

Conference Paper

Village of Berbek (Bumber) Business Sign System Design

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ABSTRACT

Bumber is an endeavor the village earth belongs to the village of Berbek. The bomber was founded in October 2019. This business is moving in the field of selling stationery supplies and services for college and office needs. There are several problems faced by Bumber, namely the creation of the Bumber logo not designed based on considerations in making a good logo. So that the logo does not reflect Bumber's character/identity/business image. Stand size not too big give the impression and feel cramped. So it's not easy to see potential customers. Banner materials not durable, so it must continue updated and requires continuous banner creation costs. Signlaying identifier is not well conceptualized, so put it carelessly, and even on the shoulder of the highway which can endanger road users. Location of the parking lot irregular because there is no sign indicating where to park. This business is still classified just started, so it still needs a lot of attractive promotional media in order can get a lot of customers. From the problems described above, then this community service aims to solve the problem by redesigning the Bumber logo which can imitate Bumber, designed the sign system for communicating Bumber's presence, and design promotions to increase the number of subscribers. To achieve this goal the Community Service Program uses both the preparation stage and the creation stage method. The preparation phase includes data collection (observation, interviews, questionnaires) and determining the media. Then the creation stage includes pre-production (verbal concepts, visual concepts, media concept), production (alternative design, final design, media execution), and post-production (media application, evaluation)

Keywords: Bumber, sign, community service

Introduction

Berbek Village has various kinds of developing and advanced organizations. Among them; gymnastics, posyandu, PKK, Muslimat NU, IPNU, IPPNU, Karang Taruna, and Bumi Desa businesses. The Bumi Desa business itself has 3 types of businesses, namely mini pom, digital photocopy, and coffee shops. Of the three BUMDes, the digital photocopy business is the one most needed by residents. So that the economic increase is very rapid. BUMDes photocopy digital owned by the village of Berbek named Bumber. Bumber is a village land business owned by the village of Berbek. Bumber was founded in October 2019. This business is engaged in the sale of stationery supplies and services for college and office needs. The Bumber stand is guarded by 2 young Berbek youths who are 20 years old. The name Bumber is taken from the abbreviation BUMDes Berkah. According to the data we obtained from Bumber management, in this increasingly advanced technology era, Bumber has a mission as a BUMDes that is able to solve all the problems and

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needs faced by Berbek residents and its surroundings in the scope of school and office needs (Sayuti, 2011).

The Bumber stand is located on Jalan Raya Berbek, so it is very easy for consumers / customers to get to Bumber. The size of the Bumber stand is 3x4 meters. The size is relatively small considering its location on the side of a highway that is passed by many vehicles so that road users do not focus their eyes on the Bumber stand. People who passed by his eyes also couldn't lead directly to the Bumber stand (Alkadafi, 2014).



Figure 1. The initial of Bumber condition

This will become an obstacle for Bumber in finding new customers if it is not addressed immediately. Identification (sign system) is only made of banners whose material does not have a long life. This banner, if it is hit by rain and sun, will quickly be damaged. And even other identification media placed on the shoulder of the road can endanger road users. Seeing the problems faced by Bumber that, the location of Bumber is very strategic, but has a problem that the Bumber stand has a stand size that is not that big in the midst of busy traffic and being side by side with other stands/stores makes it difficult for potential customers to find the location of Bumber's whereabouts. So that Bumber needs a sign system that can provide clear clues to Bumber's location. So that prospective buyers/users of Bumber services find it easier to find this BUMDes business. With the sign system, it can improve the economy of Bumber, because many people already know the location of Bumber with the sign system (Kusrianto, 2007).

Material and Methods

This community service implementation method also includes work procedures to be performed. This community service program uses two stages of the method, namely the preparation

stage and the creation stage. The preparation stage includes data collection and media determination. Then the creation stage includes pre-production, production, and post-production (Sugiyono, 2018).

