

Conference Paper

Designing Typeface for Nginden Herbal Tourism Village

Aileena Solicitor Costa Rica El Chidtian*

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

*Corresponding author:
E-mail:
aileena.dkv@upnjatim.ac.id

ABSTRACT

Typography cannot be separated from visual communication design as one of the elements in it. In typography, there is the term Typeface which is a letter with characteristics that are more focused on the design of the letterform used. The use of letters is not only limited to communication media but can also function as an identity and educational media which in this case is in the form of education about herbal plants. This typeface design explores and uses elements of herbal plants with other visual literacy that is identical to the Nginden Herbal Tourism Village in Surabaya. The results of the typeface design with elements of the local culture are expected to provide a distinctive identity for the tourist village and help enrich the diversity of local Indonesian typography which at the same time raises the image of the Nginden Herbal Tourism Village in Surabaya with the introduction of typeface widely using internet media.

Keywords: Typography, herbal village, tourism, identity

Introduction

Typography is a visual representation of a form of verbal communication and is a principal and effective visual property (Sihombing, 2015). Typography is something that is often encountered by humans. In terms of design, typographical elements are usually found. This refers to the role of typography itself, namely as an introduction to the communication of ideas to the audience. Typographic elements can be found in newspapers, magazines, posters, brochures, etc. Typography cannot be separated in making designs that can make it easier for readers to read the intentions and ideas to be conveyed. In addition, typography has the complexity of communication in the form of images and language for various purposes in conveying information (Nursaiman, 2014). Various forms of letters were developed in manual and digital form. Each letter element has an aesthetic value and an identity value. Each letter element such as lines and letter shapes can form the uniqueness and characteristics of the letter.

Letter design is similar to other types of product design because it combines personal expression and interpretation according to the needs and trends of the times (Valentino, 2019). As technology changes, society as a whole also changes, this can be seen from changing personal tastes and styles, for example being the desire to stand out in a crowd. Cars, watches, bags, etc. are important functional goods that are constantly changing and redesigned and then repurchased by consumers. As with typography, choosing the right typeface is very important for the success and effectiveness of the message you want to convey.

Letters in a manuscript can be processed or played as body type and display type. The difference between body type and display type is the level of legibility which is influenced by the shape and size of the letters. Body type serves to be read carefully so that it focuses on the level of readability of letters and can use a smaller font size while Display type serves as an attention grabber so it tends to use large font sizes and is made specifically because it prioritizes the needs of its users (Rustan, 2011).

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Nginden Herbal Village is a densely populated urban settlement located in the East Surabaya area, Sukolilo sub-district, Nginden Jangkungan village. The community consists of various cultural, educational, and occupational backgrounds that forge strong family ties. This village area has a dominant green open space and space that is used for community-based activities that are environmentally friendly. In 2015 an initiative emerged to mobilize the community in the program to improve the quality of the environment, free from trash, which was initiated by Mr. Sarengat, the Chairperson of the Management of RT 9, RW V. The effort, which was accompanied by the joint commitment of all residents in fighting trash, succeeded in making the environment cleaner, healthier, and greener.

In 2016, residents took part in the BEJO Herbal Garden competition by utilizing unproductive land into a herbal garden. A total of 130 types of plants were collected at that time and now the number is increasingly diverse which makes it the largest TOGA collection in Surabaya. Products that utilize herbal plants are being developed to increase the variety of processed products. The village's participation in the Surabaya Green and Clean competition consecutively in 2016, 2017, and 2018 yielded good results by winning the title of the best. In its development, this village was asked to become a village that supports success in international events organized by the Surabaya city government.

From these achievements, Nginden Village received the title of Nginden Herbal Village with superior herbal plant cultivation. This predicate can become a unique identity for Nginden Tourism Village. Identity can be represented through a visual, one of which is through typographic design. Typography has the function of conveying messages, forming an image and having an aesthetic function. Environmental typography means having a role as the identity of a space (Solicitor et al., 2020). By providing typography in space, the typography becomes a point of interest for an area, especially if it is made with a very large size. People will easily realize that an area has a name and has a specific function. Therefore, related to the phenomenon of Nginden Tourism Village, this research was carried out to form a distinctive and strong identity in the form of making typological patterns and designing display types of Nginden Herbal Tourism Village. The results of this design are expected to enrich the shape of the letters and aim as an added value to the Nginden Tourism Village which is packaged through visual letters.

