brand with the aim of introducing the audience to potential new students of the Digital Business Study Program. An example of implementing the ATL Digital Business Study Program is advertising its products through Instagram feeds and reels.

Visual Identity

The first thing to do in forming a visual identity is to carry out interviews and observations with the Head of the Study Program and Lecturers of the Digital Business Study Program. The results of the data obtained are determining the core meaning of visual identity by adapting the characteristics of the Hustler, Hacker and Hipster curriculum which are implemented in routine learning and research activities as the core philosophy in visuals. Research in the Management Journal explains that in the process of forming a startup in digital business, the minimum number in forming a team must consist of 3 people, namely "Hustler, Hipster and Hacker" (Indah & Ardina, 2022) . Where Hackers are people who have programming skills (programmers), then Hipsters are people who have innovative and creative abilities so they can continue to innovate with products (Vinanditha & Almigo, 2023) . Meanwhile, a Hustler is a person who is able to market or manage startup finances. These three personnel were used as a philosophical basis for the graphic elements to form the visual identity of the UPI Digital Business Study Program in supporting media promotion for the audience (prospective new students).

The results of the brainstorming were carried out to obtain keywords which will later become guidelines for conducting visual studies to produce a moodboard. Reference images applied to the moodboard can help the writer determine the logo sketch. Based on the brainstorming process that has been carried out, 4 keywords emerged, namely Harmony which means the harmony of 3 personnel (Hustler, Hacker and Hipster) in forming a startup or digital business, Unity means collaboration in different fields with the aim of finding a business, Growth means finding innovation that can develop business, as well as Impact which is interpreted as the influence of innovation changes on digital business. These 4 keywords state a philosophy symbolizing the performance character of the UPI Digital Business Study Program in producing students who are superior and easy to adapt to today's business industry.



Figure 1 Visual Identity Keyword Study
 (Source: Author Documentation)



Figure 2 Visual Identity Moodboard
 (Source: Author Documentation)

Moodboards are tools or board media used by designers to help them get a good idea of what their clients are looking for (Bestari & Ishartiwi, 2016) . The visual identity of the UPI Digital Business Study Program's visual identity is based on the visual references of overseas universities such as The British College and Ispra. The author uses a simple visual style with contrasting color accents that are thought to be effectively remembered by the audience.

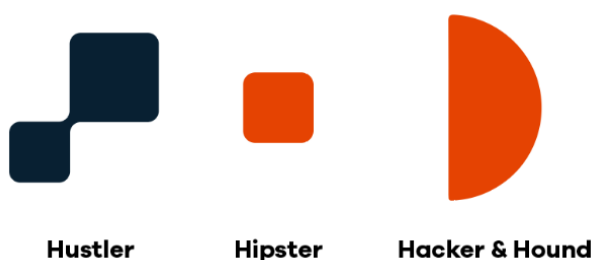


Figure 3 Meaning of Logo Elements
 (Source: Author Documentation)

The logo that is formed is included in the combination mark criteria, namely a combination of logomark and logotype, which means combining logo types in the form of icons and text logos (Amanda & Arisandy, 2020) . The symbols designed are representations of Hustler, Hacker and Hipster in the development of digital business innovation.



Figure 4 Combination Mark Logo of the UPI Digital Business Study Program
(Source: Author Documentation)

From the combination of the visual elements above, it is interpreted as 3 professions, thus forming the symbol of the UPI Digital Business Study Program. It is hoped that in the future this symbol will become the character of the Study Program which means a collaboration of 3 roles that can find innovation and give birth to a business with the best products. The logo that is formed becomes the initial symbol that is recognized by the audience to represent the character of the Study Program, then in the future the logo will be introduced through promotional media as marketing communication to build a brand image for audiences wherever and regardless of distance.

