

# CHAPTER IV

## CONCEPT AND IMPLEMENTATION DESIGN

### 4.1 Concept Formulation

#### 4.1.1 Keyword Formulation

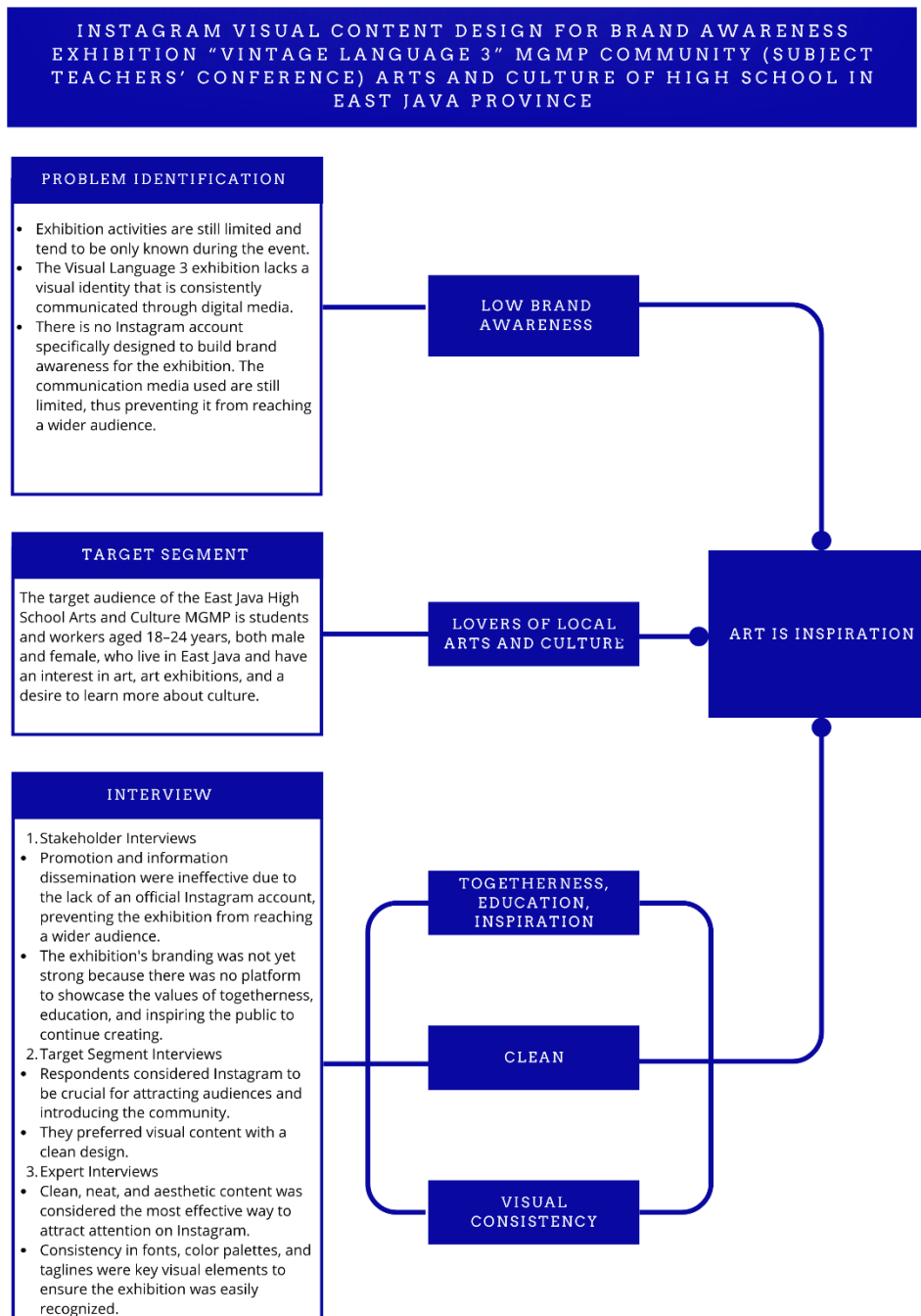


Figure 4. 1 Alur Keyword, 2026

(Source: Personal Documents)

#### **a. Keyword Definition**

*Keywords* are the main concepts that explain something and help keep the design process organized and on a clear course according to needs. Based on data analysis from problem identification, target segments, and interviews, followed by brainstorming and mind mapping, the resulting keyword is "Art Is Inspiration". *This keyword* focuses on how the *bahasa rupa* exhibition organized by the MGMP Seni Budaya community can inspire many people to learn more about the art world while still highlighting local culture.

