Conference Paper

Visual Design and Souvenir Products National Development University "Veteran" East Java (UPN "Veteran" Jatim) as a “Bela Negara” Campus

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Abstract

Visual design and souvenir products UPN "Veteran" of East Java is a research theme to introduce UPN "Veteran" of East Java as the campus “Bela Negara” (State Defense). UPN "Veteran" of East Java is the only state university that has the character of “Bela Negara”. However, the general public outside the campus not many people know about it. We try to introduce this character to general public and academic community. Since 2010 “Bela Negara” was the identity of UPN "Veteran" of East Java. The character of State Defense is applied through visual images and then implemented into various souvenir products. Souvenir image implementation process is done by screen printing technique. The process of screen printing is not easy, it requires special skills in the field of graphic design. The stages of the screen printing process will be used as a guide book for the next event. This book is also used as a screen printing practice book for Visual Communication Design students. The method of this research outline through two stages, namely: (1) preparation stage; (2) the stage of creation. The preparation stage includes problem formulation, data collection, analysis, and problem solving. While the stage of creation includes pre-production, production and postproduction.

Keywords: Bela negara, illustration, sablon, UPN "Veteran" Jatim

INTRODUCTION

Souvenir is the identity of a place. Souvenir given by someone to indicate that the person has visited the place/location. Souvenirs can be objects that have longevity such as handicrafts, t-shirts, mugs, clocks, bags, and others contained text and typical images of the place. So far the souvenirs owned by each city or tourist attractions are in great demand by tourists. Souvenirs are also beneficial to improve the economy/income of the tourism sector. Souvenirs can not only be used for tourism, souvenirs can also be used as the identity of a company or institution.

National Development University "Veteran" East Java is a state university that has the character "Bela Negara". UPN "Veteran" of East Java is able to accommodate approximately 1000 new students each year. As a student UPN "Veterans" Java they have a sense of love and proud of the campus. As a form of love and pride of campus UPN "Veteran" of East Java they apply it to various public media that can be known to many people.

Some media used by UPN "Veteran" East Java students to express their love and pride to their campus is by embedding their sosial media profile such as Instagram, Facebook, Path, and other social media. The upload their photos to social media with a background that read UPN "Veteran" of East Java. They also put hastag (#) UPN

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How to cite this article: Masnuna, H. Aryiani (2017) Visual Design and Souvenir Products National Development University "Veteran" East Java (UPN "Veteran" Jatim) as a “Bela Negara” Campus. International Seminar of Research Month and Technology in Publication, Implementation and Commercialization. NST Proceedings. pages 364-368.doi: 10.11594/nstp.2018.0153.
"Veteran" of East Java in their caption. This expression is their proof of love and proud for UPN "Veteran" of East Java.

In addition souvenirs can also be used as a medium of promotion and communication. Souvenir UPN "Veteran" East Java should be able to communicate the visual and verbal messages about the characters UPN "Veteran" of East Java as “Bela Negara” campus. The process of implementing the character of “Bela Negara” into souvenir media desperately needs expertise in the field of design.

Therefore, as a lecturer Visual Communication Design Program UPN "Veteran" of East Java we must be sensitive to the needs of the campus. We have to provide opportunities for students to share the feel of having this campus with a sense of love and a sense of pride that can be published to the general public. With the souvenir UPN "Veteran" of East Java students can more easily express their love and a sense of pride wherever and wherever they are. Souvenir UPN "Veteran" East Java can be implemented in the form of wear products related to education such as t-shirt, slayer, bag, bulletin, eraser, ruler, pencil case, wallet, keychain, pin, laptop bag, mouse pad, sticker, note, etc.

UPN "Veteran" of East Java souvenir can be sold in “Koperasi” UPN "Veteran" of East Java as an identity and gift. Sales of souvenirs is also beneficial to increase income and economy “Koperasi”. With the souvenir UPN "Veteran" of East Java, “Bela Negara” characters more easily stick to the minds of the community. And students UPN "Veteran" of East Java can express their love and pride by using and using souvenir products.

METHODS

This research outline through two stages, namely: (1) preparation stage; (2) stage creation. The preparation stage includes problem formulation, data collection, data analysis, and problem solving. While the stage of creation includes pre-production, production and post-production. The chart method/creation process in this design is:

RESEARCH METHODS

Figure 1, Chart of Research Methods Souvenir UPN "Veteran" of East Java
1. Problem Formulation

The formulation of the problem is the question of design issues, as has been mentioned in the background of design and then written in the formulation of the idea of creation, which is "How to make a souvenir product that is able to communicate the identity of UPN "Veteran" of East Java as Bela Negara Bela Campus?" Data collection and data analysis are required to solve this problem.

