

**CHAPTER IV**  
**DESIGN CONCEPT AND IMPLEMENTATION**

**4.1. Concept Formulation**

**4.1.1 Keyword Formulation**

A. Keyword Flow

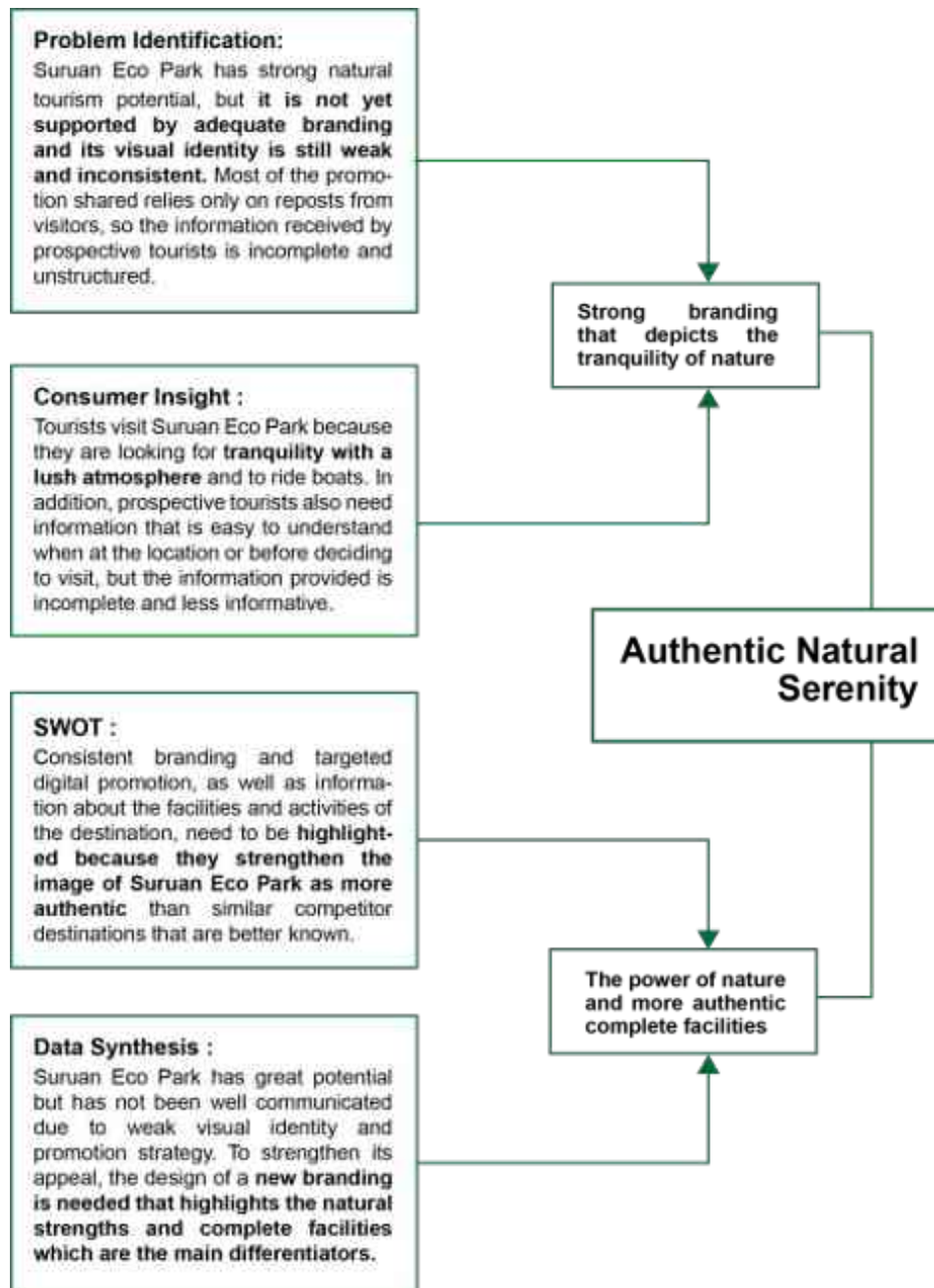


Figure 4. 1 Keyword Flow  
Source: personal document)

## B. Keyword Definition

*Keyword* Keywords are the most important element used as a conceptual foundation in the design process. Keywords serve as the primary guide for visual direction, ideas, and character that will be realized in the design. Through keywords, the author can establish focus and objectives based on research findings related to the potential and characteristics of Suruan Eco Park Tourism. Thus, keywords serve as a foundation that helps the author create relevant visuals with a strong identity.

## C. Denotative Meaning

The denotative meaning found in the keyword is "The authentic natural tranquility of Suruan Eco Park"

### 1. Calm

According to the Big Indonesian Dictionary (KBBI), tranquility refers to a situation free from chaos, anxiety, and disturbance. In the context of Suruan Eco Park's branding, tranquility is the primary goal for most tourists visiting this destination. Suruan Eco Park provides a space for visitors to rest, relax, and enjoy nature without distraction.

### 2. Natural

According to the Big Indonesian Dictionary (KBBI), nature refers to anything formed naturally without human intervention. It also refers to the impression or atmosphere created by that environment. In the context of Suruan Eco Park, this area relies on the authenticity of its environment, such as rivers, trees, sago groves, and a serene atmosphere that provides tranquility for visitors.

### 3. Authentic

According to the Big Indonesian Dictionary (KBBI), authentic means genuine, pure, or trustworthy. In the context of Suruan Eco Park, authenticity refers to a tourism experience that reflects the natural conditions of the area. The authenticity of the river, sago groves, and natural landscapes reflects the character of local tourism, embodying authentic values and demonstrating that this place truly offers a pristine natural experience.

## D. Connotative Meaning

The connotative meaning of the keyword "Authentic Natural Serenity" describes a natural experience where silence, beauty, and authenticity combine to create a sense of comfort and peace for visitors. This also implies that visitors not only see nature but also experience a deep inner peace, and it becomes a place for self-soothing and healing.

#### **4.1.2 *What to Say***

In this design, the keyword "Authentic Natural Serenity" serves as the primary foundation for designing various media for branding Suruan Eco Park. The intended message is to emphasize the uniqueness of the destination through a serene atmosphere, authenticity, and natural surroundings. The branding aims to build tourists' perceptions of the peace they experience within the destination, thereby creating a lasting impression.

