

## **FINAL PROJECT**

# **VISUAL IDENTITY DESIGN FOR THE CREATIVE BATIK PUTAT JAYA HOUSE IN SURABAYA CITY**

To Fulfill Partial Requirements for Obtaining a Bachelor's Degree (S-1)



By :

**Angga Raditya Haq**

**NPM. 22052010134**

Supervisor I:

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

**NIP. 19910728 202203 1004**

Supervisor II:

**Aninditya Daniar, S.Sn., M.Sn.**

**NIP. 19941124 202406 2002**

**Visual Communication Design Study Program  
Faculty of Architecture and Design  
East Java "Veteran" National Development University  
2025/2026**

**APPROVAL PAGE**

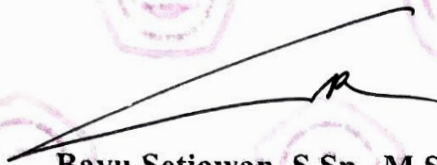
**VISUAL IDENTITY DESIGN FOR THE CREATIVE BATIK PUTAT JAYA HOUSE IN  
SURABAYA CITY**

**Compiled by:**  
**ANGGA RADITYA HAQ**  
**22052010134**

**Has been defended in front of the Examiner Team**

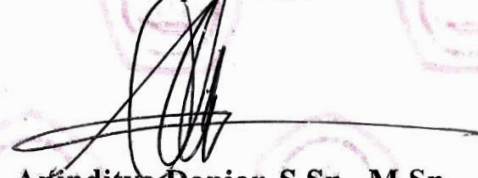
On : April 24, 2026

**Supervisor 1**



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

**Supervisor 2**



**Arfinditya Daniar, S.Sn., M.Sn.**  
**NIP. 19941124 202406 2002**

**Examiner 1**



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

**Examiner 2**



**Aileena S, C, R, E, C., S.T., M.Ds.**  
**NIPPPK. 19870119 202421 2024**

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

**Dean of Faculty of Architecture and Design**



  
**Ibnu Sholichin, S.T., M.T**  
**NIPPPK.19710916 202121 1004**

**AGREEMENT PAGE**

**VISUAL IDENTITY DESIGN FOR THE CREATIVE BATIK PUTAT JAYA HOUSE IN  
SURABAYA CITY**

**Compiled by:  
ANGGA RADITYA HAQ**

**22052010134**

**Has been defended in front of the Examiner Team**

**On : April 24, 2026**

**Supervisor 1**



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

**Supervisor 2**



**Aninditya Danlar, S.Sn., M.Sn.  
NIP. 19941124 202406 2002**

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

**Head of Visual Communication Design Study Program**



**Masnuna, S.T., M.Sn.  
NIPPPK. 19840512 202121 2004**

## STATEMENT OF FREE PLAGIARISM

I, the undersigned

Name : Angga Raditya Haq  
NPM : 22052010134  
Program : Bachelor (S1)  
Study Program : Visual Communication Design  
Faculty : Architecture and Design

I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be

Surabaya, May 21, 2026

Who Made the Statement



Angga Raditya Haq  
NPM. 22052010134

## ABSTRACT

*Rumah Kreatif Batik Putat Jaya* is a training and development institution for batik SMEs that emerged from the transformation of the Gang Dolly red-light district into an arts district in 2016. Although equipped with a full range of batik-making facilities and attracting international tourists from various countries such as Canada, the United Kingdom, and Japan, this institution still faces significant challenges in terms of brand awareness and structured promotion. This study identifies the primary issue that Rumah Creative Batik Putat Jaya lacks clear and consistent visual identity, resulting in very low brand awareness among the people of Surabaya. Reliance on promotion through student recommendations and uncoordinated social media content has led to the potential for collaboration with local SMEs and international tourists remaining unoptimized.

The design is based on the STPD approach (Segmenting, Targeting, Positioning, Differentiation) and includes qualitative data collecting (observation and interviewing), quantitative data by distributing a questionnaire to 70 responders. Data analysis mapping needs of utilizes the TOWS matrix, consumer journey and consumer insights to four key audience groups: educational institutions, local visitors, out-of-town tourists, and tourists from abroad. and 95.7 percent do not know the Instagram account of the institution. The data research indicated that the branding concept should be emphasized on the narrative of Putat Jaya's shift from red-light area to site of cultural preservation, authenticity, and education, and a consistent visual identity to differentiate Rumah Creative Batik Putat Jaya from such competitors.

The implementation of the branding design involves the development of a strong visual identity and a logo, color parameters (earth brown, vanilla cream, brilliant yellow), typeface that embodies the values of batik and an integrated communication strategy including physical promotional items such as pamphlets and goods, and digital media, especially Instagram. This branding is aimed to boost brand awareness, improve Rumah Creative Batik Putat Jaya's standing as an authentic batik education center. in Surabaya, while developing a sustainable ecology for local batik MSMEs growth.

Keywords: Visual Identity, Batik, Logo, Education

## FOREWORD

Praise be to Allah SWT for all His grace and blessings so that I can complete the Final Assignment report entitled "Designing the Visual Identity of the Putat Jaya Batik Creative House in Surabaya City" well and on time. This report was prepared as one of the requirements to complete the Visual Communication Design Study Program, Faculty of Architecture and Design, National Development University "Veteran" East Java. In preparing this report, I received a lot of help, support, and guidance from various parties so that the entire research and design process can run smoothly.

Thank you to both parents and family who always provide prayers and support during the process of preparing this report. Thank you also to Mr. Bayu Setiawan, S.Sn., M.Sn. as Supervisor I and Mrs. Aninditya Daniar, S.Sn., M.Sn. as Supervisor II who have provided direction, criticism, suggestions, and guidance during the research and design process. The author also expresses gratitude to all lecturers of the Visual Communication Design Study Program of UPN "Veteran" East Java who have provided knowledge and experience during the lecture period.

