Digital Media Design as Information for Art and Cultural Community

Irma Rochmawati[1*], Yulis Syam Fajrilah[2]

[1,2]Visual Communication Design, Universitas Komputer Indonesia,
Jl. Dipatiukur No. 112-116 Bandung 40132, West Java, Indonesia

E-mail: irma@email.unikom.ac.id

Abstract. Community is an association based on geographic location, similarity in cultural, ideological, socio-economic backgrounds and interest in the same object. One example is the regional community where this community is established because of the similarities in ideology and geographical location. In its development, regional communities have goals, one of which is to develop arts and culture in the area. The purpose of this research is to introduce the regional community in Indonesia, namely Jatiwangi Art Factory. Jatiwangi Art Factory is a cultural arts community that focuses on discussing local rural life. This community is active in activities with the surrounding community but does not provide information about the existence of the Jatiwangi Art Factory community to the community. Many people have participated in the events that this community holds, but the Indonesian people in particular are not familiar with this community. There needs to be an adjustment in communication between communities in delivering information so that this community can truly enter into the lives of the surrounding community. The results of this study are expected to be able to recognize the local community of art and local culture so as to create sustainability of the culture of the community itself. Through several stages of methods to produce information media works in digital form that can introduce the Jatiwangi Art Factory community.

1. Introduction

Digital media is a content format that can be accessed by digital devices. This digital media can be in the form of websites, blogs, social media, digital images and videos, digital audio, and others. An exciting development well underway is the enlargement of concepts and interest in mobiles research. Mobiles are now routinely included and addressed in wider studies of youth, digital media and internet [1]. The digital media ecosystem offers a different and richer set of issues to consider when exploring information quality than the old analog systems of distributing information, such as book and journal publishing and broadcast media [2]. Digital media is identical to the internet because usually digital media is shared, distributed, or published through the internet network. However, digital media can also be accessed without the internet, after these media files are downloaded or stored on a computer or smartphone device.

Community is aggregate of persons with common characteristics such as geographic, professional, cultural, racial, religious, or socio-economic similarities, communities can be defined by location, race, ethnicity, age, occupation, interest in particular problems or outcomes or others common bond. Subjective belief in common descent can be based on a similarity of physical type and custom, but which cultural components are important varies from group to group [3].

Forming a regional community that discusses arts and culture is an effort that can be done to maintain local culture. This community was formed with the aim of growing self-awareness of the local community to maintain the culture that is in its own place. In Majalengka, West Java, there is a community about art and culture that comes from a sub-district in Jatiwangi, this community called Jatiwangi Art Factory was formed as an arts and culture community that focuses on studying local rural life. Koentjaraningrat (2007) said that Indonesian national culture has a function as a giver of identity to citizens, starting from the beginning of its glory until now (p.62) [4]. Therefore, the Jatiwangi Art Factory community was formed into a community that tried to mark Jatiwangi as a cultural area, namely the culture of the land. Since 1905, many people in Jatiwangi have made a living as tile makers, brick makers and farmers, until finally Jatiwangi was known for its tile factories at that time.

Over time the culture slowly began to be renewed, many of the old habits were abandoned. The identity of the Jatiwangi area is slowly disappearing, many factories are no longer producing roof tiles due to the difficulty of human resources. Many young people today choose more modern jobs in large factories. Until finally a community was born called Jatiwangi Art Factory as a community that helps lift the land as a regional culture. Established in 2005, the Jatiwangi art Factory community has many social activities with the community. The focus that the community had was in line with the power it had at the time. The co-founder of the community is the village head of the area, so the community continues to work together to introduce arts and culture that has existed from the beginning so that people can become aware of their area through this community. Various creative ways have been done to approach the community, including inviting the community to contribute to making a documentary film that has the concept of documentation with the results recorded by the local community discussing their area. Then through music, because music is the easiest medium to enter into life, the Jatiwangi art Factory community makes a music concert that can be enjoyed by the community. These activities allow people to interact with each other because as explained by Hidayatullah (2017) that art is a scientific field that can contribute to environmental empowerment (p. 457) [5].

There have been several information media that discuss the Jatiwangi Art Factory community through internet streaming media. Unfortunately, not many people in Jatiwangi know about this community, most of the people around where this community usually carries out activities and people who are interested in culture only know about this community. After many activities have been carried out but information about the Jatiwangi Art Factory community is not conveyed to the public. This community has a blog website that can be accessed by everyone and contains complete data about the community that is packaged in English. Because of these factors, the community cannot get accurate information about the community because the information conveyed is not in accordance with the Majalengka community. This design has good benefits, namely to provide all information about the Jatiwangi Art Factory cultural arts community to the surrounding community and the wider community so that they can better know and appreciate this community so that they can survive better and can help develop local arts and culture. This makes this research interesting for further discussion.