#### **4.1.3 *How to Say***

The message, driven by the keyword "Authentic Natural Tranquility," is conveyed through a design that must capture the authenticity of Suruan Eco Park's natural tourism. The logo and visual identity created must be consistently and relevantly applicable to various supporting media. Furthermore, the application of ambient media aims to create an unforgettable experience and strengthen the memory of what is offered. The visuals are also created through an organic approach, representing tranquility, nature, simplicity, and friendliness. The language used in conveying information is also warm, narrative, and simple, reinforcing emotions of comfort, peace, relief, and a "return to nature."

#### **4.1.4 Verbal Concept**

The verbal concept adopted is "Authentic Natural Serenity," a concept that emphasizes that Suruan Eco Park offers a peaceful, pure tourism experience derived from the authenticity of its natural environment. This verbal concept also describes how natural rivers, sago groves, and shady trees create an experience that is not only visually refreshing but also emotionally calming. The message presented must be easy to understand, friendly, gentle, and close to visitors. The communication narrative that is constructed certainly builds the impression that Suruan Eco Park is a space to "unwind," "breathe in nature," and "rediscover serenity."

##### **A. Big Idea (Main Idea)**

Building on this verbal idea, a grand concept, "Natural Calm Experience," was created to simplify and reinforce the meaning of "Authentic Natural Tranquility." This grand idea emphasizes that Suruan Eco Park offers an extraordinary visual experience and touches visitors emotionally through its serene and natural environment. The experience, which combines elements such as rivers, sago groves, and shady trees, creates a sense of peace and connection with nature. The word "natural" indicates the preserved authenticity of the environment, while "calm" indicates the quality of tranquility that is the main attraction. And "experience"

emphasizes that the value offered is a complete experience felt personally. Therefore, this grand idea serves as the basis for building the communication direction and brand identity, and all components are designed to convey a calm, friendly, and close to nature impression, in accordance with the verbal concept.

#### B. Brand Positioning

Suruan Eco Park was established as an ecotourism destination offering visitors a tranquil, natural, and memorable recreational experience. This place demonstrates that Suruan Eco Park is more than just a water recreation or tourist destination. It is a place to relax and enjoy the pristine natural environment. Suruan Eco Park is aimed at visitors seeking a more unique, comfortable, and meaningful vacation experience by offering a more relaxed atmosphere. This is supported by natural elements such as rivers, trees, and natural landscapes. It is hoped that with this positioning, Suruan Eco Park will be able to occupy a different perception in the minds of audiences as a place that offers calming and memorable activities and experiences.

#### C. Brand Essence (Core Brand)

In line with the positioning and the existing big idea, the brand essence was simplified and formulated as "calm, natural, and memorable," which serves as the core experience offered by Suruan Eco Park. The brand's core values are outlined in a simpler form, making them easier to understand and can be used as a reference in developing brand communication and identity.

The word "serene" suggests a tranquil atmosphere, which is a key attraction. This allows visitors to enjoy a more relaxed and unhurried time. The word "natural" describes the pristine, unspoiled environment, thus providing a fair and equitable experience in keeping with the ecotourism concept. However, the term "memorable" indicates that the experience is capable of leaving visitors with a strong emotional memory. Thus, this brand essence serves as the foundation for maintaining brand consistency, ensuring that all designed components align with the overarching idea of "authentic natural serenity."

#### D. Unique Selling Proposition (USP)

Suruan Eco Park's Unique Selling Proposition (USP) sets it apart from other tourist destinations by offering a water tourism experience that focuses on both activity and the serenity derived from its pristine nature. Suruan Eco Park offers a combination of entertainment and peace of mind. Visitors can enjoy activities like canoeing or exploring the water in a quieter setting, away from the crowds, and in a more comfortable atmosphere.

The presence of preserved natural elements, such as natural streams, shady trees, and hidden spots, offers a variety of exploration experiences. Thus, Suruan Eco Park is not only a place for activities, but also a place where people can relax and feel close to nature. Therefore, this USP emphasizes that the main value offered goes beyond facilities or rides, but also about unique experiences that combine natural beauty, water activities, and a calming atmosphere.

#### E. Brand Communication

To implement the Suruan Eco Park branding concept, an effective and consistent communication approach is required. Therefore, a brand communication concept was created that focuses on conveying a "calm, natural, and memorable" experience through language, narrative, and visuals, thus aligning with the overall concept of "Natural Calm Experience."

Communication in this setting tends to be more emotional, allowing the audience to feel the atmosphere. Overall, the language used is simple, subtle, and unambiguous, creating a friendly and engaging feel. To reinforce the image as a place to unwind from the routine, soothing words like "enjoy," "feel," "slowly," and "return to nature" are chosen.

##### 1. Tagline

The tagline, "It's Time to Get Back to Nature," was created as part of Suruan Eco Park's brand communication plan to capture the essence of the experience it offers. This tagline serves as a simple yet compelling invitation to visitors to escape their routine and reconnect with the serenity and natural surroundings.

In this sentence, the word "saatnya" suggests a time for reflection, and the phrase "back to nature" emphasizes the tranquility and authenticity of the environment, the main idea being promoted. This tagline is designed to be short, memorable, and engaging, hoping to create an emotional connection with the audience while reinforcing the image that Suruan Eco Park is a place where people can find serenity through nature.

##### 2. Copywriting

The copywriting approach is also designed to enhance the experience and convey the character of Suruan Eco Park. The writing style used tends to be simple, subtle, and unobtrusive, focusing on creating atmosphere and building an emotional connection with the audience. Copywriting not only conveys information but also uses the right words to convey an imaginative experience.

The words used are more subtle invitations, such as "enjoy the calm flow," "feel the fresher air," or "let time pass more slowly." The goal of this approach is to convey the impression that

Suruan Eco Park is a place to relax and escape from the daily routine, rather than simply a location bustling with activity. The use of words related to nature, such as water, light, wind, and open space, also helps reinforce the natural imagery being evoked.

Therefore, well-designed copywriting not only helps visual communication but also plays a vital role in creating an atmosphere and experience with the brand, so that the message of "authentic natural tranquility" can be delivered consistently and feel closer to the audience.

### 3. Branding Image Delivery Strategy

The concept of "Authentic Natural Tranquility" at Suruan Eco Park is well-communicated through visuals and hands-on experiences. The methods used focus not only on disseminating information but also on creating perceptions and feelings, allowing the images to be imprinted on visitors' memories. Several approaches are used, as follows:

#### a. Visual Identity Development

Visual identity is the primary medium for building audience perception, so the designed elements must reflect a calm, natural, and unobtrusive atmosphere, as visual identity plays a crucial role in shaping audience perception. Furthermore, this method is applied to various design elements, such as logos, colors, typography, and visual compositions, prioritizing simplicity and spaciousness. This visual identity strategy can convey the brand's experience and character directly to the audience, in addition to serving as a visual display.