#### **b. Makna Denotative**

Denotative meanings are the direct, objective, and as-is meanings of a word. The meaning of "Art is Inspiration" according to KBBI (Great Dictionary of the Indonesian Language) is as follows:

1. Art means the skill of making quality works (seen in terms of fineness, beauty, etc.), works that are created with extraordinary skills, such as dance, painting, and carving.
2. Inspiration means inspiration.

#### **c. Makna Konotative**

The connotative meaning of the *keyword* "Art Is Inspiration" suggests that the MGMP community of cultural arts can inspire people to learn more about art, or even to start getting to know art again by looking at teachers and students who are still creating works.

### **4.1.2 Verbal Concepts (Communication)**

#### **a. Tagline**

The community's tagline or slogan is "Growing Works, Strengthening Culture." This tagline represents the roles of teachers and students in creating works and learning more about the culture. By understanding the culture, you can add ideas to the work, making it richer in meaning. This tagline can be used as an Instagram hashtag, coupled with the exhibition name hashtag and hashtags relevant to the uploaded content.

#### **b. Language Style**

The language style is Bahasa Indonesia, in a semi-formal, friendly, and communicative tone. This style was chosen to maintain a professional image as a community of teachers, while still feeling warm, light, and easy to understand for a young audience. Each piece of information is packaged in an educational and inspiring manner, not only to provide knowledge about art and culture but also to invite the audience to interact, appreciate, and feel the value of togetherness that is the community's identity.

#### **c. Content Description**

The content highlights documentation of the work created, information and tips on exhibitions, art, and culture, and publications on exhibition activities. The pillar content consists of fine arts, music, exhibitions, and dance. Feeds are organized in an organized layout to be easily recognizable, stay professional, and engage *audiences* to see, learn, and appreciate artwork.

### **4.1.3 Visual Concepts**

#### **a. Visual Style**

The design of Instagram for the *Bahasa Rupa 3* exhibition, aimed at brand awareness, has a visual concept aligned with the keyword "Art Is Inspiration". This concept is described according to the target *audience*. Content is made *clean* and informative with a harmonized color palette and *fonts*. Captions such as logos are pasted at the bottom or top of the middle. The visuals to be created are centered on simple, representative elements and are combined with images or documentation of the work that has been made. The design reference will be made as follows:

- Instagram Feed



Figure 4.2 Feed Design Reference, 2026  
 (Source: <https://www.instagram.com/disbudparjatimprov>)

- Instagram Reels



Figure 4.3 Reference Reels, 2026  
 (Source: <https://www.instagram.com/disbudparjatimprov>)

- Instagram Story



Figure 4.4 Reference Story, 2026

(Source: <https://www.instagram.com/tmiiofficial>)

#### b. Color Usage



Figure 4.5 Color Reference

(Source: Personal Documents )

The visual design of the Instagram *bahasa rupa* exhibition uses blue, orange, and yellow colors that refer to the founder's community logo, then enriched with several variations of tone to harmonize with the visual style displayed, resulting in a contrasting, clear, and attractive look, while making the content easily recognizable

without sounding monotonous. Blue represents professionalism, intellect, and order, while orange symbolizes passion, creativity, and artistic expression typical of MGMP Arts and Culture. Derivative color variations are used to enrich the look without losing the main identity, so that the entire palette forms a consistent and effective visual that builds brand awareness sustainably.

