

CHAPTER IV
CONCEPT AND IMPLEMENTATION DESIGN

4.1 Concept Development

4.1.1 Keyword Development

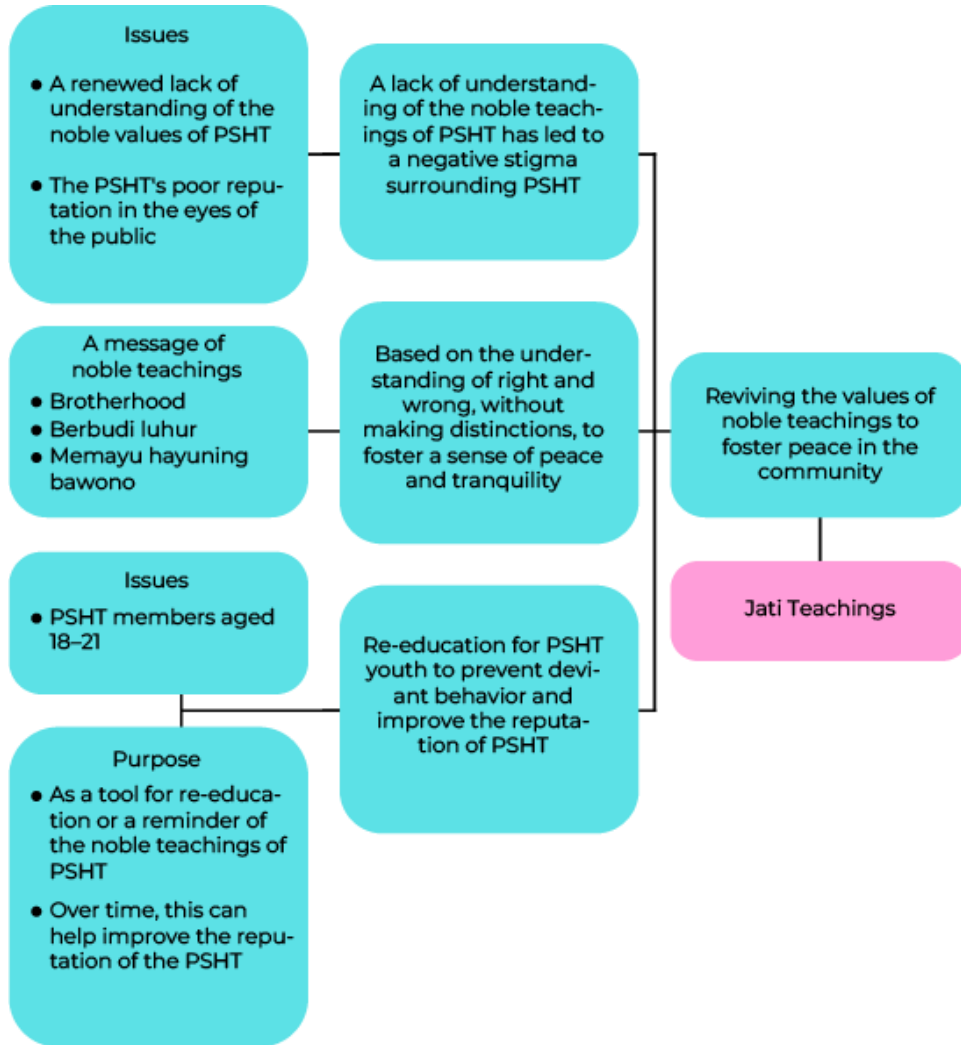


Figure 4. 1 Keyword Selection
(Source: Personal Documentation)

4.1.2 Definition of Keywords

The determination of keywords in the design process is a crucial element that serves to convey messages both verbally and visually. The keyword formulated is “Jati Ajaran,” derived from the problem statement, the noble teachings of PSHT, the target audience, and the objectives. “Jati Ajaran” describes the true teachings of the Persaudaraan Setia Hati Terate (PSHT)

organization aimed at fostering peace within the community. In line with the problem and objectives, this design is specifically intended for PSHT youth who often stray from the true essence of PSHT's teachings due to a lack of renewed understanding of these noble values. This concept emphasizes visuals that are not only appealing but also convey the meaning of PSHT's noble teachings to the primary target audience of the design.

1. What to Say

This boxset is designed to re-educate or serve as a reminder of the noble values of PSHT namely, brotherhood, virtue, and harmony with the universe specifically for PSHT youth. It combines visual representations of these noble values with content tailored to the interests of the primary target audience.

2. How to Say

This boxset features existing PSHT elements such as the terate flower or the shining heart, presented with bold stoner rock-style illustrations, decorative yet legible typography, and dark, high-contrast color schemes. Every visual element is designed not only to reinforce identity through a sense of belonging and pride but also to convey the message of PSHT's noble teachings.

4.1.3 Denotative Meaning

The denotative meaning of the keyword "Bringing the Essence of the Teachings to Life" is derived from a collection of words with the following meanings

1. Jati

According to the Kamus Besar Bahasa Indonesia (KBBI), the word "Jati" refers to the identity or defining characteristics of an individual, community, or organization.

2. Ajaran

According to the Kamus Besar Bahasa Indonesia (KBBI), the word "Ajaran" refers to various things that are taught, as well as advice or guidance that serves as a guide for one's actions or behavior.

4.1.4 Connotative Meaning

The connotative meaning of the keyword “Jati Ajaran” pertains to the true teachings that are not merely remembered but also implemented into daily life in accordance with the principles taught. This phrase conveys the impression that the teachings once imparted are beginning to fade from the lives of PSHT youth and are poorly understood. Overall, the authenticity of the noble teachings passed down as a guide for social life aims to provide clearer direction for today’s PSHT youth members. Therefore, this design does not merely present the boxset as a collection but also as a medium for re-education for the audience.

4.1.5 Verbal Concept

4.1.5.1 Boxset Title

This boxset is titled “Jati Terate,” which reflects the true identity of the PSHT organization. The title is closely linked to the previously defined keyword “Jati Ajaran.” It will be featured on the front of the boxset using psychedelic peace typography alongside illustrations.