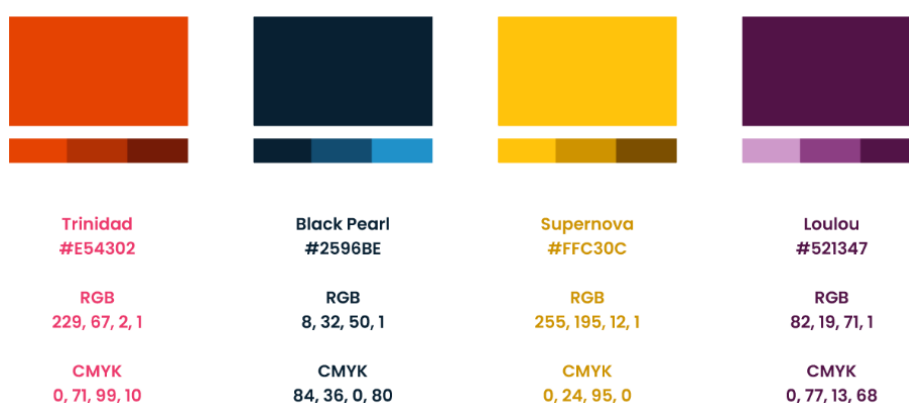


Figure 5 Color Selection in Visual Identity
(Source: Author Documentation)

The contrasting main color of orange creates an impression of attracting attention, optimism in building works that have an impact on society, symbolizing the spirit of development of innovation and creativity. As a complement, the secondary color dark blue was chosen to represent the meaning of the Study Program's independence in adapting to technological developments as well as the productivity of learning, research and community service which continues to be carried out for mutual progress. Apart from that, there are supporting secondary colors such as yellow and purple along with derivatives (monochrome colors) of light to dark colors and vice versa.

The typography used in the UPI Digital Business Study Program logo is the Sans Montserrat font. Montserrat is used because it has a simple and relaxed impression. On the other hand, this font is used for text that appears during the target's interaction with the application, so that the target appears to be talking to a friend. The context of the Study Program logo, Montserrat is adaptable and comfortable to read.

Font : **Montserrat**
The quick brown fox
jumps over the lazy dog

Figure 6 Selection of the Sans Font Type "Montserrat"
(Source: Author Documentation)

In forming the visual identity, a tagline was created which functions as a short description that represents the values, messages and important aspects of the Digital Business Study Program in building a strong brand identity. The tagline created was "Education to the Next Level", created in accordance with the identity of the Indonesian Education University as an education-based tertiary institution that can adapt to any conditions with the rapid development of digital business technology.

Designing Brand Identity states that supergraphics can strengthen the visual identity of a logo, supergraphics also function as an aesthetic component and binder to the graphic system in every media promotion (Wheeler, 2017) . If the use of the logo is more repetitive and fixed, then the main graphic is relatively more adaptable in its application, allowing the logo to be designed in a way that makes it an aesthetic identity system. Supergraphics are visual elements that support identity and usually consist of elements of color, shape, or a combination of both. In the visual identity of the Digital Business Study Program, the supergraphics designed are the result of colors derived from the visual elements of the dominant logo in the form of diagonals and curved patterns adapted from the main philosophy of the logo. In practice, the use of supergraphics can be used for various graphic purposes in implementing media promotions.



Figure 7 Supergraphic from as Visual Identity
(Source: Author Documentation)

Promotion media

After designing the visual identity which includes determining keywords, moodboards, logos, fonts and supergraphics which are used as the basis for the brand identity image of the Digital Business Study Program, the next step is to form a supporting media for promotion which is based on the needs of the Study Program in introducing products to the audience. (Handaru & Setiawan, 2023).

In accordance with the previous explanation, one of the marketing strategies for the digital Business Study Program is implementing promotional media using the ATL (Above The Line) method on Instagram (feeds and reels) with the aim of introducing an identity image, building relationships and quality to the audience/prospective new students. In practice, the visual identity that has been formed needs to be applied consistently in various media, including the Instagram content produced.

Social media analytics implemented by Instagram to help business profile users is by providing the Insight feature (Alfajri et al., 2019) . This feature contains three functions, namely activity, content and audience which are provided in the form of data visualization. Since the emergence of business features on Instagram social media, users have had quite a lot of interest. This can be seen in the interest of users when activating their business accounts at the beginning of their appearance in 2016. As many as 35% of the total respondents activated their business features and this shows that many users are starting to try to utilize these business features in the marketing they do.

The following is a derivative of the visual identity applied to Instagram content along with the results of social media analytics numbers including the number of views, likes, comments, shares and bookmarks which can be proven that the visuals that have been produced can be effectively received by the audience, especially prospective new students.