### c. Use of Typography

The typography used in the Instagram visual design of the *Bahasa Rupa 3* exhibitions of the MGMP Cultural Arts and Cultural High School community aims to maintain information readability while strengthening the visual character as educational and cultural. The selection of typefaces is adjusted to the function of each text element in the design.

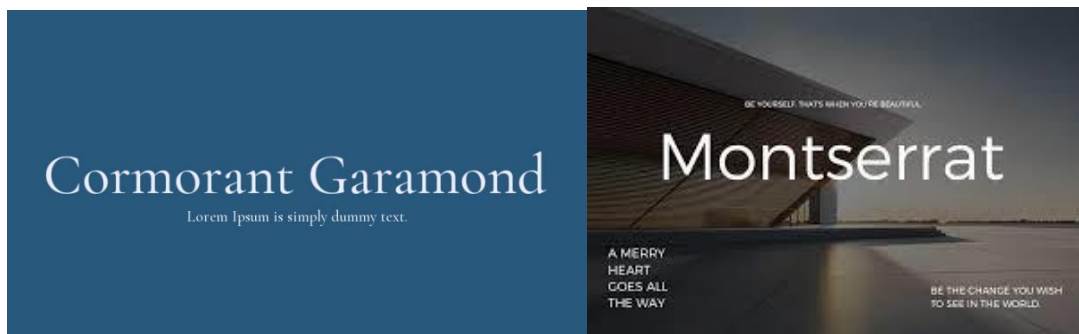


Figure 4.6 Typography Reference

(Source: [www.deefont.com](http://www.deefont.com))

Typography in the Instagram visual design of the *Bahasa Rupa 3* Exhibition aims to maintain readability while strengthening the educational and cultural visual character. Montserrat fonts are used to give a modern, clean, and professional impression and offer high readability in digital media. The variation in weight also helps establish a clear visual hierarchy. Meanwhile, the Cormorant Garamond font is used to bring a classic, elegant, and artistic feel through expressive serif characters. The combination of the two creates a balance between modern and traditional impressions, thus reinforcing the exhibition's relevant visual identity while remaining rooted in artistic and cultural values.

#### d. Media Concept

The concept of media in this design aims to develop and improve brand awareness for the *Bahasa Rupa 3* exhibition through relevant, accessible, and widely reaching media. Media selection is based on the characteristics of the target *Audiences* who actively use digital media, especially social media, as well as the need for a consistent visual identity in each supporting media. The visual communication media is designed to include primary and supporting media, integrated to build a sustainable community image.

#### e. Media Timeline Planning


Table 4. 1 Planning *timeline* media, 2026

Yes	Content Pillar	Strategy	Media	Timeline
1.	Fine Arts	The content focuses on gently broadening the audience's horizons, such as by discussing the history of fine arts or interesting facts about traditional East Javanese arts. In addition, the content includes documentation of works from previous exhibitions as a form of appreciation and a visual introduction for the audience.	Instagram	May-July
2.	<i>Bahasa Rupa</i> Exhibition	The content is designed to build awareness and increase audience enthusiasm for the exhibition through a gradual strategy. In this phase, interactive content is also used to encourage	Instagram	August-October

		the audience to attend the exhibition.		
3.	Music Arts	The content lightly introduces the basics of musical art, such as musical elements, types of musical instruments, and the appreciation of musical works. In addition, documentation of activities or musical works from previous archives is displayed to maintain content consistency and audience engagement.	Instagram	November- January
4.	Dance Arts	The content is intended to introduce dance art as part of the cultural arts, including the types of dance, the meaning of movement, and the cultural values it contains. The content also features documentation of dance performances.	Instagram	February- April