The purpose of this study is to explore how effective a digital media is as information about the arts and cultural community in the district so that it is affordable and accessible to all levels of society. Through several stages of methods to produce information media works in digital form that can introduce the Jatiwangi Art Factory community.

2. Method

This information design uses several methods that are adapted to the data source and target audience consisting of local communities. The material that will be delivered is in the form of information about the Jatiwangi Art Factory community, the information conveyed is in the form of the history of the beginning of this community being formed, then the organizational structure, membership which is explained as well as how to register to become a member, facilities and infrastructure that houses the community and then there are activities that have been carried out by the Jatiwangi Art Factory community.

The communication strategy used is adapted to the target audience, namely late adolescence, because during the late adolescence period or the transition period from adolescence to adulthood. As according to Sarwono (2012) the functions of thought will be seen starting to care about the community and the surrounding environment (p.22) [6]. Using a flat design illustration visual style that gives a simple impression. Apart from being simple, Anindita (2016) once explained that the flat design illustration style became one of the trends in the 2010s and is still growing and in demand today [7]. Therefore, when explaining about community information, it will be complete when combined with flat design illustrations.

The object of design which is the basis of this information media is the Jatiwangi Art Factory community. And will focus on community profile information that the surrounding community needs to know. With the addition of the registration flow and interesting facts and some archives of activities that have been carried out, so that readers can get to know this community better.

The discussion of this object is interesting to design the media, because the community needs this media in order to provide information to the surrounding community. Many activities have been carried out with the surrounding community, but after seeing the results of the research, the community did not know that the Jatiwangi Art Factory community held the event. The local community is expected to get to know this community because basically this community discusses the Jatiwangi region so that the surrounding community can appreciate the regional culture and can also join the community.

2.1. Data Collection Procedure

The first step taken by the researcher was to collect data from interviews with one of the resource persons in the community, and direct observations to the target audience and then some data were also obtained from online sources in the form of news and some video documentation.

The next step is to collect data from a questionnaire to find information about the Jatiwangi Art Factory community. This method was chosen to find out the responses from the respondents and from this questionnaire also obtained a result of whether this design is important to make or not. These questionnaires were distributed to the local communities of Jatiwangi and Majalengka, who predominantly participated in activities held by the community.

2.2. Stages of Research Object Surgery

The results of the literature study data search were carried out to obtain information about the wider Jatiwangi Art Factory community. From the results of the literature data, the designer found some data regarding the background of the establishment of the community, facilities and infrastructure, the diversity that exists in the area so as to support the vision of this community. From the results of data collection using a questionnaire, the designer also found reasons that strengthened the designer to provide this information.

The results of this data search get a conclusion about the respondent's knowledge about the community and what information the respondents generally get so far. The results of this questionnaire are useful in designing media so that the information obtained can be fulfilled properly.

3. Results and Discussion

Indonesia is one of the countries in Southeast Asia, located in a cross position which is geographically located between the continents of Asia and Australia as well as the Indian Ocean and the Pacific Ocean. The total population of the State of Indonesia is fourth after China, India and the United States. Based on data from BPS-Statistics, Indonesia, which consists of 16,766 islands, is inhabited by around 270 million people, this number ultimately affects the diversity of culture, ethnicity, religion and art in Indonesia. In fact, every society will form an association, both small and large scale, formed because of the common point of view and mindset that ultimately forms a culture in it. Generally, every art and culture will be preserved from the first generation to the next generation so that society has an important role in maintaining art and culture at this time.

In the context of social relations, the community will interact with other communities. The difference is that currently the range of communication is very open, people can easily greet outsiders because technology is very advanced. One example of the impact of this interaction is that people can learn new things about culture and art. This is a positive impact because people can expand their knowledge, but it will have a negative impact if people only study foreign cultures but do not know the culture of their own country. It is very unfortunate if people lose their awareness and concern for utilizing and developing the arts and culture of the surrounding area, causing local culture to be eroded by foreign cultures.

The digital media design contains information about the Jatiwangi Art Factory community. It can contain complete and appropriate information about the community, so compared to other media such as posters that are too short and books that are too thick, this digital booklet is an appropriate medium. As according to Rustan (2014) booklets are media containing information that can be published, consisting of several sheets and pages that are not thick like a book (p.115) [8].