Furthermore, the author would like to thank the Putat Jaya Batik Creative House for providing permission, information, and assistance during the observation and data collection process. Furthermore, we would like to thank our friends and all those who helped and encouraged us in completing this report.

The author acknowledges that this report still has shortcomings, both in terms of writing and content. Therefore, the author greatly appreciates constructive criticism and suggestions for the improvement of this report in the future. The author hopes that this visual identity design will benefit Rumah Kreatif Batik Putat Jaya in increasing brand awareness and serve as a reference for the development of visual communication design, particularly in the areas of cultural branding and local MSMEs.

Surabaya, 2026

Writer

Angga Raditya Haq

## TABLE OF CONTENTS

APPROVAL PAGE.....	i
AGREEMENT PAGE .....	ii
STATEMENT OF FREE PLAGIARISM.....	iii
ABSTRACT .....	iv
FOREWORD.....	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES .....	ix
LIST OF TABLES .....	xii
LIST OF APPENDIX .....	xiii
CHAPTER I INTRODUCTION .....	1
1.1 Background.....	1
1.2 Identification of problems.....	3
1.3 Formulation of the problem .....	5
1.4 Scope of problem.....	5
1.5 Research Objectives.....	6
1.6 Benefits of Research Results .....	7
1.7 Design framework .....	8
CHAPTER II LITERATURE REVIEW AND EXISTING STUDIES .....	9
2.1 Operational Definition of Title .....	9
2.1.1 Design.....	9
2.1.2 Visual Identity.....	9
2.1.3 Putat Jaya Batik Creative House .....	9
2.1.4 Surabaya City Society .....	9
2.2 Theoretical Basis.....	9
2.2.1 Visual Identity.....	9
2.2.2 Brand Activation.....	10
2.2.3 Brand Identity Prism.....	11
2.2.4 The Concept of Batik as a Cultural Heritage.....	15
2.2.5 The Role of the Putat Jaya Batik Creative House in Preservation and Empowerment .....	16
2.3 Stakeholder .....	16
2.3.1 History and Background.....	16

2.3.2 Vision and Mission .....	17
2.4 Existing Study .....	17
2.4.1 Putat Jaya Batik Creative House .....	17
2.5 Comparative Study .....	19
2.5.1 Hamzah Batik .....	19
2.5.2 Jetis Batik Village .....	24
2.5.3 Suramadu Batik by East Java Batik House .....	26
CHAPTER III DESIGN METHODOLOGY .....	31
3.1 Design Method.....	31
3.2 Design Objects.....	32
3.3 Data Collection Techniques .....	32
3.3.1 Primary Data.....	32
3.3.2 Secondary Data .....	35
3.3.3 Target Audience .....	35
3.4 Data Analysis Techniques .....	36
3.4.1 Observation Data Analysis .....	36
3.4.2 Interview Data Analysis .....	36
3.4.3 TWOS Matrix Analysis .....	38
3.4.4 Questionnaire Data Analysis .....	39
3.4.5 STPD Analysis.....	45
3.5 Data Synthesis.....	46
CHAPTER IV CONCEPT AND IMPLEMENTATION .....	47
4.1 Concept Formulation .....	47
4.1.1 Keyword Definition.....	47
4.1.2 Meaning of Denotation and Connotation of "Stories Composed in Batik" .....	48
4.1.3 What to say .....	49
4.1.4 How to say .....	49
4.1.5 Verbal Concepts .....	50
4.1.6 Visual Concept.....	51
4.1.7 Media Concept.....	52
4.2 Design Planning Process.....	54
4.2.1 Design Exploration .....	54
4.2.2 Rough Design .....	57

4.2.3 Comprehensive Design.....	58
4.2.4 Design Validation .....	59
4.2.5 Final Design.....	60
4.3 Design Implementation.....	64
4.4 Project Budget Plan .....	74
CHAPTER V CONCLUSION .....	76
5.1 Conclusion .....	76
5.2 Suggestions .....	76
BIBLIOGRAPHY .....	77
APPENDIX .....	79

## LIST OF FIGURES

Figure 1. 1 Design Framework .....	8
Figure 2.1 Brand Identity Prism .....	12
Figure 2.2 brand identity prism vertical dimension.....	14
Figure 2.3 brand identity prism horizontal dimension .....	14
Figure 2.7 Putat Jaya Batik Creative House Logo.....	17
Figure 2.8 Instagram Account of Rumah Batik Putat Surabaya.....	18
Figure 2.9 Putat Jaya Batik Creative House Banner .....	19
Figure 2.10 Hamzah Batik Logo .....	20
Figure 2.11 Hamzah Batik Instagram Account.....	21
Figure 2.12 Hamzah Batik Website .....	21
Figure 2.13 Jetis village logo.....	24
Figure 2.14 Jetis Village Signage .....	25
Figure 2.15 Jetis Village Instagram Account.....	26
Figure 2.16 Suramadu Batik Logo by East Java Batik House.....	27
Figure 2.17 Name card .....	27
Figure 2.18 Suramadu Batik Instagram Account.....	28
Figure 2.19 Photo Spot Banner .....	29
Figure 2.20 Information boards .....	30

## LIST OF TABLES

Table 3. 1 TWOS matrix analysis.....	38
Table 3. 2 STPD analysis.....	45
Table 4. 1 Implementation Program .....	53
Table 4. 2 Media Budget.....	74
Table 4. 3 Cost during research .....	75

**LIST OF APPENDIX**

A. Assistance sheet ..... 79

B. Observation ..... 81

C. Questionnaire ..... 82

D. Final Design ..... 86

E. Design Implementation ..... 88