Method of community service

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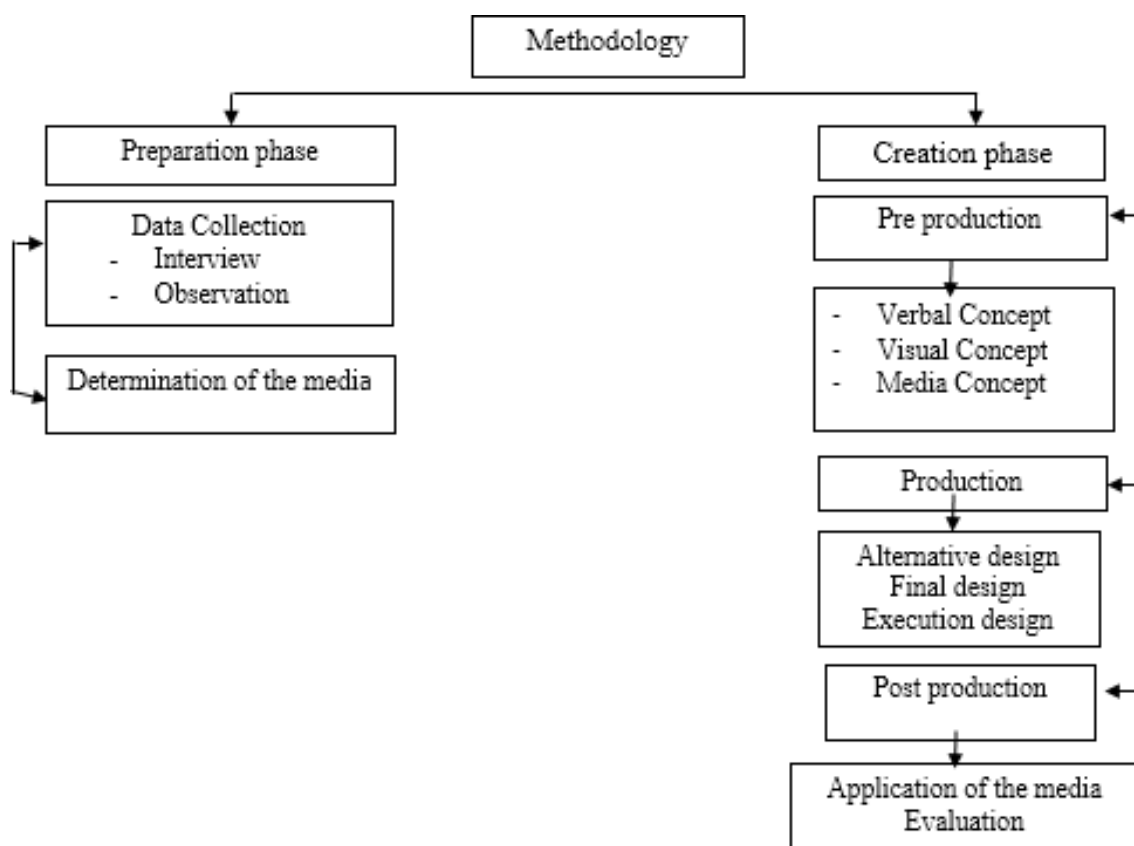


Figure 2. Methode of community service

The stage of creation

Pre-Production

Develop the Bumber logo and supergraphic concept, which will be explained in more detail in the results chapter of the report (Abdullah, 2015; Tinarbuko, 2009):

1. Verbal concept

After collecting data related to Bumber, the verbal concept found is the communication style used for promotional media using Indonesian with light language that can be accepted by young people. Because Bumber's primary target audience is high school students and university students. The secondary target audience is employees.

2. Visual concept

At this stage, it's time to create a visual design concept for the logo and sign system. Making visual concepts based on the results of brainstorming, the points are taken from the results of data collection through interviews and observations. Visual concepts include illustrations, typography, colors. The illustration used for Bumber media is to use symmetrical elements such as hexagons, triangles, and circles

3. Media Concept

The concept of media is based on observations by observing the environment and the character of the target audience. The purpose of observing the environment is to measure the size of the sign system to be implemented. The concept of media includes media size, media material, selection of required media, selection of promotional media, system sign size.

Production

Develop the Bumber logo and supergraphic concept, which will be explained in more detail in the results chapter of the report (Abdullah, 2015; Tinarbuko, 2009):

1. Design Alternative

The alternative design consists of 20 designs that are made based on the results of the drafting of the design concept. Of the 20 alternative designs, then the best one is selected and then implemented in the medium.

2. Final Design

The final design selection is selected based on choice from the target audience and partners through interviews. Starting from the data collection stage, drafting the design concept, making design alternatives to the final design, it is an approach to partners and the community by making designs and determining designs according to the results of their choice.

3. Media Execution

Media execution is a step to realize the logo design and sign system into a media that is ready to be implemented. This stage is to make the logo design and sign system no longer just a design image but a real media with sizes and materials following the design concept and ready to be implemented and used by the target audience.

Post production

1. Application of Media

After the design is executed and made real according to the design concept, the sign system is implemented or installed in the spots needed by the target audience.

2. Evaluation

After the media is installed, it's time to evaluate the results of implementing the sign system design

Results and Discussion

The logo design that will be used in Bumber has a three-circle philosophical value, namely that it is aligned and consistent, representing a signal wave that continues to widen to meet the needs of residents. Bumber text looks flexible and dynamic.