4.1.5.2 Language Style

The language style in the design of this boxset uses standard Indonesian, employing a communicative tone to convey the message about the noble teachings of PSHT so that it is easily understood by the target audience, who are the primary recipients. The communicative tone used is similar to how people generally teach about proper conduct. Additionally, the terminology used reflects the teachings’ values without adding to or exaggerating the meaning of those teachings.

4.1.5.3 Content

- **Cover**

The front cover will feature an illustration combined with the PSHT identity (Shining Heart), with the title placed above the illustration.

- **Synopsis**

The synopsis for this boxset will outline the purpose of the boxset’s contents and explain the meaning of “Jati Terate” as well as the rationale behind the boxset’s design.

- **Visualbook**

Table 4. 1 Contents of the visualbook
(Source: Personal Documentation)

Page	Anatomical Section	Page Type	Concept Description
-	Front Cover	Soft cover	An illustration derived from the boxset cover with slight modifications, combined with the title “Jati Terate.”
1	Introduction to the PSHT Organization's Objectives	Standard page	No illustration, contains an explanation of the PSHT organization's objectives.
2	Table of Contents	Standard page	Contains the table of contents for the visualbook.
3	Illustration Philosophy Chapter	Standard page	Contains an illustration of Surabaya’s cityscape and the title.
4-5	Content	Standard page	Page 4 features the boxset cover illustration, and page 5 explains the philosophy behind the boxset cover, along with a QR code for the design.
6-7	Content	Standard page	Page 6 contains an illustration of the “Brotherhood” t-shirt, and page 7 contains an explanation of the philosophy behind the brotherhood, along with a QR code for the design.

8-9	Content	Standard page	Page 8 contains an illustration for the “Memayu Hayuning Bawono” t-shirt, and page 9 contains an explanation of the philosophy behind the illustration, along with a QR code for the design.
10-11	Content	Standard page	Page 10 contains an illustration for the “Urip Iku Urup” t-shirt, and page 11 contains an explanation of the illustration’s philosophy, along with a QR code for the design.
12	Content	Standard page	No illustration, contains an explanation of the overall meaning and conclusion of the illustration’s philosophy as described on the previous pages.
13	Biography Chapter	Standard page	Contains an illustration of Surabaya’s cityscape and the title.
14-15	Content	Standard page	Page 14 features a half-length illustration of Ki Ngabehi Ageng Soerodwirjo, Page 15 contains a biographical description of this figure.
16-17	Content	Standard page	Page 16 features a half-length illustration of Ki Hadjar Hardjo Oetomo, Page 17 contains a biographical description of this figure.

18-19	Content	Standard page	Page 18 contains a half-length illustration of Mr. Jendro Darsono, Page 19 contains a biographical description of him.
20-21	Content	Standard page	Page 20 contains a half-length illustration of Mr. Harsono, Page 21 contains a biographical description of him.
22	Content	Standard page	Contains an explanation of the purpose of the biographies.
23	Chapter on the philosophy of symbols	Standard page	Contains an illustration of Surabaya city buildings and the title.
24-25	Content	Standard page	Page 24 contains an illustration of a lotus flower Page 25 contains an explanation of the meaning of the lotus flower within the PSHT organization.
26-27	Content	Standard page	Page 26 contains an illustration of a suruh temu rose leaf, Page 27 contains an explanation of the meaning of the suruh temu rose leaf within the PSHT organization.
28-29	Content	Standard page	Page 28 contains an illustration of a rooster, Page 29 contains an explanation of the meaning of the rooster within the PSHT organization.
30	Content	Folded page	Contains an explanation of the philosophy behind the PSHT

			logo, and the PSHT logo is located on the inside of the folded paper.
31	Chapter on the philosophy and rules regarding insignia	Standard page	Contains an illustration of Surabaya's cityscape and a title.
32-34	Content	Standard page	Contains illustrations of PSHT training belts ranging from black to mori cloth, with an explanation of the philosophy behind each belt provided alongside the illustrations.
35-36	Content	Standard page	Contains a photo of a full set of training gear, with an explanation of the rules for wearing the gear provided alongside it.
37	Chapter on the philosophy of the movement	Standard page	Contains an illustration of Surabaya's cityscape and a title.
38-41	Content	Standard page	Contains a photo of the PSHT opening movements, along with an explanation of the philosophy behind each movement.
42	Content	Standard page	Contains an illustration of people forming a brotherhood bond, and below the illustration is an explanation of the overall philosophy of PSHT techniques.

43	Chapter on the philosophy of meditation	Standard page	Contains an illustration of Surabaya city buildings and a title.
44-45	Content	Standard page	Page 44 contains an illustration of people meditating; page 45 contains an explanation of meditation within the PSHT organization.
46	Content	Standard page	Contains an explanation of Tat Twam Asi in PSHT teachings.
-	Back cover	-	Contains an illustration of the atmosphere and buildings of the city of Surabaya.

4.1.6 Visual Concepts

4.1.6.1 Illustration

Gaya gambar 1



Gaya gambar 2



Figure 4. 2 Alternative image styles for the target audience
(Source: questionnaire screenshot)

The design of the PSHT Surabaya City Pencak Silat Boxset will feature illustrations that depict the noble values of PSHT, namely Brotherhood, Memayu Hayuning Bawono, and Urip iku Urup. Additionally, the illustration style is based on survey results showing that 97% of the target audience respondents prefer designs aligned with the interests of PSHT teenagers, such as the graphic styles found on rock or metal band T-shirts (Style 2).

The illustration style in the design of this boxset serves as the primary reference for the design. This is to capture the interest of today’s PSHT teenagers so they can effectively receive the message conveyed within the boxset’s contents. The following references were selected as the basis for the illustration style in this design:



Figure 4. 3 References – riandykaruniawan, montdoom, novent, steven yoyada (Source: Instagram screenshot)

4.1.6.2 Typography

The typography in this boxset design will be tailored to the established keyword “Jati Ajaran”, the typography used will feature strong forms and a warm, energetic feel. With a dynamic and expressive feel, it evokes a sense of renewal. The typographic elements used in this boxset

design include a modified version of the Metrim font (Headline), Gotham (Subheadline), and Groovy (Body text). This typography serves as a bridge to convey the message of noble teachings with a warm, approachable tone that resonates with the interests of today’s youth. The typography is harmonized with the illustration style of this boxset design.

