PROCEEDING

AICAD '18
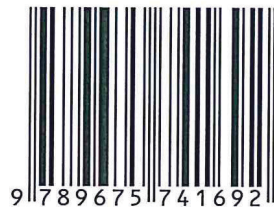LANGKAWI, MALAYSIA

ART + DESIGN + CULTURE = CIVILIZATION

The Asia International Conference Art and Design (AICAD) is established in 2017. The 1st conference was organised by Institut Seni Budaya Indonesia (ISBI), Bandung (Indonesia) and Universiti Teknologi MARA (UiTM), Perak (Malaysia). This annual event focuses on issues in the Art and Design community across the asia region and its connection around the world.The AICAD event combines conference , invention competition and art exhibition . The 2nd AICAD will be held in the islands of Langkawi (1st UNESCO Global Geopark in Malaysia and South East Asia) with the theme , " ART + DESIGN + CULTURE = CIVILIZATION " The program serves as a platform to acknowledge various platforms of research projects internationally. This prestigious program offers a diversity of events. CDC (Creative Design Center)together with UiTM, Perak and suported by Institut Seni Budaya Indonesia (ISBI),Bandung (Indonesia) and Universiti Pembangunan Jaya, Jakarta (Indonesia) will organise the AICAD2018 Langkawi . All professionals, researchers and postgraduate students are invited to share their views and research in this program starting from 3rd – 6th October 2018 in De Baron Resort Langkawi.

AICAD '18
LANGKAWI, MALAYSIA
2ND ASIA INTERNATIONAL CONFERENCE OF ART & DESIGN

3 - 6 OCTOBER 2018

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Logo and Visual Identity Analysis of Professional Football Clubs in Indonesia

(Persib Bandung, Persija Jakarta, Sriwijaya FC and PSM Makassar)

Ratno Suprapto [1]

[1]Visual Communication Design Department, Pembangunan Jaya University

ratno.suprapto@upj.ac.id

Abstract : *Logo and Visual Identity are very important in building the values and image of the football club. Professional soccer clubs must have strong entities and visual identity to build the philosophy values of the football club according to their vision and mission. This is different from amateur football clubs that do not have strong management and philosophy like professional football clubs. The development of the football industry is now very rapid, the power of financial aspects, marketing and cultural values shifted into a combination that can build many aspects. It certainly must be supported by the application of visual identity that is integrated in the visual system on all aspects of the media. Football clubs in Indonesia have not been fully aware of the importance of logos and visual identity. The logo is still considered only as a symbol and not yet recognized as a strong visual identity and identity by some players in the football industry in Indonesia. Club values and club philosophy have not been televised with the look of modern and professional soccer philosophy. Many clubs in Indonesia are still using the logo or visual identity of local government as a logo of professional soccer club. Accordingly, the authors will make a study and analysis on the Logo and Visual Identity of professional soccer clubs in Indonesia.*

Keywords: *Logo, Visual Identity, Visual Branding, Football*

BACKGROUND

Visual identity is very important in building the values and image of a football club. Professional football clubs must have strong visual entities and identities to build the values of the football club philosophy in accordance with their vision and mission. This is different from amateur soccer clubs that don't have strong management and philosophy like professional soccer clubs.

The development of the football industry is currently very rapid, the power of financial aspects, marketing and cultural values shifts into a combination that can build many aspects. That of course must be supported by the application of visual identity integrated in the visual system in all aspects of the media. Football clubs in Indonesia are not yet fully aware of the importance of visual logos and identities. The logo is still considered only as a symbol and has not been recognized as a strong entity and visual identity by some of the football industry players in Indonesia. Club values and club philosophy are not relevant to the look of modern and professional football philosophy. Many clubs in Indonesia are still using local government logos or visual identities as professional soccer club logos.

