

FINAL PROJECT
BRAND IDENTITY DESIGN OF THE KINANTHI MACAPAT
SIDOARJO ASSOCIATION

To Fulfill requirements for obtaining a bachelor's degree (S-1)



By:

Anindya Laksmi Larasati

21052010012

Supervisor 1:

Sri Wulandari, S.Sn., M.A

Supervisor 2:

Bayu Setiawan, S.Sn., M.Sn.

STUDY PROGRAM OF VISUAL COMMUNICATION DESIGN

FACULTY OF ARCHITECTURE AND DESIGN

UNIVERSITAS PEMBANGUNAN NASIONAL "VETERAN" JAWA TIMUR

2026

APPROVAL PAGE

**BRAND IDENTITY DESIGN OF THE KINANTHI MACAPAT SIDOARJO
ASSOCIATION**

Compiled by:

ANINDYA LAKSMI LARASATI

21052010012

Has been defended in front of the Examiner Team

On : April 20, 2026

Supervisor 1



Sri Wulandari, S.Sn., M.A
NIP: 199304192025062006

Supervisor 2



Bayu Setiawan, S.Sn., M.Sn.
NIP. 19910728 202203 1004

Examiner 1



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

Examiner 2



Mahimma Romadhona, S.T., M.Ds.
NIP. 19880428 201803 2001

This Final Project has been accepted as one of the requirements

To obtain a Bachelor of Design (S-1)

Dean of the Faculty of Architecture and Design



Ibnu Sholichin, S.T., M.T

NIPPPK. 19710916 202121 1004

AGREEMENT PAGE

**BRAND IDENTITY DESIGN OF THE KINANTHI MACAPAT SIDOARJO
ASSOCIATION**

Compiled by:

ANINDYA LAKSMI LARASATI

21052010012

Has been defended in front of the Testing Team

On : April 20, 2026

Supervisor 1



Sri Wulandari, S.Sn., M.A
NIP: 199304192025062006

Supervisor 2



Bayu Setiawan, S.Sn., M.Sn.
NIP. 19910728 202203 1004

**This Final Project has been accepted as one of the requirements
To obtain a Bachelor of Design (S-1) degree**

Head of Visual Communication Design Study Program



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

STATEMENT OF FREE PLAGIARISM

I, the undersigned:

Name : Anindya Laksmi Larasati
NPM : 21052010012
Program : Bachelor (S1)
Study Program : Visual Communication Design
Faculty : Architecture and design

I declare that in this scientific document of Final Project/Thesis/Dissertation* there is no part of another scientific work 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/institution, 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 of plagiarism. If in the future there is an indication of plagiarism in this Thesis/Dissertation, 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, April 20, 2026

Who Made the Statement



Anindya Laksmi Larasati
21052010012

FOREWORD

All praise and gratitude to the author to the presence of Allah SWT, who has given His Grace and guidance so that the author can complete a series of Final Project processes entitled "Designing the Brand Identity of the Kinanthi Macapat Sidoarjo Association" as one of the requirements to complete the Bachelor Program (S-1) Department of Visual Communication Design, "Veteran" National Development University, East Java.

The author realizes that this final project cannot run as it should without the guidance and assistance as well as the availability of facilities and infrastructure that have been provided to the author in working on this final project. Therefore, on this occasion, the author would like to express his gratitude and also respect to:

1. Allah SWT who always listens to every prayer, hope and complaint from the author and also provides smoothness and convenience in the process of working on this Final Project.
2. The writer's parents are the ones who always give love, prayers, motivation, and also support to the writer, both emotionally and materially.
3. Mrs. Sri Wulandari, S.Sn., M.A as a supervisor for 1 writer who always provides guidance and direction very patiently to help the author complete this Final Project to completion.
4. Mr. Bayu Setiawan, S.Sn., M.Sn. As a supervisor of 2 writers who have helped in providing valuable input in the process of working on this Final Project.
5. Mr. Aditya Rahman Yani, S.T., M.Med.Kom. and Mrs. Mahimma Romadhona, S.T., M.Ds. as a lecturer for examiners 1 and 2 of the author who have provided criticism and suggestions that the author uses as material for evaluating this design.
6. Mr. Kol. (P) Ari Krisdiyanto, M.Tr.Hanla., M.Tr.(Han). As the owner of the Kinanthi Macapat Sidoarjo association who has invited and also assisted the author in collecting data in the work on the Final Project.
7. Mr. Prasetyo Adi who is willing to be a resource person and has also provided very useful knowledge in this design.
8. All lecturers and educators in the Visual Communication Design Study Program of the National Development University "Veteran" East Java, who has provided knowledge and dedication to the author so that he can complete the education well.