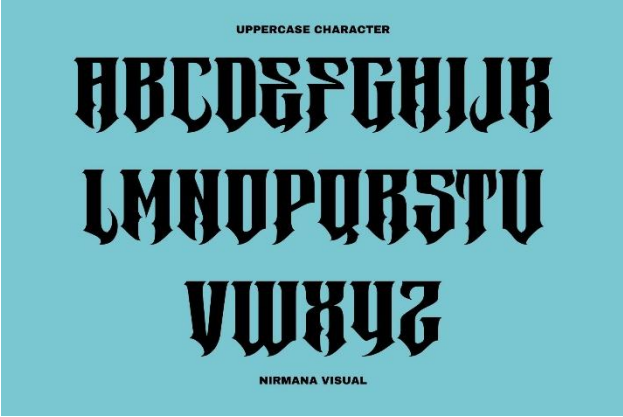


Figure 4. 4 Typeface headline – Metrim Letter
(Source: <https://www.fontspace.com/metrim-version-font-f100969>)



Figure 4. 5 Typeface sub headline – Gotham
(Source: <https://www.fontspace.com/gotham-font-f108998>)



Figure 4. 6 Typeface bodytext – groovy liquor
 (Source: <https://groovyfont.com/product/groovy-liquor/>)

4.1.6.3 Color

Color selection is crucial in the design of the PSHT Surabaya City Pencak Silat Boxset, as the use of color is not only visually appealing but also conveys the message intended for the audience. The color scheme is derived from the primary colors of the PSHT logo black, white, red, yellow, and green which represent the PSHT’s iconic colors and symbols. The combination of warm and cool tones creates a balance in the illustrations and reflects the teachings of PSHT.



Figure 4. 7 Reference for primary color variations – PSHT logo
 (Source: chrome)

4.1.6.4 Layout

In the design of this boxset, the text layout is also crucial for capturing the audience’s attention and ensuring they focus on the message the design intends to convey. Proper spacing

within the text layout is essential to ensure the text is easy to read and creates a balanced visual impression. Overall, the layout of the text in this boxset is designed to guide the reader and enhance their reading experience.

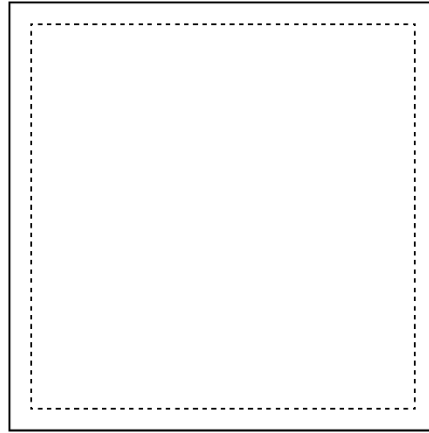


Figure 4. 8 Layout sketch for the boxset table of contents
(Source: Personal Documentation)

4.1.7 Media Concept

The media to be used in this design are selected based on the interests commonly shared by PSHT teenagers (ages 18–21), as these media resonate with the target audience.

4.1.7.1 Primary Media

The primary media for the design of the PSHT Surabaya City Pencak Silat Boxset are as follows:

- An exclusive, sturdy box to protect the products inside from pressure, featuring an illustration of a rooster.
- Three t-shirts titled “Brotherhood,” “Noble Virtue,” and “Harmony of the Universe,” with each shirt depicting an illustration related to its respective teaching.
 1. The first T-shirt, titled “Brotherhood,” illustrates the teaching that fellow brothers and sisters should respect one another without discrimination based on background or other factors.
 2. The second T-shirt, titled “Urip iku Urup,” illustrates that PSHT members must be able to provide something useful or beneficial to others.

3. The third T-shirt, titled “Memayu Hayuning Bawono,” illustrates the teaching of taking joy in others’ happiness by fostering a sense of comfort, peace, beauty, and serenity, and refers to salvation in this world and the hereafter.
- 2 A3 posters, with the first poster derived from the boxset cover and the second featuring the PSHT logo.
 - A visual book containing illustrations designed to convey meanings aligned with the noble values of PSHT’s teachings.
 - The standard training uniform of the Persaudaraan Setia Hati Terate (PSHT).

4.1.7.2 Supporting Media

Supporting media in this design are supplementary products used to reinforce the identity of this design. Additionally, supporting media serve as complementary elements that engage with the audience. These supporting media are also derived from the consumer journey data obtained during this design process.

- Tumbler

A dark-colored tumbler featuring PSHT illustrations and branding, as PSHT members typically bring their own drinking water from home to practice sessions.

- Merchandise

1. Lighters

Black lighters featuring the PSHT logo or branding, used to light cigarettes, as the majority of PSHT members smoke.

2. Stickers

Stickers with stoner-style illustrations and typography, designed to align with the boxset’s visual concept and express the audience’s pride in PSHT.

3. Keychains

A keychain featuring the PSHT logo or identity to express pride in the organization.

4. Tote Bag

A black tote bag featuring PSHT illustrations and branding, designed to hold uniforms and other items when heading to practice.

4.2 Design Process

4.2.1 Empathize

This stage aims to collect the necessary design data through empathy and other related approaches. The observation process in this stage is conducted via questionnaires, observations, and interviews. The questionnaires are directed at PSHT members and the general public; observations are conducted at training locations; and interviews are conducted with illustration experts and Mr. Suprijadi to meet the needs of the target audience.

4.2.2 Define

The Define stage involves formulating the data required to meet the needs of the target audience. The questionnaire results indicate that the majority of PSHT members, particularly teenagers, are more interested in merchandise as a means of education regarding the noble teachings of PSHT. The observation results also showed that many PSHT teenagers came to practice wearing PSHT T-shirts or merchandise, and the interview with Mr. Suprijadi confirmed that PSHT teenagers are indeed more interested in merchandise than in educational books. The overall data indicates that this design should be developed as an educational medium packaged in the form of an exclusive merchandise boxset.

4.2.3 Ideate

The next stage, ideate, is the stage for generating creative ideas in the form of rough sketches. The following outlines the ideate stage in this design process.

