DESIGN OF DEFORMATION ILLUMINATION TYPOGRAPHY AS A VISUAL IDENTITY OF AMPEL ARAB VILLAGE

Qurrota Ayun*1, Mahimma Romadhona2

1,2 Visual Communication Design, Faculty of Architecture and Design, Universitas Pembangunan Nasional "Veteran" Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author: E-mail: 19052010009@student.upnjatim.ac.id

ABSTRACT

The visual identity of a destination can not only be achieved through the design of promotional media, but can also be achieved through typographical landmarks. Typographic landmark design as a visual identity of a tourist destination can be designed through the illumination of the deformation of the letters. Reference objects are obtained from objects that are commonly found in the area and become the characteristics of the area. This design is implemented in a religious tourism destination in Surabaya, namely the Arab village of Ampel. Kampung Arab Ampel is a village inhabited mostly by people of Arab descent. The Arab village of Ampel is the gateway to the spread of Islam in Java, especially in Surabaya, which was brought by Sunan Ampel. Now, Kampung Arab has become a center for Islamic education and cultural development. The purpose of this research is to contribute to the science of design, especially typography, to the people of Surabaya so that it can be used as the visual identity of the village. The design was carried out using qualitative methods through observation, and literature study. Data analysis is used to analyze the right typography design to be used as a typographic landmark design concept. The results of this study are environmental graphics in the form of typographic landmarks that have a visual identity according to the characteristics of the Arab Ampel village.

Keywords: Typographic Landmark, Arab Village, Visual Identity

Introduction

The visual identity of a destination can not only be achieved through the design of promotional media, but can also be achieved through typographical landmarks. Typographic landmark design as a visual identity of a tourist destination can be designed through the illumination of the deformation of the letters. Illumination of letter deformation is an activity to decorate letters by changing the shape of the letters intentionally for certain purposes but still aesthetically and still working on the principle of letter standards. Existing letters are changed in shape according to the characteristics of the reference object. Reference objects are obtained from objects that are commonly found in the area and become the characteristics of the area. This study focuses on designing the visual identity of typical villages in Surabaya, one of which is the Arab village of Ampel.

The Arab Ampel village, which is administratively located in the Semampir sub-district, is known by the people of Surabaya as an Arab village, because most of its residents are of Arab ethnicity. Other ethnic groups who also inhabit the Ampel village include Javanese, Madurese, Chinese, Pakistanis and Indians. There is no data showing the breakdown of the population based on ethnic differences, but roughly speaking, it can be said that the Arab ethnicity is the majority, followed by the Javanese and Madurese.

The condition of the Arab Ampel villages is very dense, the houses are close to each other. The houses were lined up tightly and faced with alleys about 2 to 3 meters wide. The architecture of the house has not changed much since the Dutch era. The center of the settlement is the complex and tomb of Sunan Ampel. The residential atmosphere is unique compared to other villages in...
Surabaya. At least the uniqueness can be seen in the presence of greetings in Arabic and the songs that are played from residents’ homes. Compared to previous times, the situation in Arab settlements has changed a lot.

Ampel Arab Village was founded by Sunan Ampel in the 15th century, the majority of the population is Arab. The socio-cultural dynamics of the Ampel village in 1955 – 1998, the Arab community played an important role in overcoming the problems in the Ampel village by establishing community organizations such as: the Anti-Communism Front and the Ampel Citizens Coordination team.

Unity and inter-ethnic unity participate in maintaining pluralism in the Ampel village. The influence of the Arab community in the socio-cultural economic field has also contributed to building the identity of the Ampel village as a religious tourism area and cultural heritage area.

Figure 6. The gate enters the area of the Ampel Mosque and the Tomb of Sunan Ampel (Source: personal documents, 2021)

Ampel Arab Village as a village that is a tourist village and visited by many tourists, it would be good if Ampel Arab Village had a visual identity that could become an icon and be remembered by the public. Currently, Ampel Arab Village does not yet have a visual identity. That’s why the design of visual identity 3 for the village was held. Visual identity in the form of typographic landmarks will attract more visitors and can be a distinct impression for them. The existing landmarks must also have the characteristics of Kampung Arab Ampel. Therefore, a special deformation illumination typography was made that has the characteristics of Ampel Arab Village on it to be used as a landmark of Ampel Arab Village.

Research Methods
This design uses a qualitative approach with data collection methods in the form of observation and literature study. Observations were made by visiting the Arab Ampel village directly from one resident's house to another. The purpose of the observation is to observe, measure and document the environment of the Arab Ampel village as material for making environmental graphics in the form of typographic landmarks. The literature study was obtained from several reference sources, namely, literature related to various written sources relevant to the study, both through physical and electronic document searches (eg online news), scientific articles, journals and video documentation. Literature studies are also used in the design of environmental identity on environmental graphics in the form of typographic landmarks.