f. *Content Planning*

Table 4. 2 *Content Planning* Fine Arts, 2026

No	Content Pillar	Judul Konten	Tipe Konten	Isi Konten
1	Hari buruh	Selamat Hari Buruh Internasional	Single Post	Selamat Hari Buruh Internasional  MGMP Seni Budaya SMA Jawa Timur
2	seni rupa	Apa Itu 'Bahasa Rupa'?	feed	Apa Itu Bahasa Rupa? Setiap garis, warna & bentuk punya cerita yang bisa kamu baca tanpa kata-kata.  Pernahkah kamu lihat sebuah lukisan, terus tiba-tiba merasa tenang atau sedih, padahal gak ada satu kata pun di sana?  Itu adalah Bahasa Rupa yang sedang berbicara. Tanpa sadar, kita sebenarnya sudah "membaca" elemen-elemen ini setiap hari. Penasaran apa saja elemennya? Yuk, kita bedah rahasianya di caption 🗨️
3		Apakah kamu tim mencari tahu arti bahasa rupa dalam karya seni atau sekedar	Story Instagram	Foto pengunjung pameran

		menikmati karya seni kalau ada pameran?		
4		Seni Itu Bukan Bakat , Ini Ilmu!	feed	Judul: "SENI ITU BUKAN BAKAT." Subjudul: Ini ilmu yang bisa siapa aja pelajari  Cek caption biar tau alasan kenapa bakat itu cuma mitos! 🙌
5		Apakah kamu tim menggambar karena ada tugas atau hobi nih?	Story Instagram	Foto orang menggambar

Table 4. 3 Exhibition, 2026

No	Content Pillar	Judul Konten	Tipe Konten	Isi Konten
1	Pra Pameran	Introducing: Pameran Seni 'Bahasa Rupa' 🎨	feed	Sesuatu yang istimewa sedang disiapkan... 🎨
2		Introducing: Pameran Seni 'Bahasa Rupa' 🎨	Story Instagram	Apa itu Pameran Bahasa Rupa?  Apa yang Akan Ada? → Karya seni rupa: lukisan, fotografi, instalasi → Pertunjukan seni: tari dan musik live → Sesi diskusi dengan seniman

				Slide 5 Segera Hadir! Tandai kalendermu 📅 Follow akun ini untuk update terbaru Bagikan ke teman-temanmu!
3		Introducing: Pameran Seni 'Bahasa Rupa' 🎨	feed	Tempat dan tanggal Segera Hadir! Tandai kalendermu 📅 Follow akun ini untuk update terbaru Bagikan ke teman-temanmu!
4	Promosi Pameran	Teaser	feed	Teaser
5	Kemerdekaan	Dirgahayu Republik Indonesia ke-81!	Single Post	Dirgahayu Republik Indonesia ke-81! 17 Agustus 1945 MGMP Seni Budaya SMA Jawa Timur

Table 4. 4 Content Planning Music Arts, 2026

No	Content Pillar	Judul Konten	Tipe Konten	Isi Konten
1	musik	Apa Itu Musik? Lebih dari Sekadar Bunyi	feed	Pernah nggak, dengar lagu tanpa lirik tapi kamu tahu kalau lagunya lagi sedih? 🎵 ✨ KOK BISA YA, MUSIK BIKIN KITA TERHARU? Cari tahu 'bahasa' musik di caption yuk! 🙌

2	Kamu dengerin musik untuk apa?	Story Instagram	Poll: Kamu dengerin musik buat apa? A = Mood booster 🎧 B = Teman belajar 📖 C = Ngilangin galau 💙 D = Nikmatin aja 🎵
3	Gamelan: Orkestra Spiritual Jawa Timur	feed	Orkestra Spiritual Jawa Timur 🎵 KARAWITAN
4	Pernah dengar gamelan secara langsung?	Story Instagram	Poll: Pernah dengar gamelan secara langsung? A = Pernah, dan suka! 🎵 B = Pernah, biasa aja C = Belum pernah sama sekali
5	Tangga Nada: Pondasi Semua Musik yang Pernah Kamu Dengar	Video Reels	Tangga Nada Pondasi semua musik yang pernah kamu dengar 🎵  musik barat bisa di mix sama musik tradisional

Table 4. 5 Content Planning Dance Arts, 2026

No	Content Pillar	Judul Konten	Tipe Konten	Isi Konten
1	Imlek	Gong Xi Fa Cai! 🧧 ✨	Single Post	Gong Xi Fa Cai! 🧧 ✨ Selamat Tahun Baru Imlek 2578 Semoga tahun baru ini membawa keberuntungan, kemakmuran, dan inspirasi berkarya yang tak terbatas 🎨

