## Conference Paper

# Forming Identiy of the Fish-Market Area in Kalanganyar Sidoarjo Through Signage Design

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**Abstract**

This research aims to know by designing signage we can form the identity of the fish-market area in Kalanganyar, Sidoarjo. In this research, we used the character appraisal analysis to analyse the existing condition of the fish-market area. This analysis focusing on how to create the signage suitable for increasing the visual identity of the area. Walkthrough analysis was held, to assess whether the pedestrian feels any connections to the feel of the fish market's signage as an identity of the whole area. Based on the result, the pedestrian majority didn't feel the visual connectivity to the area, and this can lead to a lack of interest. Pedestrian didn't feel attracted to the area just by seeing the signage of the existing of that area condition. Pragmatic design approach then used as a way of designing the signage by the area. Using the most famous fisheries product as a branding logo, we use the approachable and funny design of the signage to attract the tourist. By using the same logo and urban design criteria, there are several types of signage that we can apply, for the entire area and the fisheries stall. We used the contrast colour, and summer colour scheme to achieve the most eye-catching signage to establishing the identity of the fish-market area. Besides that, do-it-yourself fisheries accessories added into the façade of the fish stall to reach the identity that we want to create in the fish-market area as the identity of the coastal village fish-market.

**Keywords**: fish-market identity, logo branding, signage design, urban design,visual connectivity

## Introduction

Kalanganyar Village is a village located on the coast of Sidoarjo. With the potential of aquaculture land and the area of selling marine products and fishponds, village activities are full of amazing coastal villages. Some of the aquaculture areas are family tourism destinations, as well as fishing and culinary tourism. This tourism activity is then supported by the existence of some pond managers who sell ponds and fishermen who sell seafood in the area around fishing ponds. Some dwellings later turned into dwellings - businesses that sell marine commodities and ponds as the main merchandise.

Research has been carried out by Mutia, et al (2018) who focus on the design of residential spatial patterns - an ideal business for people selling marine products / ponds. The research that has been carried out by the members of this proposer focuses on how this unique coastal selling activity is a special need that must be accommodated in the form of a typical group design. In a previous study, Elviana, Mutia and Yunisya (2018) explained that the importance of the design of the Kalanganyar area, especially residential areas - efforts to accommodate the character of coastal tourism villages. This research requires follow-up

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in the form of an embodiment of residential commercial area design - business so that it becomes a real benefit for the people of Kalanganyar Village, Sidoarjo. In the results of research that provide solutions in the form of a residential space arrangement - business in accordance with the character of the coast, the results of this study can be developed into a real idea that can be directly applied and used by the community of sea / pond sellers in the Kalanganyar Village, Sidoarjo. For the partner problems, the residents who sell use the area in front of his house as a business area. This poorly exploited business area then developed into a slum area full of marine products / ponds for sale. Because before it is given to buyers of marine products cleaned internal organs, it creates organ waste in the fish and cause unpleasant odors and garbage. Because furniture is sold using wood that is not coated, this waste then seeps into the furniture material causing odors, low hygiene aspects, and then visuals that are not good. Beside of that, there is a potential visual pollution in this entire area.

If viewed from the perspective of the Area, with the accumulation of waste and the habit of disposing household rubbish along the river banks, the area around the river becomes slum and untreated. This reduces the value of the area's environmental quality, which does not reflect coastal tourism villages. This garbage then becomes a source of smell and a source of scenery that reduces the beauty of the village that has been asked to become a tourist village. Along the road selling residential areas - this business is still a lot of beautiful visual scenery, but is covered by the amount of garbage and the absence of adequate facilities such as street signage.

In general, visual pollution refers to everything that disturbs the view and beauty of an area (Christianna, 2016). According to Kusrianto in Christianna (2016) signage is a kind of large-scale visual graphic created to convey information to certain audiences. Signage was previously known in the form of signs (or signs) or in the form of letters, such as directions for the place, the name of a place and so on. Meanwhile, according to Supriyanto in Christianna (2016) signage is an outdoor media in the form of a monument or a small monument that integrates with the environment it occupies. With the concept of a good signage design, of course, the identity of the Kalanganyar Village Area will be more easily recognized in terms of visual and spatial areas.