4.2.3.1 Rough Design/Sketch

- **Visual References**

This design draws visual references from comparative studies and direct and indirect observations, utilizing digital illustration techniques to depict the meaning of PSHT's core values such as

brotherhood, “memayu hayuning bawono,” and “urip iku urup.” The artistic style in this design is tailored to the interests of the target audience.

- **Concept Sketches for Illustrations**

The illustration concepts in this design are based on information from interviews with a PSHT elder in Surabaya (Mr. Suprijadi). They elaborate on the noble teachings of PSHT such as brotherhood, “memayu hayuning bawono,” and “urip iku urup” as well as the meaning of the rooster as a symbol and emblem of PSHT. The typographic concept applied to the title uses the Metrim Letter font with slight modifications, such as wing-like shapes and slightly pointed ends.

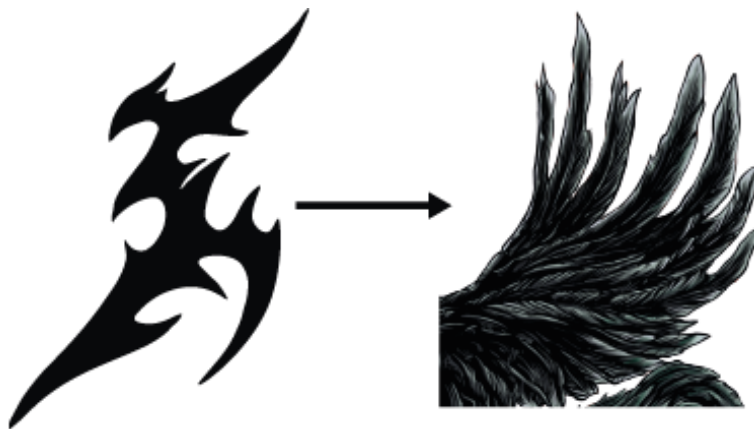


Figure 4. 9 Additional modifications to typographic forms
(Source: Personal Documentation)

a. Cover *boxset*

The boxset cover title is based on a visual concept that has been adapted to the illustration style, such as using the Metrim letter typeface with some modifications. Below is the boxset cover title, which has been modified from the base Metrim letter font.



Figure 4. 10 Boxset cover title
(Source: Personal Documentation)

The concept for the boxset cover illustration in this design features a rooster or a lotus flower as the main subject, serving as symbols or emblems of PSHT. According to Mr. Suprijadi, the rooster represents a requirement for PSHT members before they are officially accepted, as PSHT members are expected to be leaders and role models in society such as defending the truth with courage and wisdom within their communities or surroundings. Meanwhile, the lotus flower also embodies a philosophy that PSHT members must be able to thrive in various environments, bringing beauty wherever they go.

The boxset cover also incorporates elements found in the city of Surabaya, such as buildings or statues. These elements serve as the background for the boxset cover. Additionally, the background could feature a visual of a calm, flowing river in rhythm. This illustrates the main point of the PSHT preamble, which states that it is human nature to flow and move in one's own rhythm toward perfection.

The following are three alternative sketches for the boxset cover that will be validated by expert illustrators and the target audience.



Figure 4. 11 Alternative sketches for the boxset cover illustration
 (Source: Personal Documentation)

b. Persaudaraan (T-shirt)

The title of the brotherhood T-shirt is derived from a visual reference that has been adapted to an illustrative style, such as using the Metrim Letter typeface with some modifications. The following are the modified titles based on the original Metrim Letter font.



Figure 4. 12 T-shirt persaudaraan title
(Source: Personal Documentation)

The following are the subheadline and body text to be used on the back of the T-shirt, using the Gotham font (subheadline) and the Groovy Liquor font (body text).

-PERSAUDARAAN-
*MANUSIA YANG HAKEKATNYA SEBAGAI MAKHLUK GIPTAAN
TUHAN YANG MEMILIKI DERAJAT YANG SAMA, TANPA
MEMBEDAKAN LATAR BELAKANG ANTARA SUKU, RAS,
KEPERGAYAAN, JABATAN SOSIAL
DAN SEBAGAINYA.*

Figure 4. 13 Back design of the T-shirt
(Source: Personal Documentation)

The concept behind the brotherhood T-shirt illustration reflects the meaning of PSHT’s teachings on brotherhood, which is an eternal and everlasting bond or, in Javanese, “sedulur tunggal banyu” much like siblings sharing the same father and mother. This brotherhood does not judge a person based on their religion or worldly background such as rank, status, wealth, poverty, or dignity but rather on the common ground that we are all creatures of the One and Only God.

Below are three alternative sketches for the brotherhood t-shirt design that will be reviewed by professional illustrators and the target audience.



Figure 4. 14 An alternative illustration of persaudaraan
 (Source: Personal Documentation)

c. Memayu Hayuning Bawono (T-shirt)

The title of the “Memayu Hayuning Bawono” T-shirt is derived from a visual concept that has been adapted to an illustrative style, such as using the Metrim Letter typeface with some modifications. Below is the modified title based on the original Metrim Letter font.



Figure 4. 15 T-shirt Memayu Hayuning Bawono title
 (Source: Personal Documentation)

The following are the subheadline and body text that will be placed on the back of the T-shirt, specifically below the back illustration, using the Gotham font (subheadline) and the Groovy Liquor font (body text).

-MEMAYU HAYUNING BAWONO-
MERUPAKAN KEHIDUPAN YANG MEMPERINDAH KEINDAHAN
HIDUP, SEBAGAI MANUSIA YANG MAMPU MENUMBUHKAN
KEINDAHAN DALAM KEHIDUPAN DENGAN MENJAGA
PERDAMAIAN, DAN KETENTRAMAN.

Figure 4. 16 Text below the illustration
(Source: Personal Documentation)

The concept of this T-shirt illustration depicts the meaning of the Memayu Hayuning Bawono teaching, which is an attitude of taking joy in others' happiness by fostering and maintaining a sense of comfort, security, beauty, and peace, as well as referring to salvation in this world and the hereafter. People with this trait always strive for safety, happiness, and well-being, and work to eliminate anger, greed, and avarice.

