

Transformation of The Regional Symbol That Occurs in the Logo PERSIB and It's Influence on Public Perception

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Abstract. Football is the most popular sport in Indonesia. People cannot be unseparated from the presence of the club's logo and visual identity while supporting, including what happened at PERSIB Bandung, which is the most popular club in Indonesia. Since the first PERSIB Bandung logo looks similar to the Bandung City Government Emblem Symbol and some people consider this to look unprofessional and outdated. But actually, PERSIB Bandung redesigned the logo in 2015. The purpose of this research is to determine the visual transformation and differences between the latest PERSIB Bandung logo and the Bandung City Government emblem Symbol. This study will use a comparative method approach by comparing visual styles, basic shapes, elements, typography, color, and layout. The final result will be strengthened by quantitative data analysis to measure public perception of the latest Bandung PERSIB logo. This research is expected to be a reference and to know the brand image of the identity of PERSIB Bandung.

1. Introduction

Football is one of the most popular sports worldwide, including in Indonesia [1]. According to the Indonesian Survey Scale Survey, football is the most popular game in Indonesia. A total of 90.8% of the public knows soccer and 47.6% of those sections say they like soccer [2]. This is what makes local clubs popular.

Several football clubs in Indonesia were present even before independence. PERSIB Bandung is one of the Indonesian football clubs that became one of the founding Indonesian Football Associations, the current Indonesian football organization. Initially, PERSIB Bandung was named Bandoeng Inlandsche Voetbal Bond or called BIVB, which was the initial milestone in the formation of a club from Bandung in the pre-independence era, to be precise, BIVB was founded in 1923. BIVB then disappeared and there were several other new associations, including the National Voetball Bond (NVB) and the Bandung Indonesian Football Association (PSIB). NVB and PSIB on March 14, 1933, agreed to merge to become PERSIB which is known today. [3]

PERSIB Bandung and other Indonesian football clubs were originally still amateurs in the union era in 1979. This union era was a system taken from the colonial period so that the logos of clubs in Indonesia still took the logo of the local government where the club's home base was located including

PERSIB Bandung which was adopted from the symbol of the Bandung City Government. As in Figure 1 below:



Figure 1. Adoption of the PERSIB Logo from the City Government

In the 2009-2010 Super League competition, PT. The Indonesian League obliges competing clubs to change their status to become legal entities. During this period, that PERSIB was under the auspices of a Limited Liability Company named PT. PERSIB Bandung is Dignified and financially must be able to be independent without using the regional budget anymore. In 2015 PERSIB became a professionally recognized club by obtaining a license from the AFC (Asian Football Confederation) [3]. Until now, any supporters called Bobotoh are spread not only in Bandung but also in West Java province [4].

Size of PERSIB professionally, many questioned the identity of PERSIB which was assessed by the PERSIB logo as having no distinctive characteristics even though the logo adopted it from the Bandung City government logo [5]. A logo is considered essential for a company's identity so that it can differentiate it from other companies consisting of shapes, colors, and signs that can represent the company [6]. In this case, hundreds of supporters have also petitioned to Glen Sugita who is the main director of PT. Dignified PERSIB Bandung so that PERSIB Bandung changes the logo [7]. In contrast to PERSIB Bandung commissioner Umuh Muchtar's statement that the PERSIB Bandung logo has a historical factor full of historical value since its founding. As shown below, the difference between the old PERSIB Bandung logo and the PERSIB Logo that has been rejuvenated in Figure 2:



Figure 2. PERSIB Logo Minor Changes 2015
Source : <https://twitter.com/lalajoPERSIB>

This research was conducted to complement previous research, as was done by the previous researcher Silpia Rahayu, a student at the Linguistic Study Program, Postgraduate School, Indonesian University of Education in the form of a thesis. The title of this research is "Study of the Meaning of the Logo and Slogan of Persib Bandung Football Club (Semiotics study of logos and slogans used by the PERSIB Bandung football club)" 2014. This research is a study of the meaning of the logo and slogan of PERSIB Bandung using descriptive research methods with Roland Barthes theory with observational data collection techniques and informant interviews, the results obtained by this study are the meaning of the PERSIB Bandung logo [8].

The second research was conducted by Ratno Suprpto Visual Communication Design study program, Pembangunan Jaya University (Malaysia) which was published in a journal held at the AICAD (Asia International Conference of Art & Design) event in Langkawi, Malaysia in 2018. The title of this research was entitled "Logo and Visual Identity Analysis of Professional Football Clubs in Indonesia". This study analyzes the similarities that occur between the Indonesian football logo with the local government logo of the club's domicile [9].