Changes in the government through the Ministry of Youth and Sports (MEMPORA) regarding the policy on the use of APBD (Government Funds) funds are no longer allowed to fund football clubs in Indonesia since 1 January 2012. Therefore, professional football clubs in Indonesia are no longer allowed to use APBD funds to finance operational funds in following soccer competition in Indonesia. Professional clubs must be under the legality of a Limited Company (PT) and are expected to find sponsors in helping club finances.

Logo and visual identity are very important in the effort to build the values and philosophy of an individual, group, institution and company. Logos and visual identities become a visual feature or sign that can identify and represent the values that exist within a company, group or institution. Awareness of the current logo and visual identity is very important, because it can have a strong impact in building a brand image.

The need for logos and visual identities is not only owned by the business industry such as institutions or companies, but has become a general need as well as the football industry in which there are supporting elements such as one of them is the football club itself. As is the case throughout the world, professional football clubs must have strong visual entities and identities to build the values of the football club philosophy in accordance with their vision

and mission. This is different from amateur football clubs or non-professionals who do not have strong management and philosophy like professional soccer clubs in general.

The development of the football industry is currently very rapid, the power of financial aspects, marketing and cultural values shifts into a combination that can build many aspects. That of course must be supported by the application of visual identity integrated in the visual system in all aspects of the media. Football clubs in Indonesia are not yet fully aware of the importance of visual logos and identities. The logo is still considered only as a symbol and has not been recognized as a strong entity and visual identity by some of the football industry players in Indonesia. Club values and club philosophy are not yet relevant with the look of modern and professional football philosophy. Many clubs in Indonesia are still using local government logos or visual identities as professional soccer club logos. Accordingly, the author will make a study and analysis of the visual logos and identity of professional football clubs in Indonesia.

LOGO

Logo is the identity of a company, institution or group is an identifier in the form of a sign or symbol. Logo usually presents aspects of the vision, mission, goals and philosophy of a company. The identity of a company is a reflection of the vision, mission of a company visualized in the company logo. Logo is a real thing as a reflection of things that are non-visual from a company, such as a culture of behavior, attitude, personality, which is expressed in a visual form (Suwardikun, 2000: p. 7). Whereas according to David E. Carter (as quoted by Kurniawan, 2008) "the logo is the identity of a company in a visual form that is applied in various facilities and company activities as a form of visual communication. The logo can also be referred to as a symbol, a sign of a picture, a trademark (trademark) that serves as a symbol of the identity of a business entity and identification that is a characteristic of the company ".***Logo Criteria***

According to David E. Carter, in making a logo, it should refer to several things that become a reference in creating a logo, the criteria for making a good logo are as follows:

     a. Original & Desctinctive, or have a distinctive value, uniqueness and distinctive distinguishing power.

     b. Legible, or has a fairly high level of readability even though it is applied in various sizes and different media.

     c. Simple or simple, with an understanding easily captured and understood in a relatively short time.

     d. Memorable, or quite easy to remember, because of its uniqueness, even for a long time.

e. Easily associated with the company, where a good logo will be easily connected or associated with the type of business and image of a company or organization.

f. Easily adaptable for all graphic media. Here, the factor of the ease of applying (installing) logos regarding physical form, color and configuration of logos on various graphic media needs to be taken into account in the declaration process. This is to avoid difficulties in its application.

SEMIOTIC ROLAND BARTHES

Semiotics according to Roland Barthes in Vera (2014: 26), explains that semiotics is basically human learning about how humans interpret something through signs and meanings. In this study, the logo has signs and meanings in presenting philosophy. The aspects of denotation, connotation and myth become approaches that are related to cultural background.
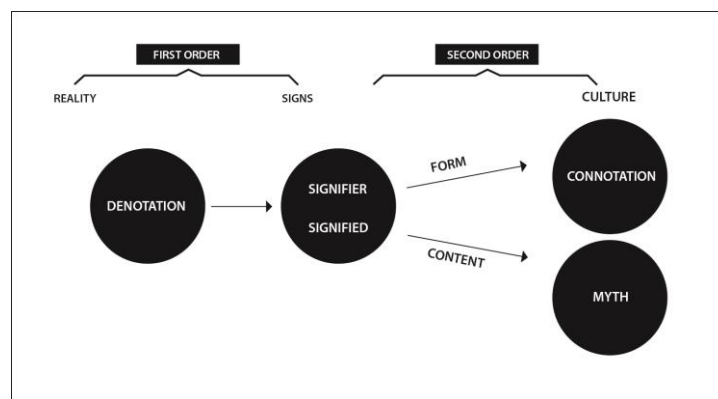
Picture of Roland Barthes Semiotics