Below are three alternative sketches for a brotherhood t-shirt design that will be reviewed by professional illustrators and the target audience





Figure 4. 17 Alternative illustration of “memayu hayuning bawono”
 (Source: Personal Documentation)

d. Urip iku Urup (T-shirt)

The title of the “Urip iku Urup” T-shirt is derived from a visual concept that has been adapted to an illustrative style, such as using the Metrim Letter typeface with some modifications. Below is the modified title based on the original Metrim Letter font.



Figure 4. 18 The title Urip iku Urup
 (Source: Personal Documentation)

The following are the subheadline and body text to be used on the back of the T-shirt, using the Gotham font (subheadline) and the Groovy Liquor font (body text).

-URIP IKU URUP-

“URIP” (HIDUP) SEDANGKAN “URUP” (MENYALA) “HIDUP ITU MENYALA”, HIDUP HARUS BISA MEMBERIKAN CAHAYA. SEBAGAI MANUSIA HARUS DAPAT MEMBERIKAN SESUATU YANG BERGUNA ATAU MANFAAT BAGI ORANG LAIN.

Figure 4. 19 Back design of the T-shirt
(Source: Personal Documentation)

The concept of the T-shirt illustration depicts the meaning of the teaching “Urip iku Urup,” which refers to an act that benefits others or those around us in daily life. Members of PSHT must be able to provide something useful or beneficial to others. “Urip” means life and “urup” means to shine; therefore, life must bring light to many people.

The following are three alternative sketches for the brotherhood t-shirt design that will be validated by expert illustrators and the target audience.



Figure 4. 20 Alternative Urip iku Urup
(Source: Personal Documentation)

e. Visualbook

The concept for this visual book (14 x 12.5 cm) features illustrations that depict noble teachings in accordance with the title of each design. It also includes several of PSHT's philosophical teachings. Below is a rough layout concept for the visual book.

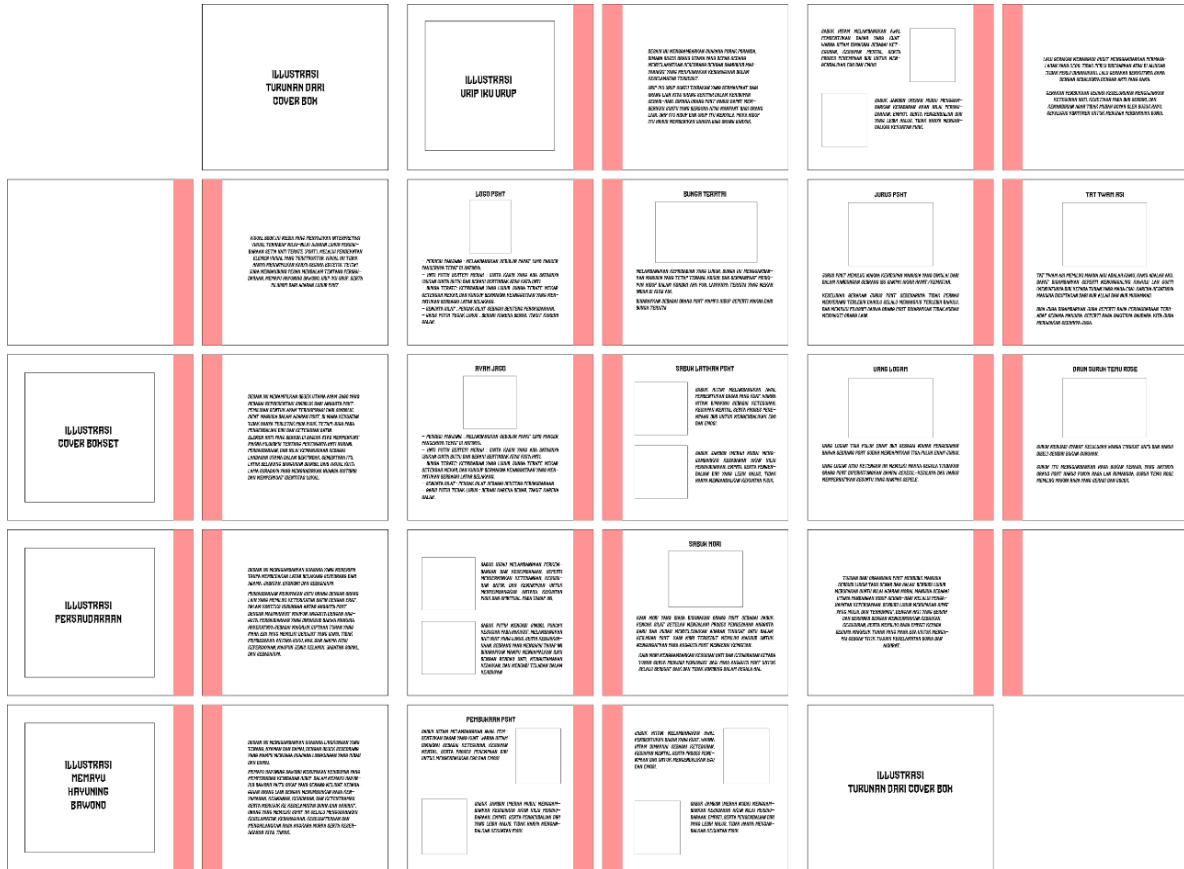


Figure 4. 21 Rough concept for a visual book
(Source: Personal Documentation)

4.2.3.2 Comprehensive Design

1. Boxset Cover

After finalizing the rough sketches, the next step in the boxset cover design process is the comprehensive design, which is a visual concept that incorporates the selected color palette. Below is the result of the comprehensive design for the boxset cover.



Figure 4. 22 Comprehensive Design for the Boxset Cover
(Source: Personal Documentation)

The next step in the boxset cover illustration process is the comprehensive design. Here are three alternative versions of the comprehensive design for the boxset cover illustration.



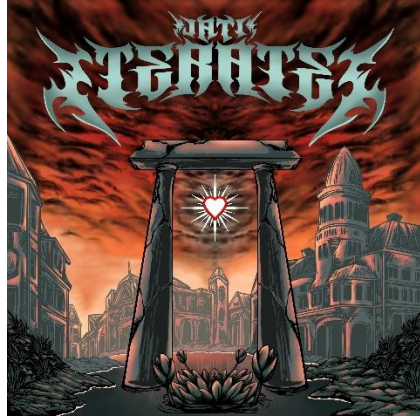


Figure 4.23 Alternative komprehensif design
(Source: Personal Documentation)

2. Persaudaraan (T-shirt)

After completing the rough sketch, the next step in designing the fraternity T-shirt is the comprehensive design, which is a visual concept that incorporates the selected color scheme. Below is the result of the comprehensive design for the fraternity T-shirt.