Previous research became the initial basis for the research conducted. This research was carried out by conducting a visual review of the results of the transformation that occurred in the PERSIB Bandung logo from the symbol of the Bandung City Government and the image responses that occurred to the community.

2. Methods

The research method is a process or method that has the goal of obtaining valid data with specific uses and purposes so that it can understand and solve problems [11]. This method is expected to be a way for research objectives to be achieved measurably and clearly. This study will use a descriptive qualitative method to find out the transformation that has taken place in the new PERSIB logo from the symbol of the Bandung City Government. This research will then be continued with a quantitative method by filling out a survey (General public 25 people carried out in the period 21 June - 01 May 2021) to find out the perception of the current PERSIB logo on the transformation that occurs from the Bandung City Government symbol.

3. Results and Discussion

The PERSIB Bandung logo is an adaptation of the Bandung City Government Coat of Arms. But even though there are similarities, there are some differences and modifications that occur in several elements of the logo. The following is a comparison of the PERSIB Bandung logo with the Bandung City Government Coat, which is in Figure 3 below:



Figure 3. Latest PERSIB Bandung Logo

3.1. Overview and Visual Style

In general, the symbols of the Bandung city government and PERSIB Bandung have similarities. This can be seen from the similarities in visual elements in the logo and colors. The most obvious differences, in general, are as follows:

- The symbol of the Bandung City Government has a ribbon at the bottom that reads "GEMAH RIPAH WIBAWA MUKTI" while PERSIB Bandung does not have one.
- PERSIB Bandung has a logotype that reads "PERSIB" and "1933"
- while the symbol of the Bandung City Government does not exist.
- Both have designs in vector style, but the Bandung City Government Emblem has outline outlines for each element, while the outline in PERSIB Bandung is only in the basic form.

- The impression created by the PERSIB Bandung logo is more dynamic and modern.
- In general, there is a simplification of graphic elements in the PERSIB Bandung logo

3.2. Basic Shapes

The basic form of the Bandung City Government Coat and PERSIB Bandung has a shield concept, but the two are visualized slightly differently. Differences in the basic shape or shield are in the description of table 1 below:

Table 1. Basic Shape Comparison

	The symbol of the Bandung City Government	PERSIB Bandung logo
Visual		
Shape	The symbol of the Bandung City Government has a sharp corner with a right angle of 90 degrees on both sides (left and right).	The PERSIB Bandung logo has a more blunt tip and doesn't have corners that tend to be circular.
Corner	The lower corner of the Bandung City Government symbol has a sharp shape	The lower corner of the Bandung City Government symbol has a perfectly circular shape

So from the table data above it can be seen that the difference in this basic form creates a more dynamic and softer PERSIB Bandung logo than the strict Bandung City Government symbol.

3.3. Illustration of Mount Tangkuban Perahu

Illustration of Mount Tangkuban Perahu. The illustration of the mountain in the PERSIB Bandung logo and the symbol of the Bandung City Government both have a prism as their basis. However, the difference that occurs is that the PERSIB Bandung logo has a prism shape with a shorter height and more obtuse corners on the two upper corners. Meanwhile, the symbol of the Bandung City Government has a steeper inclination angle on the left and right sides of this part of the mountain. Another difference is that the Bandung City Government symbol has a black border while the PERSIB Bandung logo does not have one.

Visually, the PERSIB Bandung logo looks simple and modern but slightly flattened, while the Bandung City Government symbol looks sturdy and more solid but looks more old-fashioned. which can be seen in Figure 4 below:



Figure 4. Mountain Transformation

3.4. Illustration of the “Sanghyang Tikoro” Dam

This illustration has the shape of a horizontal crossbar and has four titles. If viewed from the shape of this cross beam consists of elements of boxes that have different sizes then combined and aligned parallel to each other and made regular and unified alternating intervals. The difference in this visual is that the Bandung City Government symbol has a flatter and more complex shape. The visual symbol of the Bandung City Government has two thin lines above the horizontal latitude and has four titles, while on the visual the PERSIB Bandung logo has a thicker, solid, and simpler shape without the addition of two lines. as in figure 5 below:



Figure 5. Dam Transformation

This difference makes the PERSIB Bandung logo simpler and simpler in contrast to the more complex Bandung City Government symbol. The visual on the PERSIB Bandung logo makes this element look taller.