Material and Methods

The research method uses a qualitative method which is a research process to understand human or social phenomena by creating a comprehensive and complex picture that can be presented in words, reporting detailed views obtained from informant sources, and carried out in a natural setting (Walidin et al., 2015). In addition, qualitative research is research carried out with certain settings that exist in real life (natural) with the aim of investigating and understanding phenomena: what happened, why did it happen, and how did it happen? This means that qualitative research is based on the concept of going exploring which involves in-depth and case-oriented studies or some cases or single cases (Fadli, 2021).

The data collection method was obtained from data collection through in-depth interviews with Mr. Sarengat, the Chairperson of the Management of RT 9, RW V, and as the person in charge of Nginden Herbal Village, and several surrounding communities to find out their character, habits, and behavior. In addition, data was also obtained through observation to determine the interaction patterns of residents, visitors, and environmental conditions. Observation is one of the fundamental foundations of all data collection methods in qualitative research, especially concerning the social sciences and human behavior. This observation was carried out by observing environmental conditions, the working system of village management and the community's understanding of visual identity.

Results and Discussion

Data analysis

The stages of study and analysis include how to design the Nginden Herbal Village typeface, the following are the results of the study and analysis that have been carried out:



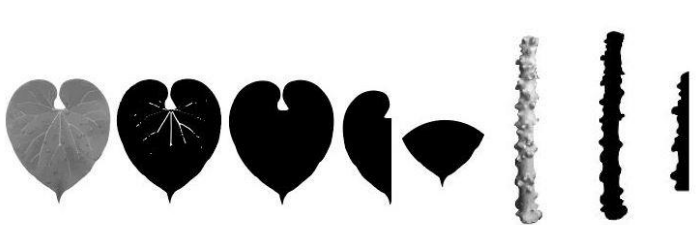


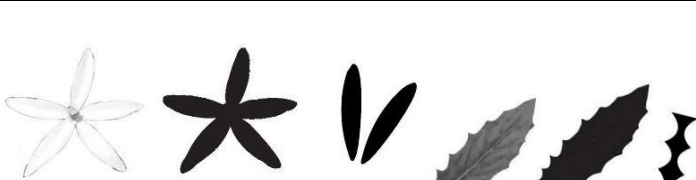
- The results of interview analysis show that Nginden Herbal Village has 195 types of herbal plants that are cultivated and have made many achievements both at national and international levels.
- Observation analysis, conducted by observing the location in the Nginden Herbal Village area along Gang VI, how to manage the village and observing the behavior of local residents in introducing the potential of Nginden Herbal Village. The results of observations have been made that the villagers have a friendly and warm character to visitors and care for guests and local residents.
- A literature study was conducted to design concepts to implementation of concepts in a media. Visual exploration at Nginden Tourism Village will be translated into typeface design by considering aspects of letter clarity (legibility), readability aspects and aspects of the ability of letters to be read and understood by the audience (clarity).
- The design stage includes designing visual concepts and media concepts. The results of the design will be implemented in the Nginden Herbal Village area.

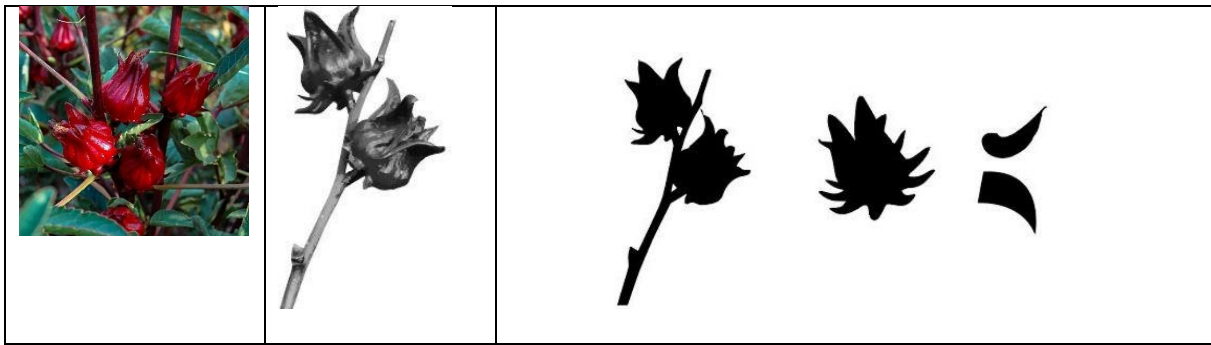
Visual concept

Study of typology of visual forms

At this stage, the exploration of visual forms begins by exploring directly from what is seen, starting from forms and other visual things contained in visual objects. The first visual object is 3 toga plants from 195 selected plants. The selection was based on the researcher's observation that 70% of the residents cultivate certain toga plants. The plants are brotowali, kitolod flower and rosella flower. The study of typology of visual forms is as follows:

Table 1. Study of typology of visual forms

Picture	Sketch	Study of Typology
		
		



Study of morphological metrics

At this stage, the Morphological Matrix is one of the creative engineering tools to generate ideas, based on the potential variations in the characteristics of a problem. This stage is the process of making visual alternatives that will be used in the design. The first step after conducting a visual form typology study is to determine the letter framework to create a display type typeface by searching for visual forms from existing letters based on observations of selected plant visual objects. The second step is to find a character concept based on the character possessed by Ngin-den Herbal Village through visual culture. The morphological matrix studies carried out are as follows.

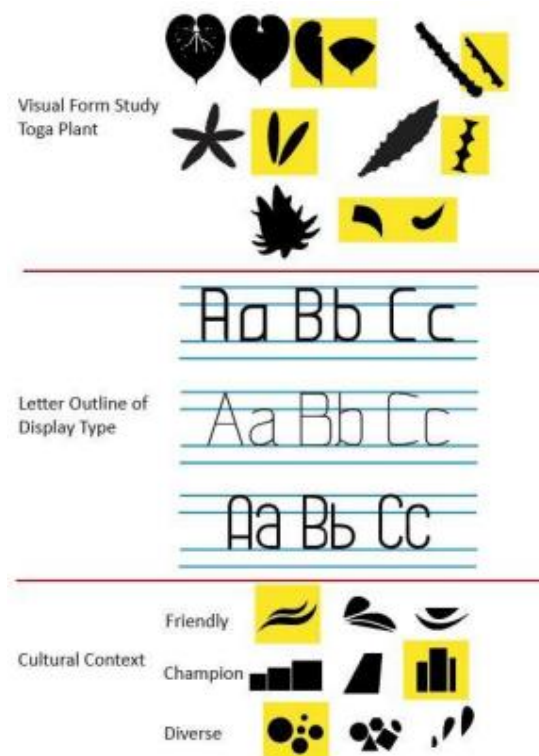


Figure 1. Study of morphological metrics

Visual culture is a form of cultural concepts that have values and materials (objects) that can be captured by the five senses to improve the quality of life and are understood as links to the human mind (Sachari, 2007). Visual culture includes an essence of the cultural structure that forms it, these pillars can be in the form of technological innovation, social dynamics, communication ideology, politics and so on which have a fundamental nature in the development

of civilization (Yesica, 2018). Based on this, visual culture covers various aspects related to the final form of an idea or human idea such as design work, works of art (in a broad sense), advertisements, films and various other forms of visual communication to a more comprehensive form. simple.

In looking for the concept of the character of the Nginden Herbal Tourism Village, based on the results of observations in the field the characters possessed by the village are as follows:

- A friendly and warm community to visitors,
- Caring for guests and local residents,
- A village that has a variety of toga plants,
- 1st place in Surabaya, the village with the most complete herbal library.

From the points above, it can be drawn the concept of the character that will be formed, namely friendly, champion and diverse. After mapping the concept through the Morphological Matrix study, the next step is to produce several alternative typeface designs. The results are as follows.



Figure 2. Alternative design of typeface Metrics

From the 3 alternative designs, the process of selecting the appropriate typeface and representing the characteristics of the Nginden Herbal Tourism Village was carried out through a questionnaire. The results of the questionnaire showed that 35% chose alternative 1, 55% chose alternative 2, and 10% chose alternative 3. The results of typeface validation based on the questionnaire were design alternative no 2.



Figure 3. Selected alternative design of typeface

Media concept

The concept of the Nginden Herbal Village typeface media refers to the concept of environmental conservation, namely an understanding of a sustainable environment. This concept must pay attention to environmental insight, where the use of materials or materials is not only seen from the session of strength and durability but also must be seen from the side of environmentally friendly use. In the visual identity of Nginden Herbal Village, mahogany wood is used because it has finer fibers than teak. It has small pores so the resulting letter formation is also very smooth. The color of mahogany wood is slightly reddish on the inside, and on the outside, it is dark brown (Simanjuntak & Mesran, 2018).



Figure 4. Implementation of design

Conclusion

In the research that has been carried out, it is necessary to pay attention to the principles in designing typefaces, including typographic principles, typology studies of visual forms, and studies of morphological metrics. Herbal plants as potentials and advantages of Nginden Herbal Tourism Village have high visual potential that can be used as inspiration in designing typefaces. In addition, this design is also an innovative step to give a unique identity to the Nginden Herbal Tourism Village.

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