#### b. Utilization of Social Media

Social media is a key way to promote a brand image because it can reach a broad and interactive target audience. To create a sense of calm, content focuses on the experience and atmosphere, with some information interspersed. Social media plays a crucial role in building initial perceptions of Suruan Eco Park through consistent content.

#### c. Information Media as a Supporter of Experience

At tourist sites, media such as signage, information boards, and directional signs are designed not only to guide visitors but also to become part of the tourist experience. To avoid disrupting the desired atmosphere, information is presented simply, clearly, and in a calm and friendly communication style.

#### 4.1.5 Visual Concept

The visual concept emphasizes simplicity, naturalness, and organicity, representing the serene atmosphere and natural authenticity of Suruan Eco Park. The elements used are clean, organic, and unobtrusive.

##### A. Logo

In this design, the logo for Suruan Eco Park combines a lettermark with an abstract logo or symbol. The lettermark consists of the name "Suruan Eco Park" and an abstract logo depicting the natural potential of Suruan Eco Park.



Figure 4. 2 Visual reference of the logo from the Ecotalk Logo  
(Source:[Logo for a talk account on ecology](#))



Figure 4. 3 Passo logo visual reference Passo logo visual reference  
(Source:[Pin on Unbroken Braid Birthwork branding inspo](#))

##### B. Color

The dominant color used in this design is green, taken from the natural landscape of Suruan Eco Park, which includes plantations and waterways. Green was chosen because it evokes a sense of coolness, tranquility, and closeness to the environment.

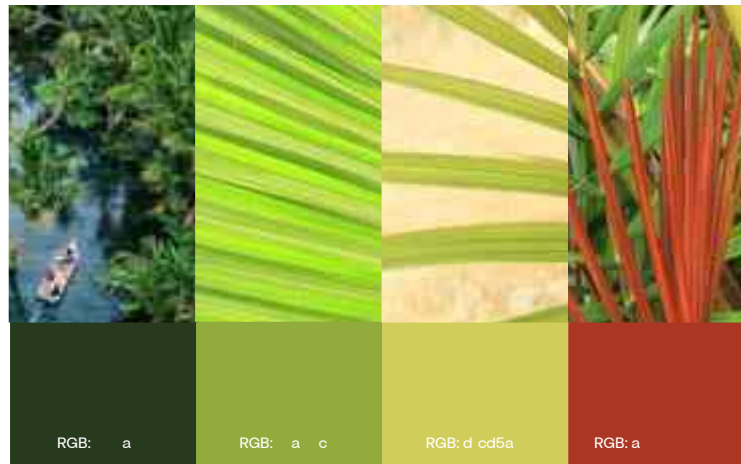


Figure 4.4 Color palette reference Suruan Eco Park  
(source: personal document)

### C. Typography

The typographic visual concept uses simple, clean, easy-to-read typefaces with organic shapes to reinforce the natural and serene feel that characterizes this destination. "Mayonice" was chosen as the headline and "ZT Nature" as the subheadline and body text because of their soft, organic shapes, creating a warm and welcoming feel without compromising professionalism.

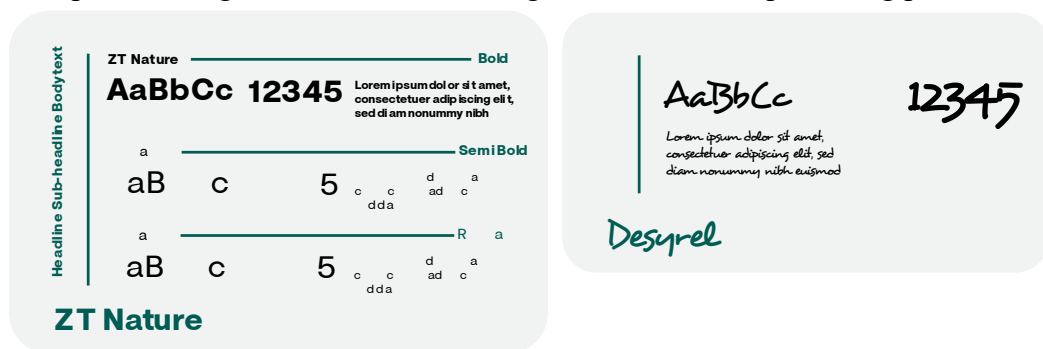


Figure 4.5 Suruan Eco Park Typography  
Source: personal document

### D. Supergraphics or Supporting Graphics

This design will create supporting graphics based on the basic forms of Suruan Eco Park's natural features, such as the waves in the river, rows of sago palms, and the shape of sago leaves. Through the use of these graphic elements, the resulting visuals reflect and highlight the potential of Suruan Eco Park.



Figure 4. 6 Suruan Eco Park Supergraphics

Source: personal document

#### 4.1.6 Media Concept

During the Suruan Eco Park branding process, selected design elements such as the logo, colors, typography, and supergraphics will be applied to various branding media. This implementation aims to ensure a consistent appearance for each medium, allowing the new visual identity to be formed in a strong and comprehensive manner.

##### A. Rebranding Program

The branding program in this design aims to build an identity that strengthens Suruan Eco Park's image in the public eye. Through this program, various media for Suruan Eco Park are consistently implemented with an approach that adapts to the characteristics and needs of the audience or consumers.

Table 4.1 Suruan Eco Park Branding Program

No	Branding Program	Objective	Media
1.	Designing the Visual Identity of Suruan Eco Park	Presenting a consistent look and strengthening the visual character used by Suruan Eco Park	Brand Guidelines that display visual identity through logos, colors, typography, supergraphics, which are in accordance with simple, organic,

			clean, and friendly characters.
2.	Improvement of media in the Suruan Eco Park tourist area	Improve the quality of the tourism experience and strengthen the attraction for visitors.	<i>Sign System</i> with a simple form and materials that are close to nature. Staff Uniforms, Entrance Tickets with a minimal design and colors that represent the natural atmosphere.
3.	Development of information media	Increase the effectiveness of information delivery and attract public interest in the tourism potential of Suruan Eco Park.	Brochures, Information Signs, Billboards, social media with spacious layouts, concise and friendly information, and visuals in the form of photos that highlight the natural atmosphere.
4.	Supporting media development	Attracting consumer interest while introducing tourism potential to the wider community	Merchandise still maintains natural and simple elements, so that the “calm and authentic” image is carried and recognized outside the tourist area.

