

FINAL PROJECT
**BRANDING DESIGN OF BRUMBUNG VILLAGE AS AN INTEGRATED
VILLAGE BASED ON LOCAL WISDOM**

To Fullfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By:

Rijal Jadhuk Firmansyah

22052010001

Supervisor 1:

Masnuna, S.T, M,Sn

NIPPPK. 19840512 202121 2004

Supervisor 2:

Aileena Solicitor Costa Rica El Chidtian, S.T., M.Ds.

NIPPPK. 19870119 202421 2024

STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
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APPROVAL PAGE
BRANDING DESIGN OF BRUMBUNG VILLAGE AS AN INTEGRATED
VILLAGE BASED ON LOCAL WISDOM

Compiled by:

Rijal Jadhuk Firmansyah
22052010001

Has been defended in front of the Examiner Team

On the date: April 20, 2026

Supervisor I

Supervisor II



Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

Examiner I



Aileena Solicitor C.R.E.C., S.T., M.Ds.

NIPPPK. 19870119 202421 2024

Examiner II



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

NIPPPK. 19831204 202121 1001



Restu Ismovo Aji, S.Sn., M.A.

NIPPPK. 19850106 202521 1046

This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S.Ds)

Dean of the Faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T.

NIPPPK. 19710916 202121 1004

AGREEMENT PAGE
BRANDING DESIGN OF BRUMBUNG VILLAGE AS AN INTEGRATED
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Compiled by:

Rijal Jadhuk Firmansyah

22052010001

Has been defended in front of the Examiner Team

On the date: April 20, 2026

Supervisor I



Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

Supervisor II



Aileena Solicitor C.R.E.C., S.T., M.Ds.

NIPPPK. 19870119 202421 2024

This final project has been accepted as one of the requirements
to obtain a Bachelor of Design (S.Ds)

Coordinator of the Visual Communication Design Program



Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

STATEMENT OF FREE PLAGIARISM

I, the undersigned:

Number : Rijal Jadhuk Firmansyah
NPM : 22052010001
Program : Bachelor (S1)
Study Program : Visual Communication Design
Faculty : Faculty of Architecture and Design

I declare that in this scientific document of Final Project, there is no parts of other scientific works that has been submitted to obtain an academic degree at a Higher Education Institution, and there is also no work or opinion that has been written or published by another person/Institutions, except those that are writtenly cited in this document and stated in full in the Bibliography.

And I declare that this scientific document is free from elements plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 20, 2026

Who Made the Statement



Rijal Jadhuk Firmansyah

NPM: 22052010001

ABSTRACTS

Brumbung Village, located in Kepung District, Kediri Regency, is a rural area with strong potential across multiple sectors such as agriculture, livestock, UMKM, and cultural heritage. However, despite its rich resources, the village lacks a consistent branding system and visual identity, resulting in limited public recognition of its cultural and economic values. This research aims to strengthen Brumbung Village's brand equity through the design of a local wisdom based branding system that visually represents the village's social, cultural, and economic identity.

The design process applies the ADDIE method (Analysis, Design, Development, Implementation, Evaluation) proposed by Branch (2009). Qualitative method, including observation, interviews, and literature studies, were conducted to gather data, which were analyzed using SWOT and TOWS Matrix techniques to determine the most effective branding strategies. Theoretical frameworks from Keller & Swaminathan (2019), and Kusrianto (2020) were used to develop a coherent, professional, and competitive visual identity.

The results indicate that strengthening the village's visual identity through branding elements such as logo, mascot, sign system, and graphic standards can increase brand equity, and build a positive public perception of Brumbung Village. Therefore, the proposed branding system is expected to serve as a strategic tool to promote Brumbung Village as an integrated, locally rooted community while fostering economic growth and cultural pride among its residents.

Keywords: Village Branding, Visual Identity, Local Wisdom, ADDIE, Brand Equity

FOREWORD

Praise be to the author for the presence of Allah SWT for all His abundant graces, gifts, and guidance so that the report/design of this final project can be completed properly. Prayers and greetings are always poured out to the Prophet Muhammad PBUH who has become an example for mankind in living life.

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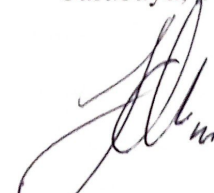
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The author realizes that the report and the design of this final project still have many shortcomings. Therefore, the author is very open to constructive criticism and suggestions for the improvement of this work in the future. Finally, the author hopes that this final project can provide benefits, insights, and positive contributions for various parties.

Surabaya, 16 Mei 2026

A handwritten signature in black ink, appearing to read 'Rijal Jadhuk Firmansyah', written in a cursive style.

(Rijal Jadhuk Firmansyah)

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