**Research Method**

The Work Methodology in RISMA Community Service in this paper is more focused on the Work Plan and Implementation Method of making logo designs and types of signage that can be used in the Kalanganyar fish market center area. Referring to the solutions and problems above, the steps taken are as follows:Preparation phase, including licensing activities, initial data collection and overall preparation

1. Conducting socialization in advance to the citizens of business operators selling seafood / fishponds related to the plan for structuring their business areas. The traders are then educated about the importance of design carts in attracting buyers. A good design was also conveyed in order to improve the quality of the tourist environment.
2. Mapping residential potential - businesses that can be redesigned and areas that can be physically upgraded.
3. Designing and managing the area and habitats - joint ventures so that they are in accordance with the character and nature of coastal tourism villages.
4. Designing signage dan logo design spesifically that identifies Fish Market of Kalanganyar, inspired by the most valuable product of fisheries in Kalanganyar Village.

## Result and Discussion

*Field Progress Results*

In implementing the results of research in the community, in accordance with the proposed community service proposals there are the following arrangements and a series of work schedules:

Table 1. Format of Schedule of Activities

| No | Type of activity | 2019 | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 1. | Preparation, manufacture of gauges/ aids and licensing | ■ | | | | | | | |
| 2. | Stages of Socialization, conducting initial socialization as a form of early notification of activities to be carried out | | ■ | ■ | | | | | |
| 3. | Mapping Stages, conduct mapping activities to determine the priority scale of the arrangement of the Area and environment of Kalanganyar Village | | | ■ | ■ | | | | |
| 4. | Design stage, doing the activity of designing the area and logo design | | | | ■ | ■ | | | |
| 5. | Stages of Publication, make videos and publish them online, and start presenting at national scientific meetings | | | | | ■ | ■ | ■ | ■ |

*Stages of Preparation*

This preparation stage has been carried out by holding a coordination meeting, both among members of the RISMA grant team and also students as work partners in the implementation of community service. This initial coordination is intended so that students can know and understand the scope of work and also the scope of work to be carried out in the field. This stage also discusses the work schedule that will be implemented. In addition, this stage also requested permission to start the implementation of the service, in coordination with Mr. Irham Taufik as the Head of Kalanganyar Village, Sedati District, Sidoarjo Regency. The results of this coordination and licensing in addition to the village officials who are very supportive, the direction of the Village Head to follow up to the Head of the Hamlet on the implementation of further work. The Village gives direction and rules that must be obeyed and also gives a broad permit space for community service activities in the future.



Figure 1. Initial coordination of field mapping preparation

*Mapping Stages*

This stage was carried out after initial coordination with the Village Head, namely Mr. Irham Taufik. The mapping stage is carried out by students, namely the mapping of potential locations for improvement. Mapping activities to determine the priority scale of the arrangement of the Area and environment of Kalanganyar Village. The results of this activity are in the form of digitizing the existing conditions and dimensions of the size of the space to be arranged, in this case the border of the river and the residential area - the business of sea products / ponds in Kalanganyar Village, Sedati District, Sidoarjo Regency. Dimensions of the space obtained at the same time a mapping of potential areas will then be continued at the design stage. Existing digitalization using Google Sketchup 2017 software.



Figure 2. Measurement of the existing environment and digitization process of Kalanganyar Village, Sidoarjo



Figure 3. Digitalization of Exixting Condition

*Logo Design Stages*

Logo design is made from the representation of the most well-known processed products. This product is then taken, namely "bandeng bibir merah". The red lip milkfish is the most famous product from Kalanganyar. This milkfish has a characteristic red color on its lips, which is caused by the results of ground water in Kalanganyar. This milkfish is famous for not having earthy odor and tastes nice and soft. Therefore, using the analogy design approach (Antoniades in Herliana, 2017). We were finding the most appropriate and imoplementatif design through various design progress.