				MGMP Seni Budaya SMA Jawa Timur
2	tari	Apa Itu Koreografi? Cara Seniman Merancang Tarian	feed	KOK BISA YA, PENARINYA KOMPAK BANGET? Di balik tarian yang indah, ada 'rancangan rahasia' yang namanya Koreografi. 🧑🏻‍🎨 ✨ Kenalan sama dunianya di caption yuk! 🙌
3		Ini atau Itu: Tari Tradisional vs Tari Kontemporer	Story Instagram	Kamu lebih suka nonton: A = Tari Tradisional 🏺 B = Tari Kontemporer 🌀 C = Keduanya sama-sama suka! 🧑🏻‍🎨
4		Dokumentasi Tari	feed	Dokumentasi Tari
5		Dokumentasi Tari	Video Reels	Dokumentasi Tari

**g. Main Media**

The main media in the planning of the social media Instagram exhibition of *bahasa rupa 3* for brand awareness, the main media used are:

Visual Content on Instagram was chosen as the primary medium because it has high level of usage among the target *audience*, and can convey information visually, quickly, and interactively. Instagram is used to display a community's visual identity, disseminate activity information, display works, and build interaction with *audiences*. The design of the exhibition's Instagram content is tailored to the character of the MGMP Seni Budaya community, reflecting its identity through a clean, informative visual display. Instagram content is designed around the visual concept "art is inspiration". Content in the form of feeds, reels, and stories is created with a clean, neat, and consistent look, using a matching color

palette and typography, balancing modern aesthetics with local cultural values. Content types include cultural education, visual arts tips, and exhibition publications. The layout of the feed is organized to be recognizable, professional, and engaging, so that users can see, learn, and appreciate the community's artwork. In addition, *a social media guideline* was prepared as a visual design guide for Instagram so that all content is consistent and professional. *This guideline* includes: logo placement; visual elements; visual identity (color tone, text font on images, post themes and styles, backgrounds, and logo placement for reels, feeds, and stories); and complete visual examples, objects, and copywriting. This guide is designed to enable content to be used effectively for B2B and B2C needs, as well as for communication and branding strategies, so that future bahasa rupa exhibitions are more structured and optimal.

#### **h. Supporting Media**

The supporting media functions to strengthen the visual identity of the *Bahasa Rupa 3* exhibition of the MGMP Cultural Arts community in physical form. Based on the data that has been found from the consumer journey, the media that are determined as the design support media are as follows:

##### **1. T-Shirts**

T-shirts serve as a walking medium that displays the exhibition's visual identity. The use of t-shirts helps increase the exhibition's visibility, as its logo and identity are visible to a wider audience. This makes the exhibition more recognizable and improves *the audience's memory of it*.

##### **2. Cap**

The hat serves as a complementary medium that reinforces the exhibition's visual identity. Its simple shape makes the hat easy to use in various activities, thus increasing the chances that others will see the logo or element. This can increase visibility and brand awareness.

##### **3. Plain Notebook**

Plain notebooks serve as functional media for daily activities. In addition to taking notes, plain notebooks can also be used for sketching.

##### **4. Pen Point**

Ballpoint pens are practical stationery items often used in both study and daily activities. The placement of community identities on the ballpoint pen allows users to interact with *the brand* repeatedly, thereby strengthening visual memory.

#### 5. Where to Drink

A drinking place or tumbler is a functional item that supports daily activities, especially when outdoors. The presence of a logo and visual identity elements on the tumbler makes it an effective promotional medium, as it can be seen in the surrounding environment, expanding its reach and brand awareness.

#### 6. Keychain

Keychains are small accessories carried everywhere, making them an effective medium for visual reminders. The identity attached to the keychain helps build emotional closeness with visitors while increasing *brand* visibility through regular use.

#### 7. Stickers

Stickers can be pasted anywhere, such as on laptops, books, tumblers. This makes identity more memorable. The sticker design features illustrations and exhibition logos, so it can leave a lasting impression and serve as a souvenir.