9. Aryasatya Jaggadatri, Aryaputra Jaggadatri, and also Andhika Lintang Sasongko as the younger brother of the writer who always provided help and also provided enthusiastic support.
10. Novia Nirmala Putri and Deby Rahmawati who are always willing to be discussion partners and also always provide support to writers. Thus, it becomes a source of strength for writers.
11. Friends of Visual Communication Design Class of 21 who have helped and also fought together in completing Education at the "Veteran" National Development University of East Java.

The author is well aware that in writing this design there are still errors in the writing and also the preparation. Therefore, the author apologizes for the error. It is hoped that this design can be useful and also beneficial for readers.

Surabaya, April 26, 2026

Anindya Laksmi Larasati

TABLE OF CONTENTS

VERIFICATION PAGE.....	i
CONSENT PAGE.....	ii
PLAGIARISM-FREE STATEMENT LETTER.....	iii
ABSTRACT	iv
FOREWORD.....	v
TABLE OF CONTENTS.....	vii
LIST OF IMAGE.....	x
LIST OF TABLES	xiii
LIST OF APPENDIX	xiv
CHAPTER I	
INTRODUCTION	1
1.1 Background.....	1
1.2 Problem Identification	3
1.3 Problem Formulation.....	4
1.4 Problem Limitations	4
1.5 Purpose of Design.....	5
1.6 Benefits of Planning	5
1.7 Design Framework.....	6
CHAPTER II	
LITERATURE REVIEW AND EXISTING STUDIES	7
2.1 Operational Definition of Title	7
2.2 Definition of Planning	7
2.3 <i>Brand Identity</i>	7
2.4 <i>Paguyuban Kinanthi Macapat Sidoarjo</i>	9
2.5 Teenage Interests	10
2.6 Tembang Macapat.....	11
2.7 Theoretical Foundations	13
2.8 Brand and Brand Identity	13
2.9 Psychosocial Development.....	31

2.10 Existing Studies.....	33
2.11 Comparative Studies.....	39
2.12 Competitor Studies.....	43
CHAPTER III	
DESIGN METHODOLOGY	48
3.1 Design Method	48
3.2 Planning Objects.....	48
3.3 Data Collection Techniques.....	49
3.3.1 Data Primer.....	49
3.3.2 Data Seconds	52
3.3.3 Target Audiens.....	53
3.4 Data Analysis Techniques.....	54
3.4.1 Interview Data Analysis.....	55
3.4.2 Observational Analysis	63
3.4.3 Kuesioner Analysis	64
3.4.4 Consumer Insight Analysis.....	68
3.4.5 Consumer Journey Analysis	70
3.5 Sintesa Date	71
3.6 <i>Unique Selling Proposition (USP)</i>	72
CHAPTER IV	
CONCEPT AND IMPLEMENTATION DESIGN	73
4.1 Design Concept Formulation.....	73
4.1.1 Keyword Formulation	73
4.1.2 Keyword Definition.....	74
4.1.3 Verbal Concepts.....	75
4.1.4 Visual Concepts	77
4.1.5 Media concept.....	84
4.2 Design Design Process	92
4.2.1 Rough Design.....	92
4.2.2 Comprehensive Design.....	93
4.2.3 Design Validation.....	95

4.2.4	Final Design.....	96	
4.2.5	Supergrafis.....	97	
4.3	Design Implementation	98	
4.3.1.	Main Media	98	
4.3.2.	Print Media	99	
4.3.3.	Social Media.....	100	
4.3.4.	Supporting Media	101	
4.4	Draft Project Budget.....	108	
4.4.1	Media Production Costs	108	
CHAPTER V			
CONCLUSION			109
5.1	Conclusion	109	
5.2	Suggestions	109	
BIBLIOGRAPHY			110
APPENDIX			113