In this design, the communication elements that will have interaction with this digital media are also considered. As according to Albar (2011) the sender of the message (sender), the recipient of the message (receiver) and the message itself (message), referent, medium and also the meaning in this design [9]. In these points of consideration, the designer must ensure that any information conveyed is acceptable at each point.

3.1. Design Format
The design format used in this digital booklet is 2200x2000 pixels. This size is suitable for a digital book of information about regional communities such as the Jatiwangi Art Factory community because the format can be accessed by anyone via a computer or mobile device. In addition, there is also a print format measuring 21x20 centimeters.
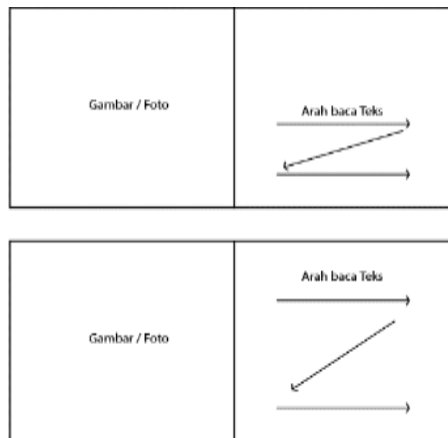
3.2. Layout
Layout is a very important part in making a design because each element has a function that must be placed according to its needs and functions. Researchers have suggested that the visual hierarchy in making a design must be considered because each element can guide the direction of view [10]. In this design, it uses a layout like a book in general with the reading direction forming the letter Z (see Figure 1).

3.3. Typography
According to Priyambodo (2021) typography is a science in choosing and arranging letters in order to create a certain impression and provide comfort [11]. Another function of typography is to become an element that can give the impression and image of an object, because each type of letter has a different character. The typography used for this design uses 2 different types of fonts. The first is Butler (see Figure 2), a serif typeface designed by Fabian De Smet in 2016. This font is a free font that can be used personally or commercially. This Butler font is available with several characters from UltraLight to Black that can be used as needed. This font will be used as a headline, judging by its character which is included in one of the free serif fonts whose traditional characters are in accordance with the design object of Jatiwangi Art Factory.

Then for the second type of font that will be used for the sub-headline, namely Be Vietnam (see Figure 3), it is included in the sans serif font type designed by Gabriel Lam, a Vietnamese designer, to become a functional font that can be used for both digital and non-digital. Having a modern, neat lettering and having a bit of a classic touch makes this font unique but very comfortable and light to read.

Figure 1. Layout sketch.

Figure 2. Font Buttler (https://fontmeme.com/fonts/butler-font/)
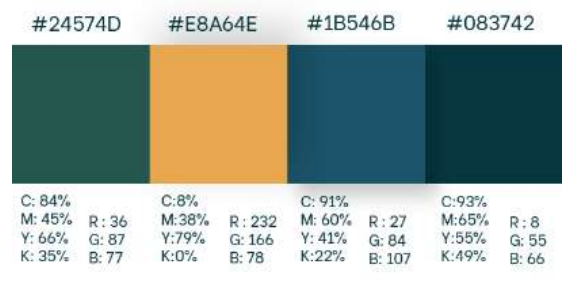

Figure 3. Font Be Vietnam (https://fontmeme.com/fonts/be-vietnam-font/)

3.4. Illustrations

Illustration in its placement has an important role in the concept of visual design. Illustration is a form of expectation from the impossibility and is not much different from the wishful thinking that then came as a justification [12].

The initial stage of making a visual illustration is to look for a reference that can be used as a reference point, after that then make a tracing according to the reference image that has been selected, in this design an image of humans facing forward is embracing each other giving the meaning of protecting each other and always together towards the same purpose (see Figure 4).

Figure 4. Visual Illustration.

3.5. Colors

Color has an identity and can give various impressions according to its character. The choice of color in this design is the color of Terracotta. In the big Indonesian dictionary, terracotta is a noun that has three meanings, the first is pottery that is not coated with glaze, made of clay that is burned so that its color is brownish red. The meaning of both is a red-brown color, and the last meaning is red (stone) brick. The terracotta color was chosen because it was the focus of the Jatiwangi Art Factory community activities related to burning clay, so this color was used as the main color in the design. Supporting colors are chosen to support the main color that has been determined, because terracotta is a color part of earth tone so that the design fits the theme. Earth tones are neutral, earthy colors (see Figure 5).

Figure 5. Color Scheme.