Figure 4.24 Komprehensif title persaudaraan
(Source: Personal Documentation)

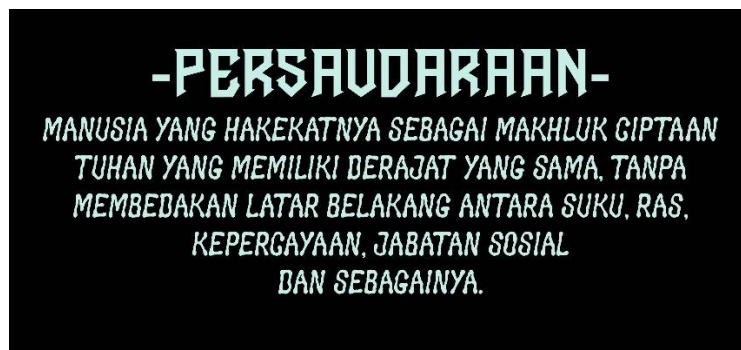


Figure 4.25 Komprehensif back design
(Source: Personal Documentation)

The next step in illustrating the concept of brotherhood is the comprehensive design. Here are three alternative designs for the illustration of brotherhood.



Figure 4. 26 Alternative komperhensif design
(Source: Personal Documentation)

3. Memayu Hayuning Bawono (T-shirt)

After completing the rough sketch, the next step for the “Memayu Hayuning Bawono” T-shirt design is the comprehensive design, which is a visual concept that incorporates the selected color palette. Below is the result of the comprehensive design for “Memayu Hayuning Bawono.”



Figure 4. 27 Komperhensif title memayu hayuning bawono
(Source: Personal Documentation)

-MEMAYU HAYUNING BAWONO-
MERUPAKAN KEHIDUPAN YANG MEMPERINDAH KEINDAHAN
HIDUP, SEBAGAI MANUSIA YANG MAMPU MENUMBUHKAN
KEINDAHAN DALAM KEHIDUPAN DENGAN MENJAGA
PERDAMAIAN, DAN KETENTRAMAN.

Figure 4. 28 Komperhensif back design
(Source: Personal Documentation)

The next step in illustrating the meaning of Memayu Hayuning Bawono is the comprehensive design. Below are three alternative designs for the Memayu Hayuning Bawono illustration.



Figure 4. 29 Alternative komperhensif design
(Source: Personal Documentation)

4. Urip iku Urup (T-shirt)

After completing the rough sketch, the next step for the “Urip iku Urup” T-shirt design is the comprehensive design, which is a visual concept that incorporates the selected color palette. Below is the result of the comprehensive design for “Urip iku Urup.”



Figure 4. 30 Komperhensif title Urip iku Urup
(Source: Personal Documentation)



Figure 4. 31 Komperhensif back design
(Source: Personal Documentation)

The next step in illustrating the meaning of “Urip iku Urup” is the comprehensive design. Here are three alternative designs for the “Urip iku Urup” illustration.



Figure 4. 32 Alternative komperhensif design
(Source: Personal Documentation)

5. Visualbook

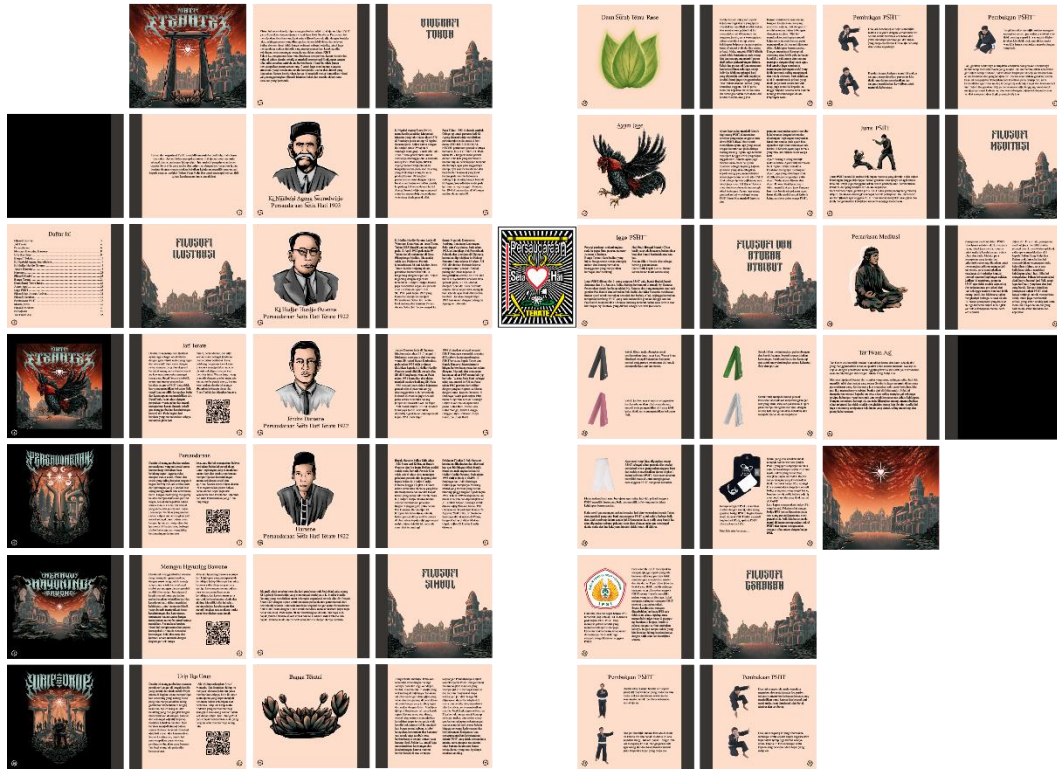


Figure 4. 33 Komperhensif visualbook
(Source: Personal Documentation)

4.2.3.3 Design Validation

The next stage in this design process is design validation. Design validation is conducted with merch illustrators and the target audience to ensure that the design aligns well with the target audience's needs and preferences. Design validation is conducted using a 1-to-5 scoring system, where a score of 1 indicates “not suitable,” while a score of 5 indicates “very suitable.” This assessment was conducted on March 30, 2026, and was completed by expert Mas Paundra (Mas Po), a merch illustrator who has previously created PSHT merch illustrations based on a metal art style.