Data analysis method
a. Observation Analysis: Arab Village, which is located on Jalan Ampel Kejeron Gang I, Ampel Village, Semampir District, Surabaya City, East Java, which is one of the religious tourism villages. The number of pilgrims who visit makes the entrance area blocked by the number of vehicles parked there. So that the alley, even the marker is almost invisible because
it is covered by the car body. Therefore, it is very necessary to have a visual identity on environmental graphics in the form of typographic landmarks placed near the entrance alley. The Arab village of Ampel is mostly inhabited by ethnic Arabs. This village has the atmosphere and characteristics of the Middle East. The buildings have two doors and two pillars, a terrace in front of the house, the roofs of the buildings are mostly triangular in shape, the ornaments for the dome of the mosque, and the ornaments of tendrils of plants as well as geometric shapes. Kampung Arab Ampel has a traditional market where the Arabs who live there sell their goods. They sell Islamic-inspired objects such as prayer utensils, prayer beads, Islamic religious reading books, the Qur’an, dates, raisins, Middle Eastern specialties and other Middle Eastern knick-knacks.

b. Literature Study Analysis: Sources of information obtained from many references such as journals, scientific articles, and Youtube videos help in designing the typography of deformation illumination which is taken from one of the characteristics in Ampel Arab Village. This reference is also useful for making typographical landmarks that will serve as the visual identity of Ampel Arab Village. In addition, the references are also useful as a guide for preparing reports and scientific journals related to the design of deformation illumination typography as the visual identity of Ampel Arab Village.

Results and Discussion

Typographical landmarks are very important in becoming a visual identity in Ampel Arab Village. A landmark is a prominent physical sign of a city or area. Landmarks are important elements of a place that give the place its distinctiveness and identity (Sudarman, 2010). And typography is a means to translate spoken words into readable pages. The role of typography is to communicate ideas or information from the page to the viewer (Wijaya, 2004).

From the definition of landmarks and typography, we can see that these two things can be a solution for the visual identity of a village, which can later make the village more known and remembered by many people.

Concept of Design

Based on the results of data analysis, the concept of design will follow the characteristics of Ampel Arab Village so that it can provide an appropriate visual identity. Here's the design concept and design:

![Figure 1. A photo of a typical charity box from Arab Village](Source: personal documents, 2021)
The form is taken and deformed into the following form:

![Deformation illumination typography process](image)

*Figure 2. Deformation illumination typography process*  
(Source: personal documents, 2021)

The results of the deformation applied to the letter "Aa", then finally applied to the letters and numbers as well as other punctuation marks.

![Hand drawn typography with pencil](image)

*Figure 3. Hand drawn typography with pencil*  
(Source: personal documents, 2021)
After being drawn manually using a pencil, the letters are drawn and created digitally using Adobe Illustrator.

![Digitally drawn typography using Adobe Illustrator](Source: personal documents, 2021)

The design concept features typography that has a visual identity typical of the Middle East. Then the typography will be implemented in the form of environmental graphics in the form of typographic landmarks (gates).

![Landmark design concept](Source: personal documents, 2021)

**Visual Concept**

Contains the concept and application of visual elements in typographic landmark designs based on data obtained from research results as visual appeal. It is hoped that the existence of a visual identity on environmental graphics in the form of typographic landmarks can make it easier for visitors to find out the exact location of the Arab village.

The image style used is digital realist. The image style was chosen because it looks more alive when implemented in an Arab village atmosphere. The colors that characterize Kampung Arab are white, yellow, light green, light blue, brown and beige.
1. Typography

Typography was designed from geometric ornaments in a charity box in Kampung Arab Ampel. Typography has a characteristic triangular shape and looks stiff. The reference font that I use is the type font. This typography is named “KampungArab Font”. The following is the result of the typography design that will be used:

![Typography Example](image)

Figure 7. Typography to be used in the design
(Source: personal documents, 2021)

2. Environmental Graphic Shapes

The graphic form of the environment is a typographical landmark in the form of a gate, whose design is inspired by the gates in Ampel Arab Village. The design of the gate is combined with the typography of the deformation of the Ampel Arab Village that has been completed.
3. Color

The design of visual identity on environmental graphics in the form of typographical landmarks of Ampel Arab Village uses the colors that characterize the village. The colors included in the characteristics of the village are white, yellow, light green, light blue, brown and beige. In this design, beige and brown colors are used for typographic landmarks.

Figure 9. Colors used in typographic landmarks
(Source: personal documents, 2021)

Design Implementation

Figure 10. Typography implementation on typographic landmarks
(Source: personal documents, 2021)
Conclusion

Typographical landmarks are designed according to accurate data results. From the results of the design of the typographical landmark of the Arab village, it can be concluded that the design displays the concept of a roadblock as well as a marker of the existence of an Arab village. Proper creation and placement of typographic landmarks will result in attractive and informative environmental graphics. It is hoped that the presence of typographic landmarks as a visual identity on environmental graphics can make it easier for visitors to find out the exact location of the Arab village in Surabaya.

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