## 4.2 Design Design

### 4.2.1 Logo

#### a. Brainstorming Logo

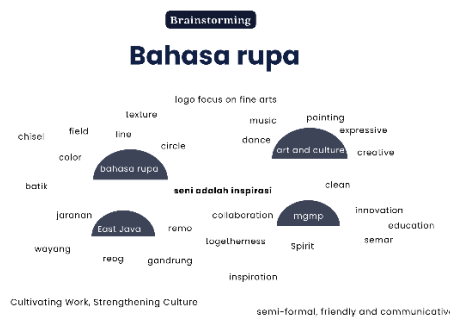


Figure 4. 7 Brainstorming, 2026

(Source: Personal Documents )

Brainstorming is the first step in creating a logo. Through brainstorming, a collection of words is formed that can serve as a reference for exploring the shape

of the logo to be made, with keywords such as innovation, expressive, creative, and so on.

**b. Logo Sketch**



Figure 4. 8 *Brainstorming*, 2026  
(Source: Personal Documents )

The next stage is the creation of sketches to explore the form of the *Bahasa Rupa* logo. This term refers to the words generated during brainstorming. At this stage, the designers draw heavily on elements of East Java culture and art.

**c. Comprehensive Stage of Design**



Figure 4. 9 Comprehensive Design, 2026  
(Source: Personal Documents )

The comprehensive stage of design involves developing the initial sketch into a more feasible design before it is selected and validated by experts, and opening a questionnaire to gauge the audience's design interests.

**d. Design Validation**

After the comprehensive design stage, the design will be validated by branding experts, target audiences, and community leaders. The purpose of this stage is to obtain advice and input on whether the design is in accordance with the design concept and can convey a message consistent with the community's image. The validation process is carried out by creating a form on April 19, 2026, and contacting a branding expert via WhatsApp chat on April 20, 2026, then contacting the community leader on the same date. The following is proof of the validation carried out.

- **Design Validation Through *Gform***



Figure 4. 10 Design Validation Through *Gform*, 2026  
(Source: Personal Documents )

- **Design Validation With Experts and Stakeholders**

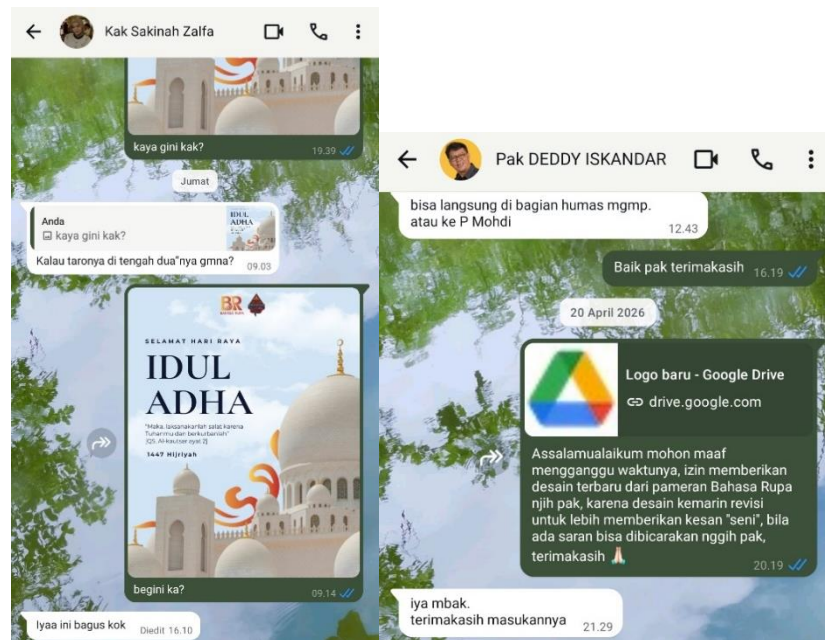


Figure 4. 11 Design Validation With Experts and Stakeholders, 2026  
(Source: Personal Documents )

- **Final Design (Guideline)**



Figure 4. 12 Final Design *Guideline*, 2026

(Source: Personal Documents )

After completing the validation process with the supervisor, proceed to create guidelines to facilitate and serve as a reference for design.