The evaluation criteria were combined with target audience preference data gathered through a questionnaire of 100 male and female respondents, 89% of whom were aged 18–21. The designs in this project were also validated by the supervising lecturer during the mentoring process. Each design alternative was validated based on the cumulative score from the five evaluation indicators. The alternatives with the highest scores were selected as the final designs and implemented in this project.

1. Boxset cover



Alternative 1 (4)



Alternative 2 (15)



Alternative 3 (14)

Figure 4. 34 Accumulation of alternative values
(Source: Personal Documentation)

Table 4. 2 Alternative assessment
(Source: Personal Documentation)

No	Assessment Indicators	Alt 1	Alt 2	Alt 3
1.	Visual Appeal The cover design serves as the primary visual appeal to distinguish the product from others.	1	4	4
2.	Visual Clarity of Identity A cover design that clearly conveys the product’s identity.	1	4	4
3.	Visual Harmony Harmony in the cover design’s composition including typography, illustrations, and layout within the visual presentation.	1	3	5
4.	Alignment with Audience Preferences (questionnaire) The suitability of the boxset cover design based on the target audience	1	4	1
Total Score		4	15	14

Evaluation indicators 1 through 3 are based on a literature review: First, the cover design serves as the primary selling point to distinguish the product from others (Chairunissa & Mustika, 2021). Second, a cover design that clearly presents the product’s identity; and third, the harmony of the cover design’s composition including typography, illustrations, and layout in the visual presentation (Pinandita, 2020).

2. Persaudaraan (T-shirt)



Figure 4. 35 Accumulation of alternative values
(Source: Personal Documentation)

Table 4. 3 Alternative assessment
(Source: Personal Documentation)

No	Assessment Indicators	Alt 1	Alt 2	Alt 3
1.	Visual Elements Visual elements that effectively convey the message.	1	5	4
2.	Clarity of the visual message Visuals that convey the meaning of “Persaudaraan.”	1	5	4
3.	Visual harmony Harmonious composition of typography, illustrations, and layout within the visuals.	1	5	4
4.	Alignment with audience preferences (questionnaire) Visuals tailored to the target audience.	1	5	1
Total Score		4	20	13

Assessment indicators 1 through 3 are derived from the literature review. The first indicator is “Visual objects” visual objects that effectively convey the message (Nanda et al., 2014). Number

two, “Clarity of the visual message”: Visuals that convey the meaning of Memayu Hayuning Bawono (Putri, Andrea Rahardiana, n.d.); and number three, “Visual harmony” The harmony of the composition of typography, illustrations, and layout within the visuals (Pinandita, 2020).

3. Memayu Hayuning Bawono (Kaos)



Alternative 1 (20)



Alternative (13)



Alternative 3 (7)

Figure 4. 36 Accumulation of alternative values
(Source: Personal Documentation)

Table 4. 4 Alternative assessment
(Source: Personal Documentation)

No	Assessment Indicators	Alt 1	Alt 2	Alt 3
1.	Visual Elements Visual elements that effectively convey the message.	5	5	2
2.	Clarity of the visual message	5	4	3

	Visuals that convey the meaning of “Memayu Hayuning Bawono”.			
3.	Visual harmony Harmonious composition of typography, illustrations, and layout within the visuals.	5	3	1
4.	Alignment with audience preferences (questionnaire) Visuals tailored to the target audience.	5	1	1
Total Score		20	13	7

Assessment indicators 1 through 3 were derived from the literature review. The first indicator is “Visual objects” visual objects that effectively convey the message (Nanda et al., 2014). Number two, “Clarity of the visual message”: Visuals that convey the meaning of Memayu Hayuning Bawono (Putri, Andrea Rahardiana, n.d.); and number three, “Visual harmony” The harmony of the composition of typography, illustrations, and layout within the visuals (Pinandita, 2020).

4. Urip iku Urup (T-shirt)



Alternative 1 (4)



Alternative 2 (16)



Alternative 3 (17)

Figure 4. 37 Accumulation of alternative values
(Source: Personal Documentation)

Table 4. 5 Alternative assessment
(Source: Personal Documentation)

No	Assessment Indicators	Alt 1	Alt 2	Alt 3
1.	Visual Elements Visual elements that effectively convey the message.	1	5	4
2.	Clarity of the visual message Visuals that convey the meaning of “Urip iku Urup”.	1	5	5
3.	Visual harmony Harmonious composition of typography, illustrations, and layout within the visuals.	1	5	4
4.	Alignment with audience preferences (questionnaire) Visuals tailored to the target audience.	1	1	4
Total Skor		4	16	17

Assessment indicators 1 through 3 are derived from the literature review. The first indicator is “Visual objects” visual objects that effectively convey the message (Nanda et al., 2014). Number two, “Clarity of the visual message”: Visuals that convey the meaning of Memayu Hayuning Bawono (Putri, Andrea Rahardiana, n.d.); and number three, “Visual harmony” The harmony of the composition of typography, illustrations, and layout within the visuals (Pinandita, 2020).

4.2.3.4 Final Design

1. Boxset cover

Based on the results of the validation of the three selected alternatives, the second alternative which received the highest score will be adopted as the final design, as follows.



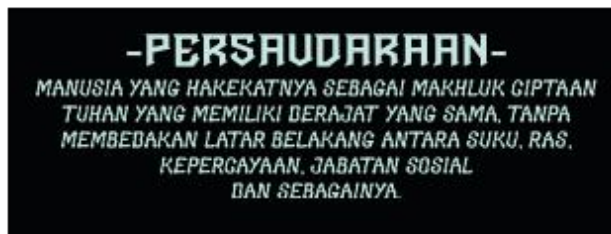
Figure 4.38 Final Design
(Source: Personal Documentation)

2. Persaudaraan (T-shirt)

Based on the validation results, the third of the three selected alternatives specifically the second alternative, which received the highest score will be adopted as the final design, as follows.