Meanwhile, supergraphics use geometric shapes, namely circles, triangles, and hexagons. Which has the meaning of robustness, breadth, and simplicity.

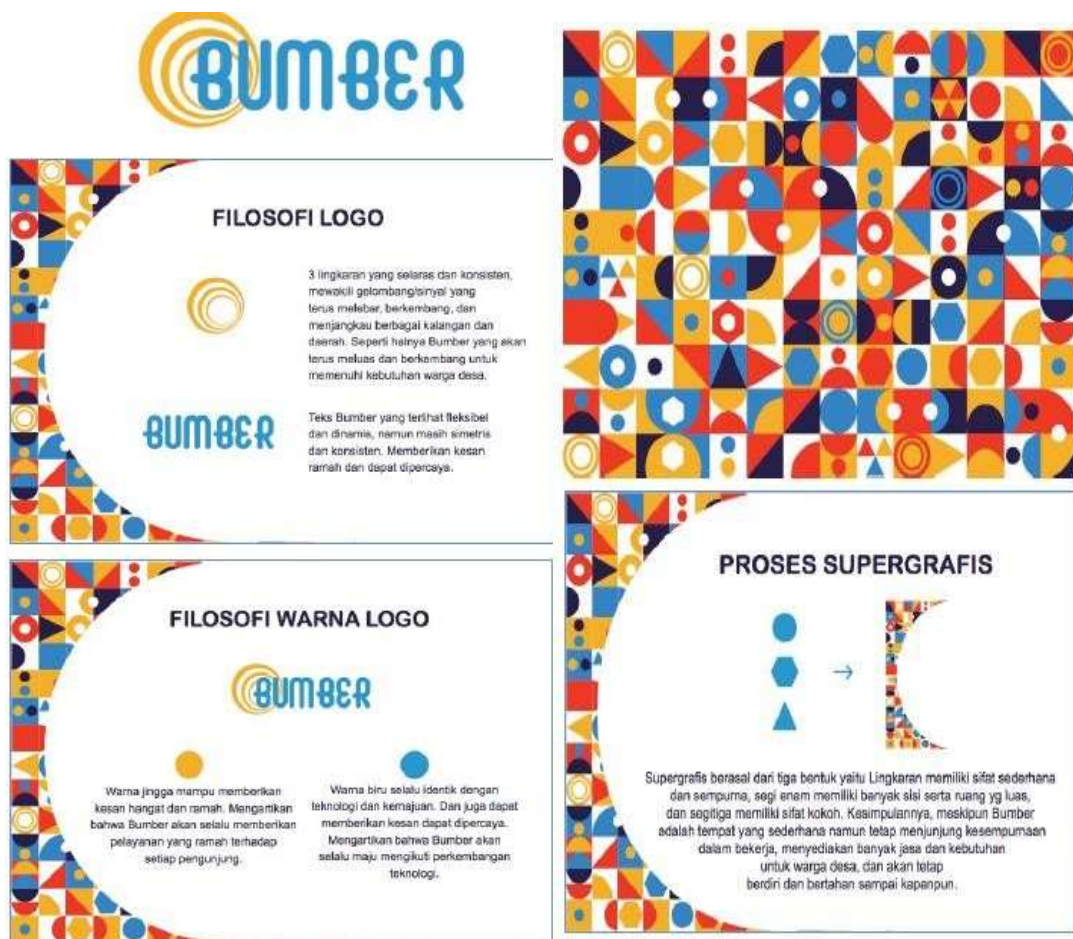


Figure 3. Logo philosophy

Meanwhile, the sign design that will be made to support the sign information process is sign identification. The purpose of this identification sign is as a promotional event and alsomakes it easier for buyers to identify it.



Figure 4. Sign identification



Figure 5. Bumber merchandise

The process of installing directions with the sign system on Bumber. Directions are placed on Jl Berbek which is ± 300 m from Bumber. Placement of the sign system is in the education area so that it is also a promotion so that students can visit Bumber. The construction used uses galvanized poles so that it is more sturdy and durables.



Figure 6. Installing sign direction

An identification sign is also installed on the front of the Bumber, so that it is easily identified so that visitors using motorized vehicles can find out. By using the construction of galvanized pipe

the sign system is stronger, stronger and does not interfere with pedestrians using motorized vehicles.



Figure 7. Instalng sign identification

Conclusion

Bumber is a Berbek village business that actively involves the participation of youth and the surrounding community to be able to support the existence of the bumber. With community service activities, it is expected that they can provide solutions to problems related to promotions and sign systems so that the solution is given by emphasizing and redesigning the sign system so that it is easily recognized and also safe. The sign system chosen was a direction sign, merchandise, and identification sign.

Acknowledgment

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