## B. Branding Media Specifications

The branding media in this design serves to strengthen the identity and support Suruan Eco Park's promotional activities. The media developed include:

1. Tourism Visual Identity
  - a. Brand Guidelines

*Brand Guidelines* is the primary guideline created to ensure the visual identity and communication of Suruan Eco Park remain consistent across all applications. This guide serves as a reference for the use of existing elements. It ensures that all media created adheres to the concept of "authentic natural serenity" and reflects the brand's calm, natural, and engaging character.

## 2. Tourism Area Media

### a. *Sign System*

*Sign system* Designed to showcase the diverse potential of Suruan Eco Park, visitors can easily identify and explore the entire tourist area. The signage system includes directional signs, information boards, tourist maps, and identification signs. The use of wood and engraving techniques as primary media further enhances the destination's allure and natural beauty. Furthermore, copywriting, including headlines and sub-headlines composed of short words, is used for immediate readability and comprehension.

### b. *Merchandise*

*Merchandise* Merchandise serves as a reminder for visiting tourists, while also expanding brand exposure and serving as a form of indirect promotion. Merchandise products can include t-shirts, hats, tote bags, key chains, tumblers, stickers, and bracelets. Copywriting is applied to merchandise, serving as an element of identity and memorability. Copywriting can take the form of a short headline or tagline that can strengthen brand recall.

### c. *Stationery*

*Stationery* Designed to reinforce the brand's professional image through the use of office supplies that align with the visual identity. The design includes business cards, envelopes/folders, notebooks, and stamps. For stationery, copywriting is applied primarily to body text and formal information. Headlines on business cards reinforce the official impression, while concise information conveys credibility and clarity of the visual identity.

### d. Staff Uniform

Staff uniforms serve as part of the visual identity, emphasizing professional service and making it easier for guests to identify staff. Uniform designs are designed to reflect established brand visual elements.

### e. Entrance ticket

The entrance ticket serves as proof of visit and a small element that enhances the travel experience. The design also adheres to the visual identity to maintain consistency and reinforce the impression of Suruan Eco Park.

### 3. Infographics

#### a. Brochure

This tourist brochure contains various information about the destinations in Suruan Eco Park, including facilities, location, a tourist map, advantages, and a brief explanation of Suruan Eco Park's potential. The copywriting in the brochure utilizes a comprehensive structure, including headlines, sub-headlines, body text, taglines, and CTAs. The brochure serves not only as a promotional tool but also as a tool to strengthen Suruan Eco Park's image.

#### b. *Information Sign*

*Information Sign* This sign is used to enhance the visitor experience at Suruan Eco Park. The content of this sign includes unique information or facts about Suruan Eco Park. Copywriting is used to make the information more engaging and not merely descriptive. The information sign is not just an information board, but also a storytelling element that reinforces the character of Suruan Eco Park.

### 4. Promotional Media

#### a. Banner

Banners are used to expand audience reach and increase Suruan Eco Park's visibility in the community. This medium serves as a means of disseminating information easily accessible to the public. The designed billboards will include copywriting inviting visitors and display photos highlighting Suruan Eco Park's outstanding potential. Banners that combine strong visuals and copywriting will more easily attract attention and build public awareness.

#### b. Social media

Platforms like Instagram and TikTok are being utilized to disseminate information, promote facilities, and build audience engagement through content showcasing the potential of Suruan Eco Park. Social media relies heavily on the power of copywriting, as it competes with other content for audience engagement. By implementing copywriting, social media content becomes more communicative, engaging, and able to build emotional engagement with the audience.

### C. Copywriting Concept with the Tagline "Time to Return to Nature"

- Enjoy the experience of playing in the water amidst the coolness of nature and unwind with a fun adventure. Enjoy a variety of water activities and a relaxing atmosphere here. Come #TimeToReturnToNature and discover the excitement now!
- Away from the hustle and bustle of the city, you can experience the serenity of nature, the sound of trickling water, and the cool, calming air here. #TimeToReturnToNature and find the tranquility you seek!
- You can now enjoy a variety of water activities without worrying about the cost. With affordable tickets, you can splash around, unwind, and enjoy the greenery amidst the coolness of nature. Plan your vacation and invite your loved ones to #ItsTimeToReturnToNature.

Each sentence is designed to highlight sensory elements and then combined with information about the main tourist attraction. The use of the tagline #SaatnyaKembaliAlam at the end serves as a call to action, reinforcing the message, encouraging the audience to plan a vacation and experience recreation at Suruan Eco Park.

#### 4.2. Design Planning Process

The design process begins with brainstorming based on the keywords that have been obtained, namely "Authentic Natural Tranquility" to get the key visual which will then go through an icon study exploration process before becoming a rough sketch.

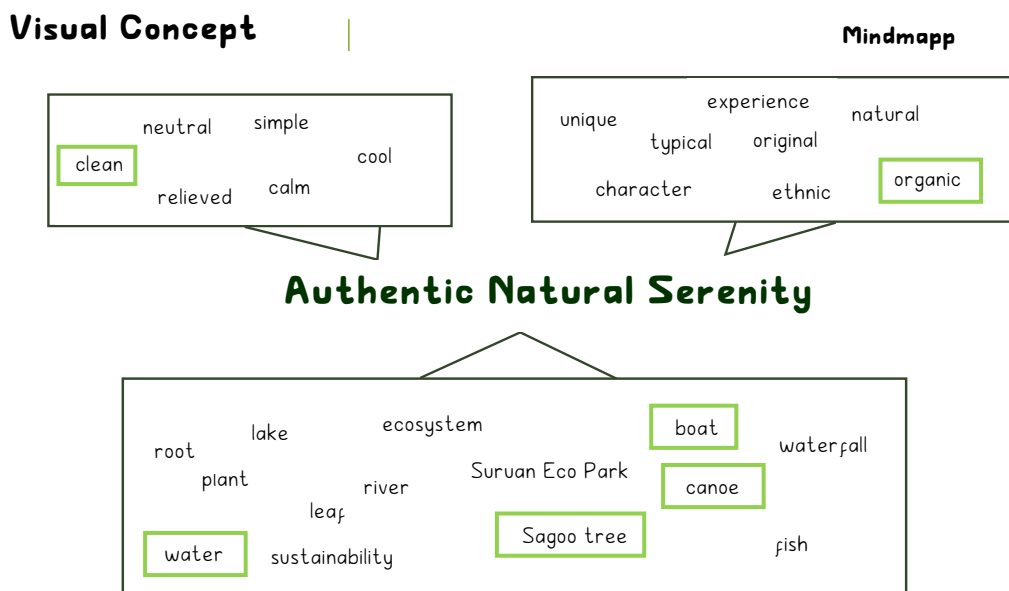


Figure 4. 7 Mindmapp  
(source: personal document)

### 4.2.1 Icon Study

Icon studies were conducted to develop visual forms from the selected key visuals. The icon design process began with shape exploration, then simplified into simpler forms. The key visual, derived from the keyword "Authentic Natural Tranquility," served as the basis for developing the icon study. Visual characteristics such as natural, calm, simple, and organic served as references in exploring objects representing Suruan Eco Park. The goal of this stage was to simplify the visual forms without losing their meaning, so that the icons created remained in line with the established concept.