2. Data Collection

Technique of collecting data is done through three ways, that is observation, interview, and collecting documentation data related to UPN "Veteran" of East Java. Data collection is done through three ways, namely:

A. Observation:

Collecting all data by watching all the events that occur, from listening, seeing, and feeling is a much-needed observation to get the materials that support this research. In this case researchers will make observations on the campus UPN "Veteran" of East Java.

Researchers make observations on the behavior of UPN "Veteran" Jatim students. This observation is conducted to search any media that is frequent and always used by students. Media found is tote bag, key chain for accessories that hung locked car or motorcycle, T-shirt for college or practice in laboratory, notebook to record result of lecture, sticker for accessories of car or motor, hat to cover face and hair from sunshine, pouch for makeup or small items, mugs for drinking. The media usually using vector illustration (computerize).

B. Interview:

Researchers doing direct communication with competent source. The speakers were selected based on the importance of this research. The sources directly related are UPN "Veteran" of East Java students, printing, UPN "Veteran" of East Java employees, “Bela Negara” Lecturers, and the general public.

The questions asked are about the need for lectures for students, printing prices, and UPN "Veteran" of East Java as the “Bela Negara” campus. Interviews conducted to students are to know the materials used on the souvenir media and to what extent their knowledge about the meaning of “Bela Negara”. After interviewing students, they know UPN "Veteran" of East Java as “Bela Negara” campus seen from the routine of employees who do ceremony on the 17th every month and “Apel Pagi” every Friday.

The second question is is it necessary for them a typical souvenir UPN "Veteran" East Java? They answered the souvenirs is very important, because they want a unique objects labeled UPN "Veteran" of East Java as their pride in studying here. According to Mr. Mirwan as the State Defense Lecturer, “Bela Negara” acts not only performs routine ceremonies every 17th, but the actions of State Defense should also be reflected in the actions of the students in dressing during the lecture. A small example for men does not lengthen hair, the students do not wear pants or torn clothes when going to campus, have the soul of patriotism, etc.

Interviews conducted to the general public is about the extent to which they know UPN "Veteran" of East Java as “Bela Negara” campus. Apparently there are still many people who do not know that UPN "Veteran" of East Java is the campus of “Bela Negara”.

C. Data Documentation:

Another helpful source is a good recording of photographs, videos, and sound recordings from cassette tapes. This method is a research with historical documentaries that dig, photograph, imitate. This image capture aims to support authentic data.

3. Analysis

Analysis is a strategy used to know more detail about UPN "Veteran" of East Java. The analysis used is 5W + 1H analysis. By answering questions about (what, where, when, who, why, and how) we will know the uniqueness, advantages, character, characteristic, and even lack of UPN "Veteran" of East Java. After recognizing the UPN "Veteran" of East Java in more detail, then the results of such analysis can be used as a reference in determining the right visual strategy.
4. Target Audience
   1. Demographic
      • Gender: Male & Female
      • Age: 18-23 Years
      • Status: Student UPN "Veteran" of East Java.
      • Education: Undergraduate
   2. Psychographic
      • Likes fashion, fashionable, active, likes to read books, consumptive, high curiosity, like hanging out with college friends, close to gadgets, active in social media.
   3. Geographical
      • UPN "Veteran" of East Java

5. Verbal Concepts
   Verbal concepts include the communication style, language, and words used in this study. The most powerful communication style used to approach young people (students) is the usual style of communication they use everyday in a conversation. It is something that natural and easy to understand. The language used is Indonesian. The words used are reminders to students of “Bela Negara”.

6. Visual Concepts
   Visual concepts include image styles, illustration techniques, types of typography, and colors used in this study. Picture style used is cartoon. Illustration technique used is vector. Cartoons and vector are used to create a funny impression on the drawing as the target of attention target audients. Typography used "Dimbo". The colors used are soft colors.

7. Media Concept (Figure 2)
   Media used is media close to the target audience, such as notebooks, t-shirts, hats, pouches, pencils, key chains, stickers, etc.
CONCLUSION
Souvenir UPN "Veteran" of East Java has very high selling value. Because it raises the uniqueness character of "Bela Negara" which is a hallmark and only belong to UPN "Veteran" of East Java. So when the target audience using souvenirs, they will have a sense of pride because they can study at the “Bela Negara” campus.

ACKNOWLEDGEMENT
The authors thank the UPN "Veteran" of East Java and all related parties that help the implementation of this research so that can be completed properly.

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