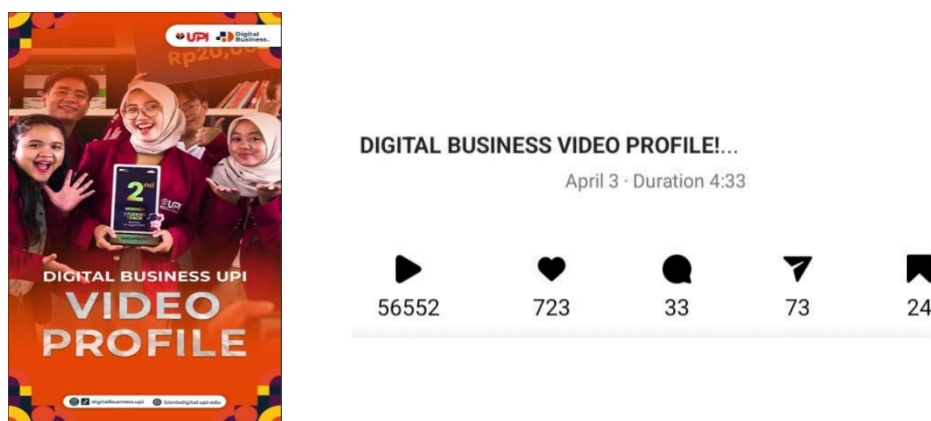


Figure 8 Instagram Reels Profile Video Content and content insight results
(Source: Author Documentation)

The Digital Business Study Program profile video shows learning, teaching and research activities with the aim of creating an image in the media. Visuals that are formed according to the identity guidelines that have been designed can be seen from the application of color and supergraphics . By having a consistent main visual identity reference, traffic data results including views, likes, comments, shares and bookmarks can achieve effective results. Judging from the analytical data above, the resulting views reached 56,552, 723 likes , 33 comments, 73 shares and 24 viewers who decided to bookmark . The dominant data in content analytics is large views compared to other data.

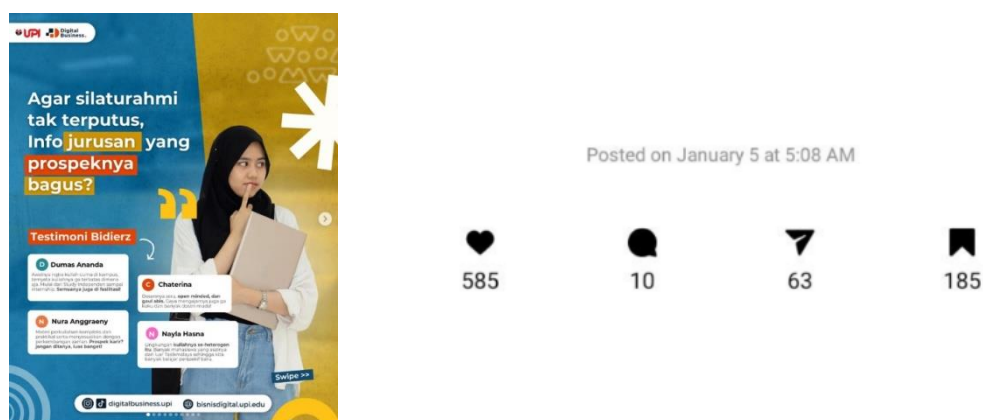


Figure 9 Instagram New Student Admission Feeds Content and content insight results
(Source: Author Documentation)

Color consistency and supergraphics that are in accordance with the visual identity that has been established are implemented in feed content with the theme of new student admissions. This content proves that the Instagram audience is interested in new student registration. It can be seen that the analytics data on the content above shows a response of 585 likes 10 comments, 63 share and 185 bookmarks . The bookmark data shows results that are more interesting to explore than other data. It can be concluded that the audience marked this content for the needs of registering prospective new students in the future.

CONCLUSION

Based on the visual identity design process and the results of Instagram data analytics in media promotion carried out by the author, it can be concluded that the entire process that has passed starting from interviews and observations resulted in the keywords Hustler, Hacker and Hipster as the basis for the meaning/philosophy of creating the logo. From the design process, by paying attention to literature studies such as moodboards, logos, typography, colors and supergraphics, visual identity products are produced which are applied to promotional media for the Indonesian Education University's Digital Business Study Program. After the visual identity stage has been formed, there is proof of visual consistency and uniformity in Instagram content as supporting promotional media which produces effective data analytics to provide information on the image of the Study Program to the audience, especially for prospective new students which can be seen from the data views of 56,552 on profile video content as well as analytics data indicators on bookmarks amounting to 185 clicks on new student admissions content.

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