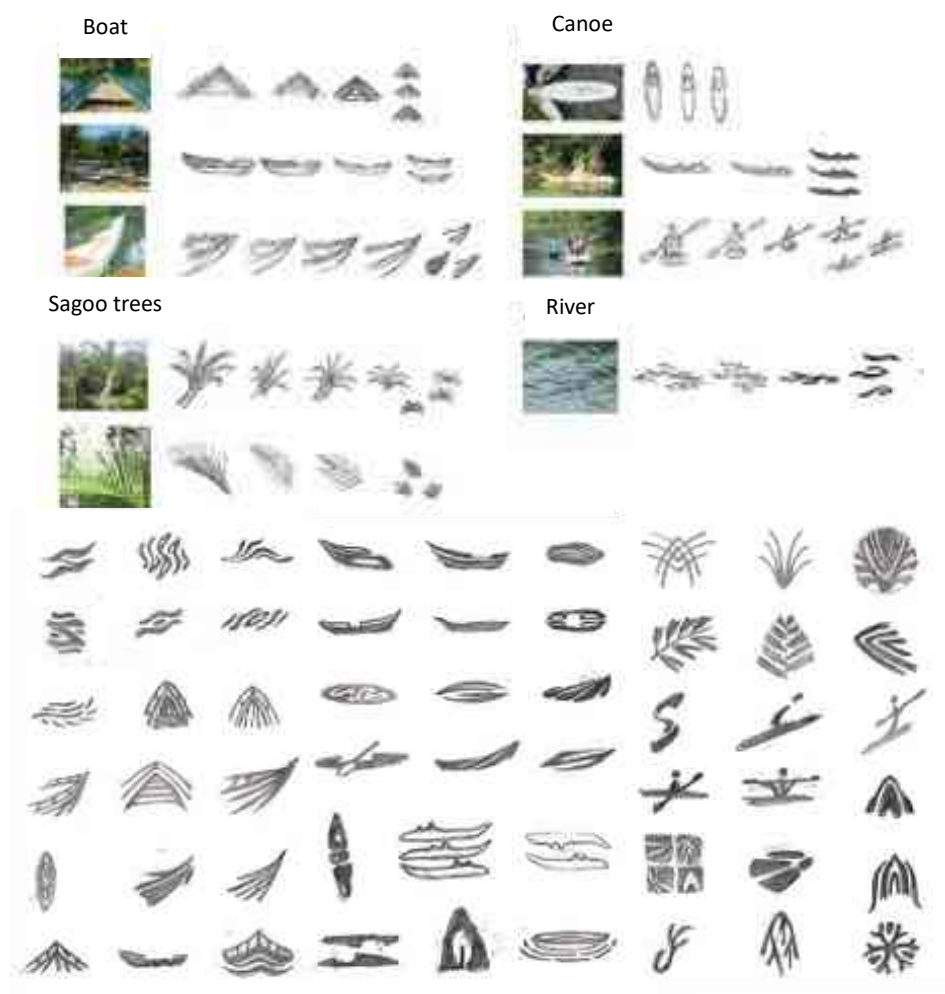


Figure 4. 8 Icon Study  
(source: personal document)

### 4.2.2 Typography Study

A typographic study was conducted to apply it to the creation of the selected logo sketch, considering simple, dynamic, and easy-to-read visual characteristics. The letterforms were taken

from one part, namely the tip of a canoe silhouette, to represent the Suruan Eco Park tourism. Simple, easy-to-read, and unexaggerated letterforms were used to convey characteristics such as calm, clean, and natural. The light and relaxed letterforms also help create a more relaxed visual impression. Therefore, the typography used not only serves as a tool for conveying information but also helps strengthen the brand image and overall atmosphere.



Figure 4. 9 Typography Study  
(source: personal document)

#### 4.2.3 Color Study

The color study was conducted, drawing inspiration from the colors found in tourism elements. These colors will also be applied to the logo exploration application. These colors were chosen because they represent the character of natural tourism. The color selection was made to make it easier for the audience to recognize the tourism character through visual presentation.



Figure 4. 10 Color Study  
(source: personal document)

#### 4.2.4 Logo

##### A. Rough Design (Rough Sketch)

The rough sketch is the next step after finding alternative icons to be incorporated into the logo sketch. Several alternative logo sketches will then be selected, which will then proceed to the comprehensive design stage.



Figure 4.11 Logo Sketch Alternative  
(source: personal document)

##### B. Comprehensive Design

The alternative icons that have been created are then selected and combined with the typeface to then proceed to the digitalization stage, exploring the shape and coloring.



Figure 4.12 Alternative logo design  
(source: personal document)

### C. Logo Design Validation

The selected and digitized alternative logos were then validated by design experts, supervising lecturers, and partners to select the best logo. In this validation, alternative 1 was chosen by both the design experts, supervising lecturers, and partners, namely the Suruan Eco Park management.

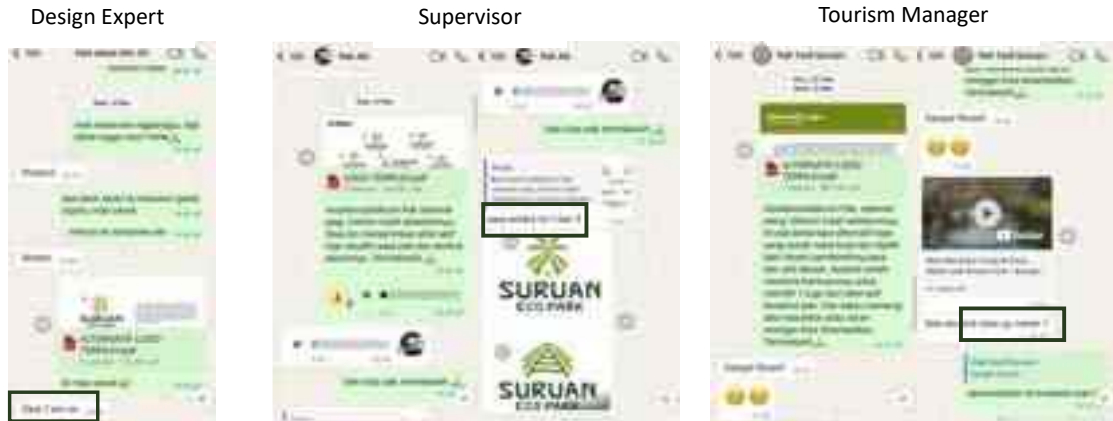


Figure 4. 13 Logo validation process  
(source: personal document)

### D. Final Logo Design

The design selected from the validation will be made the final design and will be applied to various implementation media to improve the branding of Suruan Eco Park.



