

## Study Of Typography Design As Elements In Developing The Visual City Branding Identity Of Cities In Indonesia

(Case Studies: DKI Jakarta and Bandung City)

Ratno Suprpto, S.Sn, M.Ds  
Program Studi Desain Komunikasi Visual  
Universitas Pembangunan Jaya

[ratno.suprpto@upj.ac.id](mailto:ratno.suprpto@upj.ac.id), [Ratno.suprpto17@gmail.com](mailto:Ratno.suprpto17@gmail.com)

Typography is the study of the types and characters of letters. In addition, typography is also the art of choosing and using letters that are suitable for design needs both through print and digital media. So far, we have used more letters as elements in delivering messages. However, in this study we no longer use existing letters as objects of study, but instead focus on the aspect of letters as the visual identity of a city or region. During this time in designing the visual identity of the city (City Branding), we rarely see the use of distinctive letters in accordance with regional identity. The use of visual identity only focuses on aspects of the icon or shape of the logo, but not with the letters. With the background of the artifact approach and some cultural ornaments in the archipelago, we will see how the design of the creation of new letters that combine elements of the archipelago artifacts with modern letter elements, can produce new letter entities that can be used as visual identity. This study aims to build visual identity and become one of the important elements in building City Branding and Destination Branding areas (destination branding) or cities (city branding) in Indonesia. This archipelago letter application is used as a visual identity that is implemented for the needs of print and digital media design.

*Keywords: Letters, Visual Identity, City Branding*

## Rice Husk Waste Exploration: From Nothing into Something Valuable

Wanda Tyas Parahita<sup>1</sup> and Diena Yudiarti<sup>2</sup>

<sup>1,2</sup> School of Creative Industries, Telkom University, Bandung, Indonesia

<sup>1</sup>[wandaparahita12@gmail.com](mailto:wandaparahita12@gmail.com), <sup>2</sup>[denayud@telkomuniversity.ac.id](mailto:denayud@telkomuniversity.ac.id)

Indonesia is one of the largest agrarian countries. A lot of rice fields can be found here and it produces more yields every year include the abundant agricultural wastes. One of the waste is Rice Husk, it is a convex-shaped and golden-yellowish colored when the paddy is ready to be harvested. Some people only use this waste as a farming media although there are lots of ways to make better use of this waste; chemically or by using it to be material of ready-to-wear products like jewelry. Advanced rice husk exploration is conducted in this research as the early treatment of the materials before the rice husk is designed into some valuable accessories. It comes from nothing into something valuable. The method used in this exploration and designing is mainly using experiment approachment method and the result of this exploration will be mainly applied to jewelry products in the form of mixed resin and rice husk.

**Keywords:** *Rice husk, Exploration, Resin, Jewelry, Designing, Exploration Result.*