Guideline:

[https://drive.google.com/file/d/1XdsklwGeaZwncHfsGr\\_NHEZfD764zDQ/view?usp=sharing](https://drive.google.com/file/d/1XdsklwGeaZwncHfsGr_NHEZfD764zDQ/view?usp=sharing)

#### 4.2.2 Design *Feed* Instagram

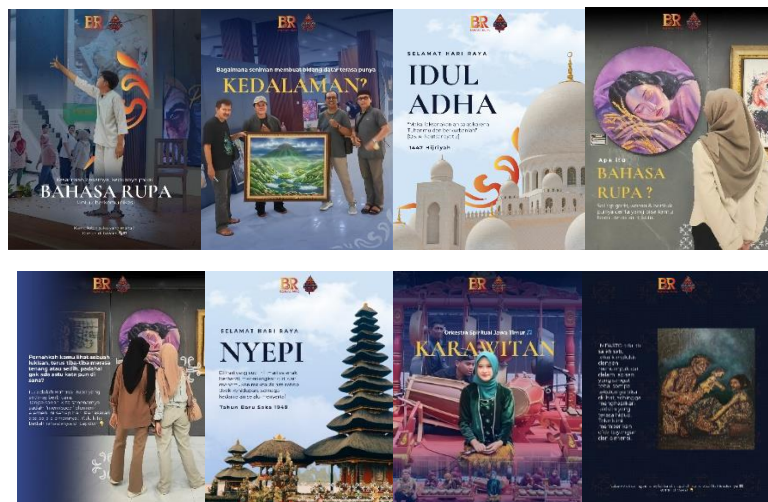


Figure 4. 13 Design *Feed* Instagram, 2026

(Source: Personal Documents )

Feed:

[https://drive.google.com/drive/folders/1IQdW4KIHHYT9\\_9657gs222\\_9OFxasRZZ?usp=drive\\_link](https://drive.google.com/drive/folders/1IQdW4KIHHYT9_9657gs222_9OFxasRZZ?usp=drive_link)

### 4.2.3 Design Story Instagram



Figure 4. 14 Design Story Instagram, 2026

(Source: Personal Documents )

Story:

<https://drive.google.com/drive/folders/1X6k3pJxCxrtjJrWV mz9Yk4jT4sldTwV?usp=sharing>

### 4.2.4 Instagram Reels Design



Figure 4. 15 Instagram Reels Design, 2026

(Source: Personal Documents )

Reels:

<https://drive.google.com/drive/folders/1oAfIIAVHqyRRUUKuOtnVJaeRG6uNnaOZ?usp=sharing>

## 4.2.5 Promotional Videos

**RUNDOWN SHOOTING VIDEO "BAHASA RUPA"**  
Kurnia Hartono

• Lokasi: Sekolah SMA-11 Durandaya  
• Waktu: 09.00 – 12.00 (selama istirahat belajar)

Model: Rama – Musik  
Finley – Lirik + narator

09.00 – 09.30 | Briefing & Setup

09.30 – 10.15 | Scene 1 – Eksplorasi Seni Rupa (Finley)

Lokasi: Ruang seni / kelas gambar

Shot:

1. Close up tangan camera ke image
2. Close up cat di tangan ter jawab
3. Close up perlatan gambar dengan bahasa luas menyertahi narasi
4. Medium shot siswa melukis
5. Close up shot detail (sangat) proses gambar
6. Detail warna di kanvas (maka-kalua bisa)
7. Hasil karya (jika ada)

Teknik:

Manfaatkan depth of field (blur background) agar cinematic

Audio (VO):  
"Seni warna dan bentuk... kita buktikan tanpa kata."