RESEARCH METHODS

The research method used will use the semiotics approach. Roland Barthes's semiotics will analyze the relation between denotation, connotation and myth with cultural background. These three aspects are carried out to obtain meaning. Aspects of the logo design criteria are references that are related to elements or elements of the logo in the logo. In this method the researcher will collect data, make studies and analyze data through comparative studies, provide descriptive conclusions and suggestions.
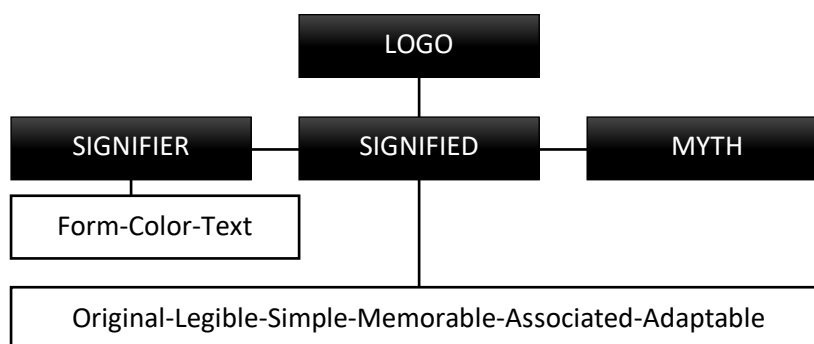

Diagram of Logo Analysis

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Culture

Culture according to Triandis H. in the book Culture and Social Behavior (1994), explains that culture is a subjective and objective element made by humans which in the past increased the possibility of survival and result in satisfaction of actors in ecological niches, and thus spread among them who can communicate with each other, because they have the same language and they live in the same time and place (Samovar, et al., 2010: 27).

OBJECT OF RESEARCH

The object of research is several professional football clubs in Indonesia such as Persib Bandung, Persija Jakarta, Sriwijaya FC, Bali United and several other clubs. Indonesian League 1 participants consist of 18 clubs, including:

1. Persib Bandung

2. PSM Makassar

3. Bali United

4. Persija Jakarta

5. Madura United FC

6. Bhayangkara FC

7. PS Barito Putera

8. Persipura Jayapura

9. Borneo FC

10. Persela Lamongan

11. Persebaya

12. Kukar FC Partners

13. Arema FC

14. Sriwijaya FC

15. PSIS Semarang

16. PS TIRA

17. Perseru

18. PSMS

As for the logos of soccer clubs in Indonesia that take part in the Indonesian League 1 competition, including:

Picture: Indonesian League 1 Football Club logos

Visual Analysis

The analytical model uses visual analysis, namely complementary analysis. This analysis model analyzes the shape, letters, colors, visual appearance as a whole. The analysis carried out only represented 3 (three) examples of the same logo between the club logo and the city logo / symbol, 2 (two) clubs represented by Persib Bandung and Persija Jakarta. While 2 (two) other clubs represent clubs that have changed and are different from city logos / symbols, such as Sriwijaya FC and PSM Makassar. As for the analysis of Liga 1 Indonesia football club logo and the logo of the Regional Government of the city, among others:

Analysis Table 1L Persib Logo and Bandung City

No	Club Logo	City Logo	Basic Shape	Visual/Icon/ Symbol	Text	Color	Description
1	Persib Bandung	Kota Bandung	Basic shape: Pentagon	Mountain, Lintang Block, Water, Ribbon	1. Persib logo is written "PERSIB" 2. Bandung City Logo is written "GEMAH RIPAH	Yellow, Green, Black, Blue, White	Persib Logo and Bandung City Logo Similarity. The difference is only in the form of the ribbon which

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					WIBAWA MUKTI"		is removed from the Persib Bandung logo.