Communication will be adjusted properly according to the message material that is prepared to convey information related to the Jatiwangi Art Factory community, starting with the benefits and history of the Jatiwangi Art Factory community so that it can become an illustration of this community. The use of language style can also influence, such as according to Siswanto (2014) language style is a turning movement from everyday expressive forms or the flow of ideas that produces extraordinary effects (p. 115) [13].

One of the language styles used is metonymy as according to Keraf (2010), namely this language can make a word have very close similarities [14]. Because this community is located in the Jatiwangi area, which is an area of the Majalengka district which is currently trying to mark its city icon with terracotta, in using this metonymy style the design tries to equate Jatiwangi with the Majalengka area, Majalengka Regency.

The final result of making digital information media in this design is a booklet containing information on the Jatiwangi Art Factory community which has various functions. In addition to the physical form, this booklet is also a medium of communication between the community and the community. A digital booklet contains about 30 pages in this content covering history, community management, membership and registration flow then there are facilities and infrastructure owned by the community and archives of activities that have been carried out. The front cover is designed with the title "Jatiwangi Art Factory, Mendukung Majalengka dengan Terakota" and at the bottom is added a visual illustration of humans hugging depicting a community that always embraces and helps each other (see Figure 6).

Figure 6. Preview of Digital Booklet Media.

4. Conclusion

The Jatiwangi Art Factory community is an arts and culture community that focuses on discussing local rural life. Terracotta is the pride of this community, where initially the soil was only used as a source of livelihood for the community. Land that was only used as land until finally succeeded in becoming an idea that the surrounding community could develop and be proud of. Lack of literacy about the Jatiwangi Art Factory community makes the surrounding community not know for sure about this community, they only know that they are attending an event without knowing who is organizing the event. The design of digital media as a medium of information about this community is very much needed, especially for people who are in the region and outside the region. The majority of the people speak Sundanese and are generally Indonesian. Through digital media with the use of appropriate language and visuals, information on community activities is intended for the surrounding community so that they know more about what is in their area.

References

[1]   Goggin G 2013 Youth culture and mobiles *Mobile Media & Communication* 1(1) p 83–88. https://doi.org/10.1177/2050157912464489
[2]   Gasser U, Cortesi S, Malik M M and Lee A 2012 Youth and digital media: From credibility to information quality *Berkman Center Research Publication* (2012-1) Available at SSRN: https://ssrn.com/abstract=2005272
[3]   Sekulić D 2008 Ethnic group. In: R.T. Schaefer (Ed.) *Encyclopedia of Race, Ethnicity, and Society* pp. 456-459 (Thousand Oaks CA: Sage Publications)
[4]   Koentjaraningrat 2007 *Manusia dan Kebudayaan di Indonesia* (Jakarta: Djambatan)
[5]   Hidayatullah T et al 2017 Unsur Karikatural dalam Seni Ruang Publik (Permasalahan Lingkungan di Kawasan Ciroyom Bandung) *Seminar Nasional Seni dan Desain*. State University of Surabaya pp 457-463
[6]   Sarwono SW 2012 *Pengantar Psikologi Umum* (Jakarta: PT. Raja Grafindo Persada)
[7]   Anindita M & Riyanti MT 2016 Tren flat design dalam desain komunikasi visual *Jurnal Dimensi DKV Seni Rupa dan Desain* 1(1) p 1-14
[8]   Rustan S 2014 *Layout Dasar dan Penerapannya* (Jakarta: PT Gramedia Pustaka Utama)
[9]   Albar D 2011 Struktur dan proses komunikasi dalam poster pemanasan global victor van gasbeek *Visualita Jurnal Online Desain Komunikasi Visual* 3(1) p 34-42
[10]   Rochmawati I 2019 Iwearup.com User Interface Analysis *Visualita Jurnal Online Desain Komunikasi Visual* 7(2) p 31-44
[11]   Priyambodo B 2021 LKP: *Perancangan Destination Branding Desa Karumbu, Kecamatan Langgudu, Kabupaten Bima* (Doctoral dissertation, Universitas Dinamika)
[12]   Hasanudin D & Adityawan O 2020 Perkembangan Flat Design dalam Web Design dan User Interface (UI) *Pantun Jurnal Ilmiah Seni Budaya* 5(2) p 134-144
[13]   Siswanto 2014 *Metode Penelitian Sastra* (Yogyakarta: Pustaka Pelajar)
[14]   Keraf G 2010 *Diksi Dan Gaya Bahasa* (Jakarta: PT. Gramedia Pustaka Utama)