Figure 4. Desain Awal Logo Kalanganyar



Figure 5. Design Development of Kalanganyar Logo

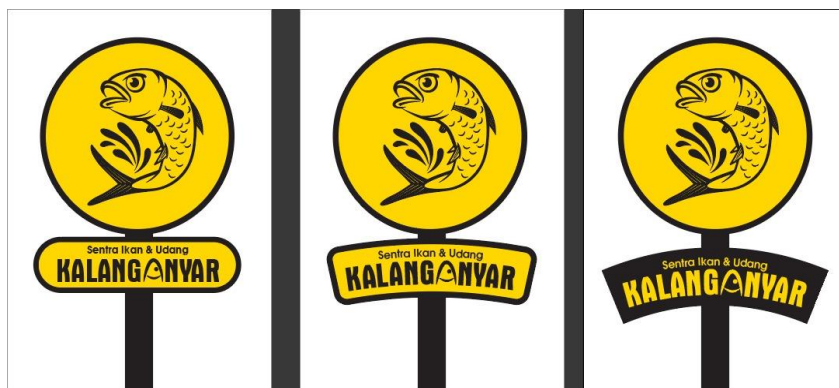Figure 6. Final Design of Kalanganyar Logo





Figure 7. Implementation of Final Design

Of all these designs, there is one type of design that has been implemented in Kalanganyar Village, namely Signage area.



Figure 8. Signage Implementation

*Regional Design*

The design stage is carried out after the measurement and mapping of field conditions. The design is needed as a reference for fieldwork and direction of regional arrangement. conduct area design activities and design furniture for sale in accordance with community needs. This design is divided into 3 criteria, area design (park and river border area, typology of building design, and area signage design) and furniture design selling typical seafood / ponds.

Area Design uses several alternative regional arrangement in accordance with urban design theory. River border areas are generally conceptualized as supporting facilities for fish center areas and green areas. Some signage of regional areas that are unique to coastal areas also appear in spaces and border bags. From the overall design of this region, only a few designs can be implemented that are related to the available budget. In this case, the design chosen to be implemented is the design in the area entrance area (see Figure 1.3).



Figure 9. Entrance Signage Design Fish Sentra Area Kalanganyar Village, Sidoarjo

*Building Typology Design*

Building Typology Designs are generally divided into two types, namely building typologies that can be proposed as characteristic of the area and buildings that can be developed from existing buildings and there are only simple additions and improvements to the facade. The use of design development from

existing buildings to new buildings can only be done by higher stakeholders, in this case related to funds that can be disbursed.

For existing conditions and what is done in RISMA is the second alternative, namely the use of decorative elements that can characterize and improve environmental quality by utilizing waste and accessories that are easily available to realize the character of the coastal tourism village area.



Figure 10. Signage Design for Fish Stalls

*Next Plan and Phase*

The next stage of design is expected to be carried out simultaneously for all elements in the region after simultaneous measurement and mapping of conditions in the field. This design is needed as a complement to the work in the field for the purpose of structuring the area. As for what can be done in the advanced design activities in the area, which is to synergize the design of the selling furniture according to the needs of the community. The design is expected to be able to unite the area (park / river border area, building typology and area markers) and the arrangement of furniture selling typical sea / pond products.

## Conclusion

This visual arrangement in the Kalanganyar tourism area is expected to have a significant impact or influence on overall economic growth in the local community of the region in particular as well as in the people of Sidoarjo Regency in general. The arrangement is accompanied by a design in the visual elements of the area which aims to spruce up and beautify the facilities related to buying and selling transactions in the area where it will make the convenience in making transactions between sellers and buyers in the area better.

## Suggestion

The suggestion that needs to be considered here is the need for synchronization of policies at the central level, especially regarding authority between the Ministry of PUPR, in this case the Irrigation Service as the river manager leading to the estuary in the area with the local government in this case the Sidoarjo Regency Government which is expected to work together with the Office of Public Works Irrigation in arranging the existing riverside area into a beautiful and comfortable pedestrian area so that visual and hygienic comfort can be realized in the area.

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