FINAL PROJECT

DESIGN OF AN ILLUSTRATION BOOK ON THE HISTORY OF GREEN NORD AND THE STRUGGLE OF PERSEBAYA AS A MEDIUM FOR INTRODUCING SUPPORTERS AGED 20-25 YEARS

To meet the requirements for completing the Final Project

VISUAL COMMUNICATION DESIGN STUDY PROGRAM

Submitted by:

Adi Setyawan

21052010015

Supervisor 1:

Alfian Candra Ayuswantana S.T., M.Ds.

Supervisor 2 :

Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.

VISUAL COMMUNICATION DESIGN PROGRAM

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITY OF DEVELOPMENT "VETERAN" EAST JAVA

SURABAYA

2025

VERIFICATION PAGE

DESIGN OF AN ILLUSTRATION BOOK ON THE HISTORY OF GREEN NORD AND THE STRUGGLE OF PERSEBAYA AS A MEDIUM FOR INTRODUCING SUPPORTERS AGED 20-25 YEARS

Compiled by:

Adi Setyawan

21052010015

Has been maintained in front of the Testing

Team on November 21, 2025

Supervisor I

Alfian Candra Ayuswantana, S.T., M.Ds.
NIP. 19880505 201903 1018

Supervisor II

Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.
NIPPPK. 19831204 202121 1001

Examiner I

Masnuna, S.T., M.Sn.,
NIPPPK. 19840512 2021 212004

Tester II

Aditya Rahman Yani, S.T., M.Med. Kom
NIPPPK. 19810929 202121 1002

This final project has been accepted as one of the requirements

to obtain a Bachelor of Design (S-1) degree

Dean of the Faculty of Architecture and Design

Ibnu Sholichin, S.T., M.T.
NIPPPK. 19710916 202121 1004

CONSENT PAGE

DESIGN OF AN ILLUSTRATION BOOK ON THE HISTORY OF GREEN NORD AND THE STRUGGLE OF PERSEBAYA AS A MEDIUM FOR INTRODUCING SUPPORTERS AGED 20-25 YEARS

Compiled by:

Adi Setyawan

21032010015

Has been maintained in front of the Testing Team on November 21, 2025

Supervisor I	Supervisor II
Alfian Candra Ayuswantana, S.T., M.Ds.	Dr. Aryo Bayu Wibisono, S.T., M.Med.Kom.
NIP. 19880505 201903 1018	NIPPPK. 19831204 202121 1001

This final project has been accepted as one of the requirements to obtain a Bachelor of Design (S-1) degree

Head of the Visual Communication Design Study Program

Masnuna, S.T., M.Sn.
NIPPPK. 19840512 2021 212004

PLAGIARISM-FREE STATEMENT LETTER

I am the undersigned:

Name : Adi Setyawan

NPM 21052010015

Program : Bachelor (S1)

Courses : Visual Communication Design

Faculty : Faculty of Architecture and Design

Declare that in this Final Project scientific document there are no parts of other scientific works that have been submitted to obtain an academic degree in a Higher Education Institution, nor are there any works or opinions written or published by other persons/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future indications of plagiarism are found in this Thesis, I am willing to accept sanctions in accordance with the applicable laws and regulations.

Therefore, I made this statement honestly without any coercion from anyone and to be used as it should.

Surabaya, November 21, 2025

who made a statement

Adi Setyawan

21052010015

ABSTRACT

Persebaya Surabaya and Bonek Mania have a long historical journey marked by the period of club dualism that lasted from 2010 until the club's official reinstatement at the PSSI Congress on January 8, 2017. Throughout this period, Green Nord emerged as a supporter group that played a significant role in reshaping the culture of the stands through its vision of anti-racism, creative support, and consistent involvement in Persebaya's struggle. However, questionnaire results show that most Bonek aged 20–25 only understand a small portion of these crucial historical events, indicating the need for a literacy medium capable of presenting historical information in a structured, engaging, and easily understandable format.

This study employs a design methodology with qualitative and quantitative approaches through interviews, match observations, documentation, and a questionnaire distributed to 106 respondents. Additional analyses, including consumer insight, consumer journey, existing studies, and data synthesis, were conducted to formulate the visual and narrative concepts of the book. Findings indicate that individuals aged 20–25 have a strong interest in visual media, particularly illustrated books, and require credible historical material to thoroughly understand the role of Green Nord.

The final design outcome is an illustrated book that presents the history of Green Nord's formation, the development of its creative and anti-racist identity, and key actions during the dualism era, such as the Jakarta 1 and Jakarta 2 movements and the journey leading to the 2016 2017 PSSI Congress. The illustrations utilize a semi-realistic approach to maintain recognizability of real figures, supported by the application of layout, typography, and color principles to ensure clear and effective communication.

This illustrated book is expected to serve as an educational medium for young supporters, strengthen the positive identity of Bonek, and help minimize racist chants still found in the stands. Beyond being a visual archive, this book aims to reinforce the values of struggle, loyalty, and creativity passed down by the founders of Green Nord so that future generations of supporters understand and preserve the history that has been fought for.

Keywords: Illustrated book, Green Nord, Persebaya, Supporter History, Visual Communication Design..

ABSTRACT

Persebaya Surabaya and Bonek Mania have a long historical journey marked by the period of club dualism that lasted from 2010 until the club's official reinstatement at the PSSI Congress on January 8, 2017. Throughout this period, Green Nord emerged as a supporter group that played a significant role in reshaping the culture of the stands through its vision of anti-racism, creative support, and consistent involvement in Persebaya's struggle. However, questionnaire results show that most Bonek aged 20–25 only understand a small portion of these crucial historical events, indicating the need for a literacy medium capable of presenting historical information in a structured, engaging, and easily understandable format.

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Keywords: Illustrated book, Green Nord, Persebaya, Supporter History, Visual Communication Design..

FOREWORD

All praise and gratitude to the author to the presence of Allah SWT for the abundance of His grace, taufik, and guidance so that the author can complete the final project entitled **"DESIGN OF AN ILLUSTRATION BOOK ON THE HISTORY OF GREEN NORD AND THE STRUGGLE OF PERSEBAYA AS A MEDIUM FOR INTRODUCING AGE SUPPORTERS 20-25 YEARS"** well. The writing of this final project was carried out as one of the requirements to obtain a Bachelor's degree in Visual Communication Design at the "Veteran" National Development University of East Java. During the drafting process, the author received a lot of guidance, direction, and support from various parties both directly and indirectly. For this reason, the author expresses his deepest gratitude to:

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The author realizes that this report still has shortcomings, both in terms of content and the way it is presented. Therefore, the author really hopes for constructive criticism and suggestions for future improvement. It is hoped that this report can provide benefits for readers, especially in an effort to reintroduce local legends through digital comic media.

Surabaya, November 21, 2025

Writer

Adi Setyawan

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