Analysis:

basic shape similarity

Shape and color smiliraity
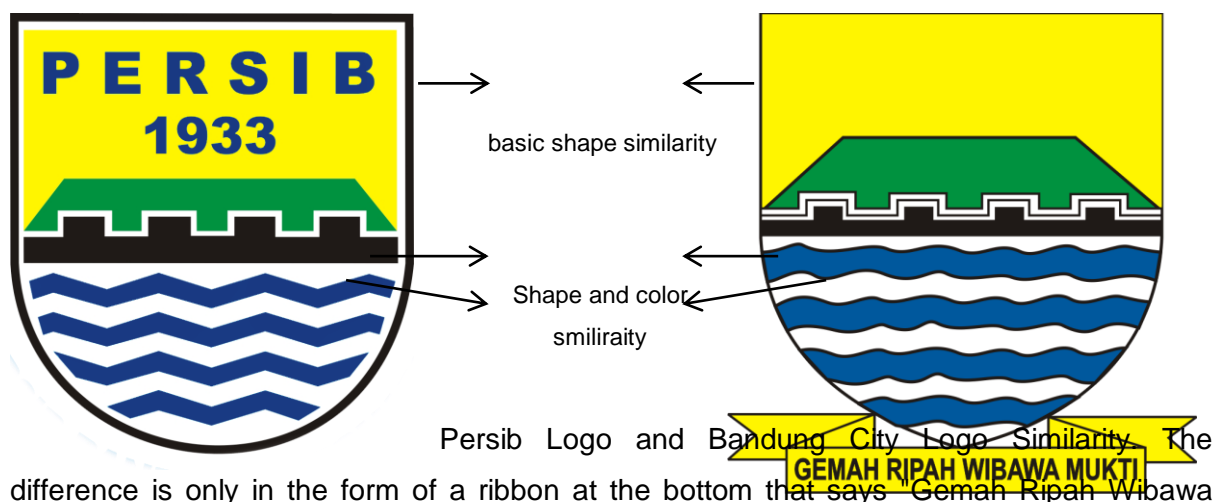
Persib Logo and Bandung City Logo Similarity. The difference is only in the form of a ribbon at the bottom that says "Gemah Ripah Wibawa Mukti" is not in the Persib Bandung logo. When viewed from the aspect of visual identity, Persib as a football club that has a philosophy, will be better and look professional, independent, elegant and relevant if it has a logo that is different from the symbol / logo of the city of Bandung. The Football Club logo should be different from the logo / symbol of the city where the club has a regional home base. Iconically, the two logos are very similar, but if viewed from the aspect of background, vision, mission and philosophy between football and regional clubs, it is certainly different, especially the Persib Bandung football club has the nickname 'Maung Bandung' which in Indonesian means' Bandung Tiger. The icon of Maung Bandung can be combined as an icon of the identity of the Persib Bandung logo because it has meaning and meaning relevant to the Persib Bandung club.

Analysis Table 2: Persija Logo and DKI Jakarta City

No	Club Logo	City Logo	Basic Shape	Visual/Icon/ Symbol	Text	Color	Description
1	Persija Jakarta	Kota DKI Jakarta	Basic shape in the form of a circle on the Persija logo and a pentagon	The National Monument means grandeur, fighting power and creativity. The Gate Symbolizes the city, Cotton and	1. Persija is written "PERSIJA JAYA RAYA" 2. DKI Jakarta	White, Blue, Yellow, Gold, Red, Green	Persija logo and tDKI Jakarta City logo are similar. The difference is only in the form of a

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Basic Shape	Visual/Icon/Symbol	Text	Color	Description
shape on the symbol of the city of DKI Jakarta.	rice symbolize prosperity, The golden rope symbolizes unifying, the pentagon symbolizes Pancasila, the water / wave symbolizes the natural sea, and seloka symbolizes heroism.	logo is written "JAYA RAYA"		circle and a five-piece dasarm field and the addition of a red graphic element in the Persija Jakarta logo.