Front Design



Back Design

Figure 4.39 Final Design
(Source: Personal Documentation)

3. Memayu Hayuning Bawono (T-shirt)

Based on the validation results, the first of the three selected alternatives which received the highest score will be adopted as the final design, as follows.



Figure 4. 40 Final Design
(Source: Personal Documentation)

4. Urip iku Urup (T-shirt)

Based on the validation results, the third alternative which received the highest score will be adopted as the final design, as follows.



Figure 4. 41 Final Design
(Source: Personal Documentation)

5. Visualbook

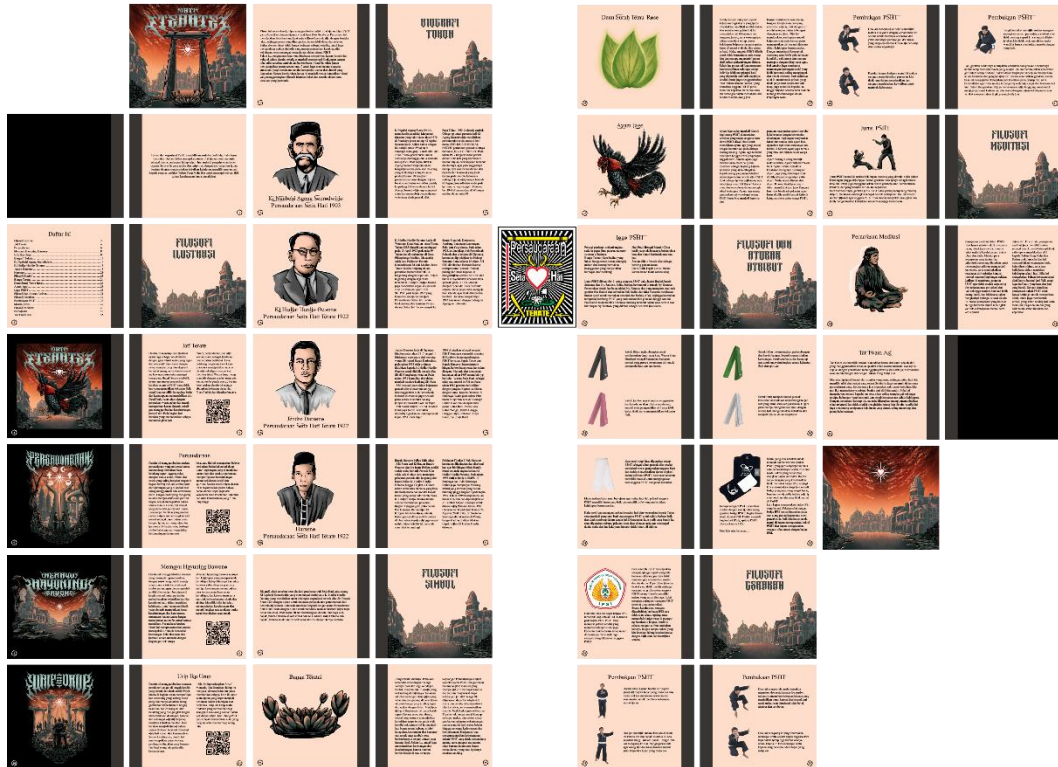


Figure 4. 42 Final Design
(Source: Personal Documentation)

6. Poster



Figure 4. 43 Final Design
(Source: Personal Documentation)

4.2.4 Prototype

4.2.4.1 Implementasi Media

1. Boxset



Figure 4. 44 Implementation *boxset*
(Source: Personal Documentation)

2. Persaudaraan (Kaos)



Figure 4. 45 Implementation t-shirt persaudaraan
(Source: Personal Documentation)

3. Memayu Hayuning Bawono (Kaos)



Figure 4. 46 Implementation t-shirt memayu hayuning bawono
(Source: Personal Documentation)

4. Urip iku Urup (Kaos)



Figure 4. 47 Implementation t-shirt Urip iku Urup
(Source: Personal Documentation)

5. Media Pendukung



Figure 4. 48 Implementation supporting media
(Source: Personal Documentation)

4.2.5 Testing



Figure 4. 49 Art exhibition
(Source: Personal Documentation)

4.3 Production Cost Budget

a. Main Media Budget

No	Item Name	Unit Price	Quantity	Cost
1.	Hardbox	Rp 125.000	1	Rp 125.000
2.	T-shirt + Screen Printing	Rp 120.000	4	Rp 480.000
3.	A3 Poster	Rp 5.000	4	Rp 20.000
4.	Visualbook + optional paper + softcover	Rp 60.000	2	Rp 120.000
5.	One set of PSHT uniforms	Rp 200.000	1	Rp 200.000
6.	Sticker pack + keychain	Rp 10.000	1	Rp 10.000
7.	A3 art paper print (creative media)	Rp 5.000	4	Rp 20.000
Total production cost per boxset				Rp 975.000

b. Supporting Media and Exhibition Booth Budget

No	Item Name	Unit Price	Quantity	Cost
1.	9 sticker designs (1 design per 2 A3 sheets) + die-cut	Rp 14.500	18	Rp 261.000
2.	9 keychain designs	Rp 10.000	9	Rp 90.000
3.	Custom UV-printed tumbler	Rp 42.000	1	Rp 42.000
4.	Tote bag	Rp 172.000	1	Rp 172.000
5.	Styrofoam	Rp 15.000	2	Rp 30.000
6.	UV-printed art paper, 120 x 90 cm	Rp 36.000	2	Rp 72.000
7.	Sticker pack (20 pcs)	Rp 600	20	Rp 13.000
8.	Mini flag 120 x 90 cm	Rp 50.000	1	Rp 50.000
9.	Custom lighters	Rp 6.000	3	Rp 18.000
10.	<i>Double-sided foam tape</i>	Rp 10.000	1	Rp 10.000
11.	Clear packing tape	Rp 9.000	1	Rp 9.000
12.	Backdrop board	Rp 45.000	2	Rp 90.000
13.	Papan <i>backdrop</i>	Rp 450.000	1	Rp 450.000
Total cost				Rp 1.307.000