LIST OF IMAGE

Figure 1.1 Thinking Frame	6
Figure 2.1 Example of Logogram.....	16
Figure 2.2 Example Logotype	17
Figure 2.3 Example of Combination mark	18
Figure 2.4 Primary Color Scheme	19
Figure 2.5 Secondary Color Scheme	19
Figure 2.6 Tertiary Color Scheme	20
Figure 2.7 Serif Letters	24
Figure 2.8 Sans Serif Letters	25
Figure 2.9 Script Letters	25
Figure 2.10 Decorative Letters	26
Figure 2.11 Logo of Paguyuban Kinanthi Macapat Sidoarjo	35
Figure 2.12 Banner image of Paguyuban Kinanthi Macapat Sidoarjo	36
Figure 2.13 Picture of pamphlet by Kinanthi Macapat Sidoarjo	38
Figure 2.14 Logo Asas UPI	40
Figure 2.15 UPI Basic Instagram Content.....	41
Figure 2.16 UPI Basic Promotional Media	42
Figure 2.17 Logo of the Sekar Kawedhar Sidoarjo Association	44
Figure 2.18 Instagram Content	45
Figure 2.19 Promotional Media.....	46
Figure 3.1 Observation to <i>basecamp</i>	50
Figure 3.2 Interview with the owner of the <i>Paguyuban Kinanthi Macapat Sidoarjo</i>	55
Figure 3.3 Interview with the CEO & Founder of Kawakibi	60
Figure 3.4 Direct Observation	63
Figure 3.5 Target audience photos	70
Figure 4.1 Keyword formulation	73
Figure 4.2 Surya Majapahit	78
Figure 4.3 Yudhistira Puppet	79
Figure 4.4 The Mataram kuluk was used by the great sultan	79

Figure 4.5 Logo Reference	79
Figure 4.6 Color Pallet	82
Figure 4.7 Aubrey Font.....	83
Figure 4.8 Font Caliber.....	83
Figure 4.9 Supergraphic Implementation Examples	84
Figure 4.10 GSM Reference.....	86
Figure 4.11 Reference Brochure.....	87
Figure 4.12 Content Reference.....	88
Figure 4.13 Keychain Reference	88
Figure 4.14 Totebag Reference.....	89
Figure 4.15 Tumbler Reference.....	89
Figure 4.16 Reference T-shirts of the Association.....	89
Figure 4.17 Pin Reference	90
Figure 4.18 Stationery Reference	90
Figure 4.19 X-Banner Reference.....	91
Figure 4.20 Poster Reference.....	91
Figure 4.21 Rough Logo Design	93
Figure 4.22 Digital Logo Alternatives.....	93
Figure 4.23 Digital logo color alternatives.....	94
Figure 4.24 Alternative Logo 1	94
Figure 4.25 Alternative Logo 2	95
Figure 4.26 Logo Validation.....	96
Figure 4.27 Final Logo.....	97
Figure 4.28 Supergraphic	98
Image 4.29 GSM	99
Figure 4.30 Brochure.....	99
Figure 4.31 Content.....	100
Figure 4.32 Content Planner.....	100
Figure 4.33 Keychain	101
Figure 4.34 Totebag.....	101
Figure 4.35 Tumbler.....	102

Figure 4.36 pin.....	102
Figure 4.37 Shirt.....	103
Figure 4.38 Sticker	103
Figure 4.39 Notebook.....	104
Figure 4.40 Business Card.....	104
Figure 4.41 Bolpoint.....	105
Figure 4.42 X-Banner.....	106
Figure 4.43 Poster.....	107

LIST OF TABLES

Table 2.1 Media analysis of the logo of the Kinanthi Macapat Sidoarjo Association	35
Table 2.2 Media analysis of Paguyuban Kinanthi Macapat Sidoarjo	37
Table 2.3 Media analysis of pamphlet Paguyuban Kinanthi Macapat Sidoarjo	38
Table 2.4 UPI Basic logo media analysis	40
Table 2.5 Analysis of Instagram content media Basics UPI.....	41
Table 2.6 Analysis of Instagram promotion media Basics UPI.....	42
Table 2.7 Analysis of the logo of the Sekar Kawedhar Sidoarjo Association	44
Table 2.8 Analysis of the content media of the Sekar Kawedhar Sidoarjo Association	45
Table 2.9 Analysis of promotional media of the Sekar Kawedhar Sidoarjo Association ...	46
Table 3.1 Consumer Journey Analysis	70
Table 4.1 Brand Identity media design.....	84
Table 4.2 Production Costs.....	108

LIST OF APPENDIX

Observation.....	109
Interview.....	109
Questioner.....	110
Exhibition.....	116
Assistance sheet.....	117

