

CHAPTER 5 CONCLUSION

5.1 Conclusion

Based on the results of the branding design of Brumbung Village as an integrated village based on local wisdom, it can be concluded that Brumbung Village has very strong potential from various sectors, such as agriculture, livestock, MSMEs, as well as culture and cultural heritage. However, this potential has not previously been supported by a structured and consistent branding and visual identity system, so it has not been able to build a strong perception in the wider community.

Through pendekatan Method ADDIE (Analysis, Design, Development, Implementation, Evaluation), this design succeeded in producing a branding system that includes key elements such as logos, mascots, sign systems, and graphic standard manuals (GSM). All of these elements are designed based on the values of local wisdom of Brumbung Village, so that they are able to visually represent the character, culture, and potential of the village.

The results of the design show that a consistent visual identity can be a strategic medium in increasing brand awareness, forming a positive brand image, and potentially strengthening the brand equity of Brumbung Village. Thus, branding not only functions as an aesthetic element, but also as a means of visual communication that is able to bridge local potential with the perception of the wider audience.

5.2 Suggestions

Based on the results of the design that has been carried out, there are several suggestions that can be given for further development, namely:

1. For the Brumbung Village Government

It is recommended to implement a branding system that has been designed consistently in various media, both physical and digital, so that the visual identity of the village can be widely known and sustainably.

2. For the Village Community

It is hoped that the community can actively participate in maintaining and using the visual identity of the village as part of a joint effort in building an image and pride in Brumbung Village.

3. For Further Development

This design can still be further developed, especially in the digital branding aspects such as social media management, village websites, and broader communication strategies to reach a larger audience.

4. For the Next Researcher

It is hoped that this research can be a reference in the development of other village branding, especially those based on local wisdom, with a more in-depth approach both in terms of communication strategy and design implementation.