Figure 4. 14 Final Logo Design  
(source: personal document)

#### 4.2.5 Typography

The typography created is then applied regularly across various media to enhance the distinctive character and visual image of Suruan Eco Park. Consistent use is crucial for creating a recognizable brand with a strong identity across all applications. Furthermore, the typography comes in a variety of styles, including bold, bold italic, semi-bold, semi-bold italic, regular, and even italic. This is used to create a visual hierarchy in conveying information while maintaining stylistic unity. Therefore, typography not only serves as a supporting element for text but also plays a crucial role in shaping a visual identity aligned with the concept of "Authentic Natural Serenity."

#### 4.2.6 Color

The following colors are a simplified version of the color study. They are taken from each element representing Suruan Eco Park. These four colors were chosen to represent the balance between the authenticity of nature, serenity, and the dynamic experience offered.

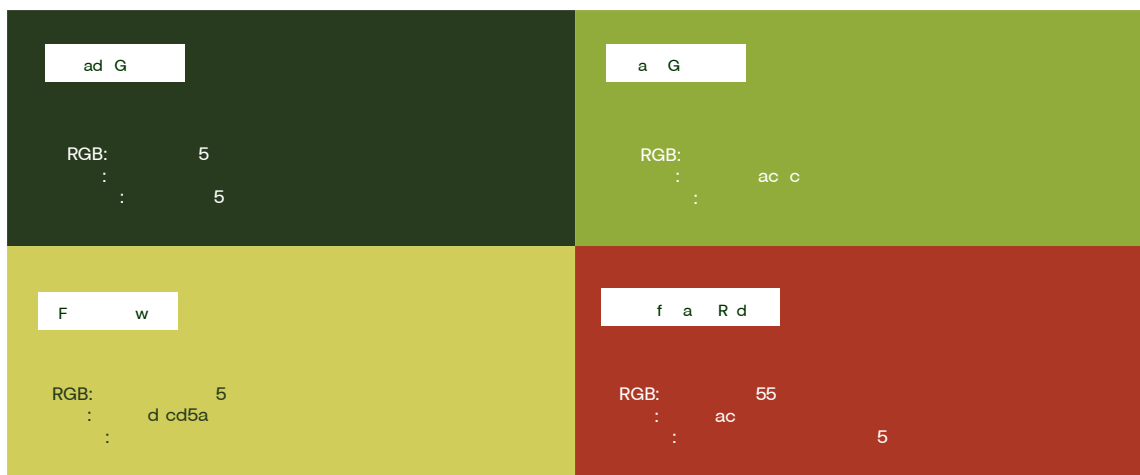


Figure 4. 15 Selected Color  
(source: personal document)

##### A. Shady Green

A calm green represents a calm and deep natural atmosphere. This color depicts the flow of the Suruan River surrounded by shady sago trees, creating a sense of peace, stability, and serenity.

##### B. Calm Green

True to the words “cool” and “natural”, calm green brings a lighter and fresher feel, representing the life of vegetation and a vibrant and sustainable ecosystem.

### C. Fresh Yellow

Fresh yellow represents natural light, creating a warm, soft, and bright impression. This color helps create a welcoming, relaxed, and memorable atmosphere.

### D. Comfortable Red

This color is used as an element that provides energy and visual balance. It's applied in shades that aren't too flashy or dominant, so it stays in harmony with the main concept.

Overall, this color combination portrays Suruan Eco Park as a natural tourist destination, offering a calming, comfortable, and memorable atmosphere. By using consistent colors, the brand image is conveyed more strongly, and consumers can easily distinguish the brand.

## 4.2.7 Supergraphics and Patterns

Supporting visual elements, such as supergraphics and patterns, reinforce the brand identity and create visual consistency across various media. As a result of exploring forms derived from the keyword "Authentic Natural Serenity," these elements were developed to maintain the calm, natural, and organic atmosphere that represents Suruan Eco Park.

### Supergraphic A

The first supergraphic was developed from the shape of the main spot in Suruan Eco Park, a lake-like river. This shape was created organically with soft, relaxed lines, creating a dynamic yet calming impression, in keeping with the concept.

There are variations that can be applied to the media created, including full color and broken lines. Furthermore, there are several cutting options available to ensure each design remains consistent.

### Supergraphic B

The second supergraphic is inspired by the shape of a sago leaf, simplified into a more minimal, organic shape. This element represents the natural and lush atmosphere that is part of the Suruan Eco Park experience. The simple form also maintains a clean, unobtrusive feel.

To make it easier to apply and maintain consistency, there are several alternatives in the form of supergraphic intersection rules.

### Pattern

The main shape of the pattern is the result of a reconstruction of the main logo, creating a new shape resembling a person rowing a canoe. These elements are arranged repetitively to form a consistent pattern. This repetition creates a stable visual rhythm, thus aligning with the keywords calm, natural, and organic.

### 4.3. Design Implementation

#### 4.3.1 Brand Guideline

Brand Guidelines is a visual and communication guideline designed to ensure the identity of Suruan Eco Park remains consistent across all applications. This guideline serves to ensure that the image created is consistent with the concept of "Authentic Natural Serenity" and remains unchanged across various media. This guideline serves as the primary reference for the use of all brand elements.

The rules for using visual elements such as logos, colors, typography, supergraphics, and patterns are designed to meet specific standards, including size, proportion, and color, as well as how they should be placed in a layout for consistency. Furthermore, these guidelines also regulate communication elements such as copywriting and tone of voice, ensuring consistent messaging across all media.

Brand guidelines are a guide to the proper use of a brand. These guidelines are designed to ensure consistent brand implementation, ensuring that Suruan Eco Park is easily recognized.



Figure 4. 16 Suruan Eco Park brand guideline  
(Source: personal document)

Visual identity guidelines merupakan panduan untuk menggunakan identitas visual secara benar. Visual identity guidelines ini dibuat agar penerapan identitas visual dalam setiap pengaplikasiannya tetap konsisten sehingga Suruan Eco Park dapat dengan mudah dikenali

#### 4.3.2 Sign System

Sign systems are designed to shape the character and atmosphere of an environment and help tourists understand the area they are visiting. Sign systems facilitate the identification of specific facilities and areas. In this design, sign systems are divided into identification signs, directional signs, information signs, regulatory signs, and warning signs.