Analysis :
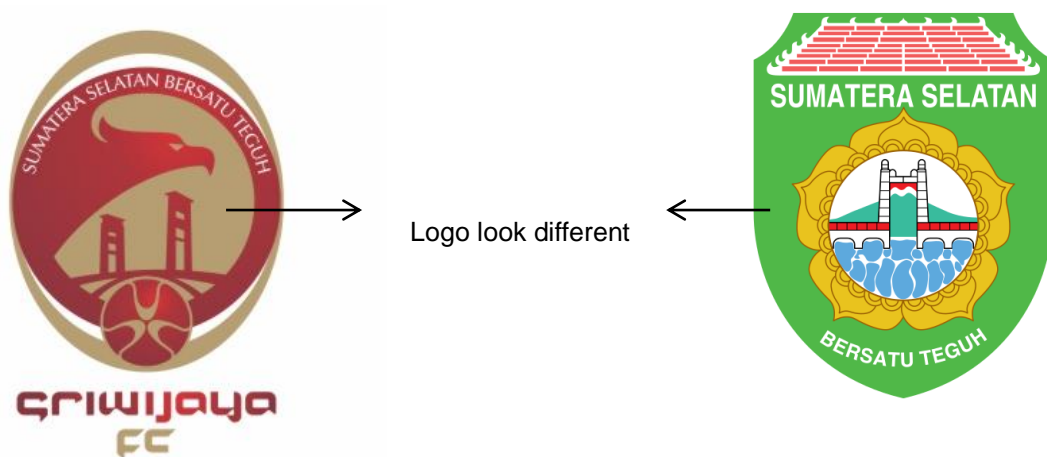

Symbol and icons look similar
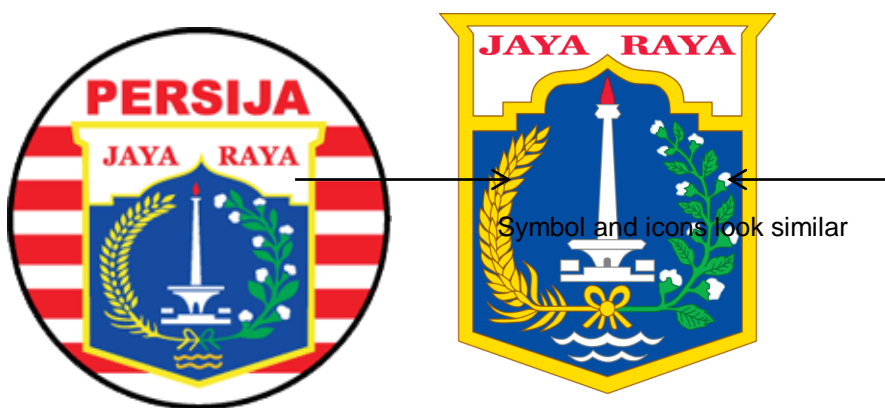
Persija logo and the symbol of the City of DKI Jakarta look similar. The difference between the two logos is only on the basic shape of the circle, text and red elements in the Persija logo. A PERSIJA logo bearing the background of a football club and a logo that reads JAYA RAYA as a symbol of the city administration of DKI Jakarta. The essence of the Persija logo form is taken from the symbol of the city of DKI Jakarta. This shows the Jakarta football club has a homebase in the city of Jakarta. Thus, both logos look the same, but have a different background, vision, mission and philosophy.

Analysis Table of 3: Logo of Sriwijaya FC and Palembang City / South Sumatra.