10.15 – 11.00 | Scene 2 – Eksplorasi Musik (Rama)

Lokasi: Ruang seni / kelas musik

Shot:

1. Medium shot siswa duduk dengan gitar
2. Full frame close-up & close-up (sangat) gitar dan tangan
3. Close-up shot gitar dan senar
4. Close-up ekspresi wajah (fokus & musik)
5. Wide shot suasana latihan

Tambahan:

Animasi 1-2 take natural (tidak lihat kamera)

Audio (VO):  
"Seni musik... kita menyampaikan rasa."



Figure 4. 16 Promotional Video, 2026

(Source: Personal Documents )

Videos:

<https://drive.google.com/drive/folders/1ox1jG0IFiyCLjrYatY-AH-9eUyrttHGZ?usp=sharing>

## 4.2.6 Supporting Media

### a. T-Shirts



Figure 4. 17 T-Shirt Design, 2026

(Source: Personal Documentation)

**b. Cap**



Figure 4. 18 Hat Design, 2026  
(Source: Personal Documents )

**c. Lanyard**



Figure 4. 19 Design *Lanyard*, 2026  
(Source: Personal Documents )

**d. Plain Notebook**



Figure 4. 20 Plain Notebook Design, 2026  
(Source: Personal Documents )

**e. Pen**



Figure 4. 21 Pen Design, 2026  
(Source: Personal Documents )

**f. Where to Drink**



Figure 4. 22 Drinking Place Design, 2026  
(Source: Personal Documents )

**g. Keychains and Stickers**



Figure 4. 23 Keychain and Sticker Designs, 2026  
(Source: Personal Documents )

## h. Poster



Figure 4. 24 Poster Design, 2026  
(Source: Personal Documents )

## i. Exhibition Booth Design

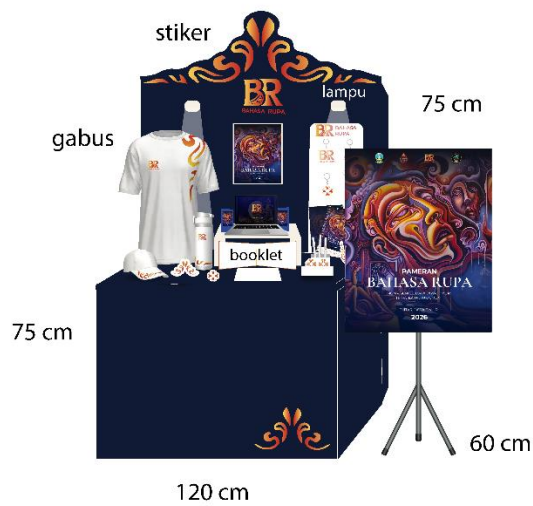


Figure 4. 25 Exhibition Booth Design  
(Source: Personal Documents )

Supporting Media:

[https://drive.google.com/drive/folders/1Q2ONK8Q\\_rdBMcZXueJgWSZG\\_uYsaT0k?usp=sharing](https://drive.google.com/drive/folders/1Q2ONK8Q_rdBMcZXueJgWSZG_uYsaT0k?usp=sharing)

#### 4.2.7 Production Costs

Table 4. 6 Production Cost, 2026

No	Production	Pricing	Quantity	Total Cost
1.	Videographers	IDR 300,000	1	IDR 300,000
2.	Camera rental	IDR 50,000	1	IDR 100,000
3.	Gimbal Rental	IDR 100,000	1	IDR 50,000
4.	Models	IDR 100,000	2	IDR 200,000
5.	Consumption	IDR 50,000	4	IDR 200,000
Total Cost				IDR 850,000

Table 4. 7 Printing Cost, 2026

No	Print	Pricing	Quantity	Total Cost
1.	T-Shirts	IDR 85,000	1	IDR 85,000
2.	Cap	IDR 50,000	1	IDR 50,000
3.	Plain Notebook	IDR 20.000	1	IDR 20.000
4.	Pen Point	IDR 1,500	5	IDR 7,500
5.	Where to Drink	IDR 40,000	2	IDR 80,000
6.	Keychain	IDR 12.000	6	IDR 72,000
7.	Stickers	IDR 14,000	1	IDR 14,000
Total Cost				IDR 328,500