##### A. Rough Design Sign System

The form of the sign system is a combination of both basic and supporting form elements taken from the stylization of the Suruan Eco Park icon, namely a boat and oars.



Figure 4. 17 Rough sketch of sign system  
(source: personal document)

##### B. Comprehensive Sign System Design

The rough sketches that have been made are then refined and digitized to clarify the design form.



Figure 4. 18 Alternative Sign System  
(source: personal document)

### C. Validation of Alternative Sign System Designs

Once alternative designs have been created, design validation is necessary to assess their feasibility when implemented in a real-world setting. Design validation is conducted in collaboration with the supervising lecturer, architect, and interior designer.



Figure 4. 19 Sign System Design Validation  
(source: personal document)

## D. Final Design



Figure 4. 20 Final Sign System Design for Suruan Eco Park  
(source: personal document)

### 0. Landmark

A landmark is an object with distinctive characteristics and serves as a marker for a location. Landmarks are used to help visitors recognize, remember, and identify places more easily. Furthermore, landmarks also serve as symbols of identity that can strengthen the image and appeal of a tourist attraction.

### 1. Floor Plan Identification Sign

Identification signs contain signs or maps of the tourist area, showing the area, tourist routes, and the location of facilities. These signs also help tourists understand the layout of the area. Identification signs are important because they can improve tourist comfort within the area.

### 2. Sign Regulations

Regulatory signs contain rules or regulations that tourists must adhere to while in a tourist area. The information conveyed usually takes the form of prohibitions or warnings related to activities within the location.

### 3. Directional Sign

Directional signs provide information about directions to various areas or destinations, along with symbols or arrows. Directional signs help visitors find their way to their destination.

### 4. Area Identification Sign

Area identification signs serve to indicate the name or function of an area within a tourist location. These signs help visitors identify the area they're visiting.

### 5. Ride Identification Sign

Ride identification signs display the names and types of rides within a tourist location. These signs help tourists identify the rides and assist them in choosing activities.

### 6. Warning Sign

Warning signs serve as reminders of danger or information in a specific area. Their purpose is to increase awareness and identify potential risks.

### 7. Outdoor Tourist Directional Signs

Directional signs outside tourist attractions are placed on main roads or intersections leading to tourist attractions. These signs help visitors find them more easily.

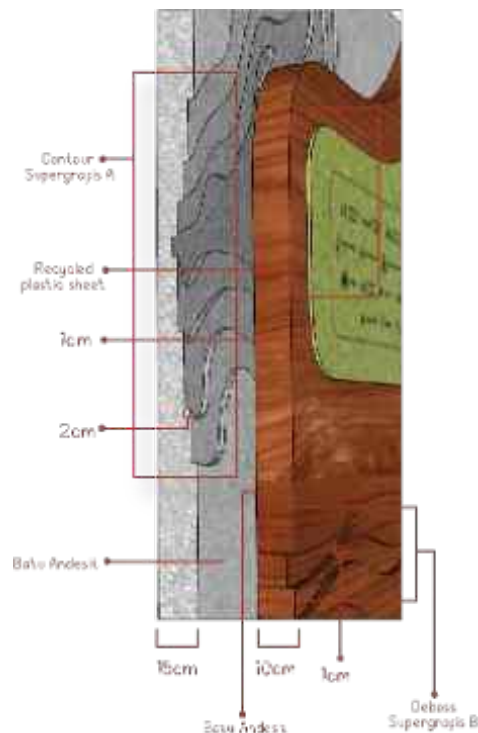


Figure 4. 21 Signage Specifications  
(source: personal document)

- Each type of signage features a component structure consisting of several interconnected layers. The organic base shape, with andesite stone as the back layer, creates a natural, sturdy impression that blends seamlessly with the surrounding environment. A supergraphic A-shaped contour, resembling an inward-stepping layer, is also applied to this element to create a calm and relaxed appearance. This component is 10 cm thick, with each step being 1 cm deep.
- A second layer of wood material atop the base component adds a natural feel. This component features a supergraphic B element created using a debossed technique, approximately 1 cm deep, for a simple feel. It is also 10 cm thick.
- Meanwhile, the front layer serves as the primary information delivery medium and is made of recycled plastic sheet in a calming green. This material selection reflects sustainability and environmental friendliness, which are integral to the value of nature tourism. The use of green enhances the cool and natural feel, while the black typography maintains clear legibility without compromising the simplicity and comfort. This component is attached to a double-layer component using screws at each corner to ensure it remains strong in outdoor conditions.
- Each component is integrated and tightly packed together without any partitions or gaps. This signage is installed directly into the base or ground.

### 4.3.3 Tourism Facilities Media



Figure 4. 22 Facility Tourism Media  
(source: personal document)

#### A. Brochure

This brochure contains brief information about the facilities, area, and layout of Suruan Eco Park. It is given to tourists to help them explore the rides and facilities in the area. The brochure is made from A4-sized art paper.

B. Tickets

Tickets are given to tourists upon entering the tourist area as a sign. These tickets are made into wristbands for ease of use and convenience. The tickets are made of Tyvek, a strong, waterproof material, so you can rest assured using them during water activities.

C. Life jackets are a must-have accessory for water activities. These jackets are designed with Suruan Eco Park's identity in mind to maintain consistency and serve as an indirect promotional tool when photographing during water activities.

D. Canoes, Boats, and Sup Boards

The canoe, boat, and supboard facilities are designed with distinctive elements that align with Suruan Eco Park's visual identity. The application of this visual identity to media and tourism facilities also directly serves as promotional material when photographing those facilities.

**4.3.4 Social media**

Social media is used as the main communication medium to build awareness, convey information, and strengthen the image of Suruan Eco Park as a natural, friendly, and enjoyable nature tourism destination.

A. Visual Feed Template

The visual feed template is designed to create a consistent, engaging, and recognizable look. Each piece of content combines photography and graphic elements with a simple, balanced approach.



Figure 4. 23 Visual Feed Template  
Source: personal document

a. Awareness Template

Used to build mood and attract attention.

Function: Branding & attracting attention

Features: Full photo, minimal text, focus on atmosphere

b. Engagement Template

Used to increase interaction and curiosity.

Function: Increase interaction

Features: Creative visuals, light call-to-action text

c. Information Template

Used to convey important information.

Function: Conveying important information

d. Promotion / CTA Template

Used to encourage action from the audience.