No	Club Logo	City Logo	Basic Shape	Visual/Icon/Symbol	Text	Color	Description
1	Sriwijaya FC	Palembang/ South Sumatera	Sriwijaya FC logo is in the form	Sriwijaya FC logo	1. Sriwijaya FC logo	Sriwijaya FC logo	Sriwijaya FC logo and South

		of a circle as a symbol of unity and unity, while the symbol of the city of South Sumatra is in the form of a base area of a five angle shield.	in the form of an eagle icon means the toughness and strength and the Ampera bridge icon as the iconic city of Palembang and the shape of the ball. Whereas in the symbol of the provincial government of South Sumatra, it is in the form of a pentagon shield, lotus flower, trunk nine days, Ampera bridge, and mountain and above it is a house roof typical of South Sumatra. Written the slogan "BERSATU TEGUH" in the bottom center of the shield.	written "Sriwijaya FC" with slogan 'Sumatera Selatan Bersatu Teguh'. 2. South Sumatera written "BERSATU TEGUH"	has colors that are different from Palembang songket such as color; Gold and dark red. While the symbol of the South Sumatra regional government is colored, Green, Red, Yellow, Blue and White.	Sumatra look different.

Analysis :

Logo look different

Sriwijaya FC logo as a football club from Palembang in South Sumatra and the logo of the Regional Government of South Sumatra look different. At the look of the Sriwijaya FC logo, it looks dynamic, modern and relevant to the appearance of football sports and a blend that

is reinforced by the iconic Ampera Bridge as an iconic city of Palembang, eagles and ball-shaped icons. This logo looks very elegant and modern and looks to fit visually with football and the iconic culture of South Sumatra. Thus, the Sriwijaya FC Club's logo in a visual identity looks more specific, independent and professional.

Analysis Table 4: PSM Makssar Logo and Makassar City / South Sulawesi.

No	Club Logo	City Logo	Basic Shape	Visual/Icon/Symbol	Text	Color	Description
1	PSM Makassar	Makassar City	PSM Makassar Logo The basic area is in the form of a pentagon. Whereas the Makssar City Symbol is in the form of a base shield.	Makassar PSM logo has an icon; Phinisi's ship, which means courage, is able to hit the storm. The shield means confidence, defense and attack. Ball icon as an identification of soccer sports. Whereas the Makassar city symbol has an icon; White shield as a base symbolizes purity. The boat whose fifth screen is expanding symbolizes that Makassar City has long since been one of the shipping centers in Indonesia. Rice and coconut symbolize prosperity. The fort that was pictured behind the shield symbolized the glory of Makassar City.	1. PSM Makassar written "PSM MAKSSAR" and 1915. 2. Makssar city written "Sekali Layar Terkembang, Pantang Biduk Surut Ke Pantai", menunjukan semangat kepribadian yang pantang mundur.	Colors of PSM Makassar logo; Red, Black and White. While the color of Makassar City logo; Red, Green, Yellow, Blue, and Black.	PSM Makassar logo and Makassar City logo look different from each other.

Analysis :

PSM Makassar logo and Makassar City Symbol look different from one another. The similarities are only in the base plane of the shield and the Phinisi boat shape icon is a symbol of Makassar. The appearance of the PSM Makassar logo as a football club, proud of Makassar city, looks dynamic, sporty, elegant, modern and relevant to football clubs.

Conclusion:

The development of football today has become a business and modern industry. Shifts and changes in the world of football are so dynamic. This is inseparable from the current logo and visual identity of football clubs that are so consistent in maintaining visual identity.

Professional aspects are the key words in managing a soccer club. Likewise, the logo's appearance as a visual identity should have relevance, vision, philosophy that is in accordance with the field of football. It is not wrong to display the football club logo by taking from the logo of the local government, because indeed the historical value of the Indonesian football club began with an approach formed by the local government in ancient times. But with the development and changes in the dynamics of the football industry today, identifying logos as visual identities should display icons or visuals that are relevant to professional football philosophy.

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