Function: Encourage action

Characteristics: Highlight (price/promotion), contrasting colors, CTA quatri: Clear text, neat layout, graphic background

e. Facility / Service Highlight Template

Used to introduce facilities or services.

Function: Displays features or activities

Characteristics: Several photos (collage), there is a main title

f. Tagline / Brand Message Templates

Used to strengthen brand identity.

Function: Strengthening brand identity

Characteristics: Focus on main sentence, simple visuals

B. Instagram Story Templates

Instagram Story templates are designed to convey information quickly, concisely, and consistently with a brand's visual identity. Content is presented with a more flexible, real-time approach.



Figure 4. 24 Instagram Story Templates  
(source: personal document)

a. Update / Quick Information

Function: Delivering daily information quickly and easily understood.

Implementation:

- Use real-time photos or videos as background
- Add short and clear text (max. 1-2 sentences)

Content Example:

“Today open 07.00 - 17.00”

“Information about lost items can be confirmed by contacting the following:.....”

b. Activity Highlights

Function: Presents a live atmosphere to build closeness and a sense of wanting to come.

Implementation:

- Use short candid videos (not made up)
- Focus on visitor activities and natural atmosphere

Minimal text, just 1 supporting sentence or no text at all

Content Example:

Visitors playing in the water

Relaxed atmosphere playing canoe

C. Visual Reels

The visual feed template is designed to create a consistent, engaging, and recognizable look. Each piece of content combines photography and graphic elements with a simple, balanced approach.



Figure 4. 25 Visual Reels  
(source: personal document)

#### Implementation:

- Use static video or very smooth movement (slow pan / still shot)
- Focus on quiet moments and natural settings
- Take some scenes: visitor activities + the beauty of the location
- Use short durations ( $\pm 15-30$  seconds) with a simple flow.

#### Audio & Mood:

- Use slow, calm, and aesthetic instrumental audio.
- Avoid music that is too fast or loud.
- Let the natural ambience remain

#### Visual Style:

- Minimal text, just for confirmation (optional)
- Color tones or filters use predetermined codes.
- Color code adjustments can be done in the CapCut software

### 4.3.5 Merchandise

Merchandise is used as a promotional medium and as a reminder for visitors about a particular attraction. Merchandise is created by incorporating Suruan Eco Park's visual identity elements, such as logos, colors, supergraphics, or other distinctive elements. Furthermore, merchandise also serves as a visual communication medium that can expand the brand's reach to the public. This merchandise includes t-shirts, tumblers, hats, key chains, and stickers.



Figure 4. 26 Merchandise Design  
(source: personal document)

### 4.3.6 Corporate Identity

Corporate identity is a visual identity used to strengthen the character of a tourism destination and make it easily recognizable to the public. The application of corporate identity across various media builds professionalism and emphasizes the visual identity of the tourism destination.

#### A. Stationary



Figure 4. 27 Stationary Corporate Identity  
(source: personal document)

Stationary merupakan corporate identity yang diterapkan pada media administrasi dan komunikasi resmi, seperti kop surat, amplop, map, kartu nama, dan dokumen pendukung lainnya. Penerapan identitas visual pada stationary untuk menciptakan kesan profesional dan memperkuat identitas visual brand dalam komunikasi formal

#### B. Seragam Staff



Figure 4. 28 Staff Uniforms  
(source: personal document)

Staff uniforms are a form of corporate identity worn by employees or officers in tourist areas to make it easier for visitors to recognize officers and strengthen the brand image in the tourist environment.

#### 4.3.7 Outdoor Tourism Media

Off-site tourism media is used to disseminate information to the wider public. This media is designed using visual identity elements such as logos, colors, and compelling copywriting to attract potential tourists. The off-site media chosen include banners and billboards.



Figure 4. 29 Outdoor Tourism Media  
(source: personal document)

#### 4.3.8 Exhibition Booth Design

##### A. Design



## B. Realization



## 4.4. Design Cost Budget Plan

### 4.4.1 Designer Rates

#### A. Calculation of expenses for 6 months

Table 4.2 Expense Calculation Table for 6 Months

No.	Expenditure	Cost
1	Boarding House	Rp. 4,800,000
2	Work equipment	Rp. 15,000,000
3	Transportation	Rp. 1,800,000
4	Internet	Rp. 900,000
5	Consumption	Rp. 6,000,000
	Total expenses	Rp. 28,500,000

B. Billable hours count in 6 months

6 months = 181 days

9 national holidays

52 Saturdays and Sundays

126 working days/6 months

5 billable hours per day

630 billable hours per 6 months

C. Base hourly rate calculation before profit

Total expenses per 6 months Rp. 28,500,000 = Rp. 45,238 /hour

630 billable hours per 6 months

D. Basic hourly rate calculation after profit

Base hourly rate Rp. 45,238

Hourly profit Rp. 20,000

Hourly rate after profit Rp. 65,238

#### 4.4.2 Total Production Cost

Table 4. 1 Total Production Cost

Media Types	Print/production	Price
<b>Media Branding</b>	Brand Guidelines	Rp. 300,000
<b>Sign System</b>	Welcome sign	Rp. 5,000,000
	Floor plan identification sign	Rp. 3,500,000
	Sign regulations	Rp. 2,500,000
	Directional signs	Rp. 2,500,000
	Area identification sign	Rp. 1,500,000
	Vehicle identification sign	Rp. 2,500,000
	Warning sign	Rp. 1,500,000
	Directional signs outside the tourist area	Rp. 2,000,000

	Wall identification sign	Rp. 300,000
<b>Media facilities</b>	Brochure	Rp. 10,000
	Wristband ticket	Rp. 1,000
	Lifebuoy	Rp. 200,000
	Canoe	Rp. 1,500,000
	soup board	Rp. 2,800,000
	Boat (wooden graphic)	Rp. 500,000
<b>Stationery</b>	Folder	Rp. 10,000
	Letter template	Rp. 10,000
	Name card	Rp. 15,000
	Envelope	Rp. 15,000
	Notebook	Rp. 25,000
<b>Staff uniforms</b>	<i>Vest</i> officer	Rp. 150,000
	Lanyard	Rp. 20,000
	ID card	Rp. 10,000
<b>Promotional media</b>	Banner	Rp. 50,000
	billboard	Rp. 600,000
	Instagram	-
<b>Merchandise</b>	Shirt	Rp. 75,000
	Tumbler	Rp. 140,000
	Adventurer's Hat	Rp. 25,000
	Key chain	Rp. 4,000
	Sticker	Rp. 17,000
	Total	Rp. 29,777,000