3.5. Water arch illustration

The illustration of the water arch in the Bandung City Government and PERSIB Bandung is visualized quite differently. The symbol of the Bandung City Government has a more curved shape, giving it a dynamic and gentle impression. This contradicts the PERSIB Bandung logo which has a firmer and sharper zig-zag shape. The number of indentations on the PERSIB Bandung logo is simplified and fewer than the more complex Bandung City Government symbol. as in figure 6 below:



Figure 6. Water arch illustration

3.6. Typographic elements contained in the logo

PERSIB Bandung and the Bandung City Government symbol differ in writing, placement, and function. The character of the city of Bandung has the text "GEMAH RIPAH WIBAWA MUKTI" while PERSIB Bandung has the text "PERSIB" and "1933". However, if viewed through the typefaces of these two identities, they have the same type, namely sans serif which has a modern impression. Both of these identities have the same way of writing using capital letters. PERSIB Bandung and the Bandung City Government symbol differ in writing, placement, and function. The character of the city of Bandung has the text "GEMAH RIPAH WIBAWA MUKTI" while PERSIB Bandung has the text "PERSIB" and "1933". However, if viewed through the typefaces of these two identities, they have the same type,

namely sans serif which has a modern impression. Both of these identities have the same way of writing using capital letters. as in figure 7 below:



Figure 7. Typographic elements

3.7. Color

The colors used in both identities have the same basis, namely yellow, green, blue, black, and white. However, if analyzed all the colors contained in the PERSIB Bandung logo and the Bandung City Government symbol have different values. The color that looks very different is the element of blue, PERSIB Bandung uses a darker blue color similar to the color of the jersey worn, this is different from the symbol of the Bandung City Government which has a sky blue color. when measured using the color spectrum, the following are the results of the differences and comparisons of the Bandung PERSIB logo and the Bandung City government logo which are explained in table 2 below:

Table 2. Color Comparison

Name	The Color of PERSIB Bandung logo	The color of the Bandung City Government Logo	Note
Yellow	 Hex: #F6EB06	 Hex: #FAEB1F	The color of PERSIB Bandung is darker.
Green	 Hex: #05A24B	 Hex: #51A54A	The colors on PERSIB Bandung are more intense.
Blue	 Hex: #263F92	 Hex: #00ABEB	The blue color on PERSIB Bandung is darker.
Black	 Hex: #2F3648	 Hex: #000000	The black color on PERSIB Bandung is faded and slightly blue.

In general, the visual colors on the PERSIB Bandung logo look softer, while the Bandung City Government symbol is more contrasting and bright.

3.8. Analysis of Results Respondents General Public

Public perception is an important element in providing a picture of a brand image, including one of them from the aspect of the logo. The profile of the research sample is divided into two types of categories, namely:

- General public 25 people carried out in the period 21 June - 01 May 2021 by filling out an online questionnaire with multiflow according to initial perception responses.

- PERSIB Bandung fans (94 people) which were held from 06 May to 12 May 2021 by filling out polls in three Facebook groups

The analysis was carried out using a quantitative method using an online questionnaire. The following is the result of perceptions from the profile of the general public regarding the response to the visual PERSIB Bandung logo, as shown in table 3 below:

Table 3. Respondent Perception Analysis

Index and Answer Options	Total	Average Score	Percent %	Category
Really don't like it	0			
Dislike	1			
Neutral	13	3,4	68	Neutral
Like	10			
Really Like	1			

Information:

• Average score = Total score / number of items = 86/125 = 3.4

• Percentage score = average score/ideal score *100% = 3.4/5*100% = 68%

The reason the respondent (1 person) stated that they did not like it was that the respondent had the reason that the PERSIB Bandung logo looked outdated and not modern enough for a football club logo. Respondents stated that the logo does not have to be the same as the Bandung City Government logo and can be made more interesting. So that the respondent thinks that the thing that must be done is to replace the PERSIB Bandung Logo in full without any element of the Bandung City Government at all to make it look professional.

As for the respondents who stated neutral (as many as 13 people) things that respondents did not like about the PERSIB logo because the logo was considered less modern and lacked creativity. This statement was also detailed in the results of the research questionnaire submitted by the respondents where the respondents expressed their opinions freely, the results also indicated that the PERSIB logo could be redeveloped. Here the researcher summarizes based on the grouping of answers, which is in table 4 below:

Table 4. What Neutral Respondents Dislike

Reasons from Respondents' Neutral Perceptions (13 People)	Total
Not modern and looks out of date	6
The logo design is less creative and too general	6
Similar to the logo of regional offices and institutions	4
It doesn't have a ball element so it doesn't reflect a football club.	1

The reason respondents who are neutral about the PERSIB Bandung logo is that they think they don't choose between likes or dislikes. However, subjectively they assessed the logo on PERSIB Bandung, even though it already represents the city of Bandung, but is considered to be less modern and does not yet represent a football club in general.

On the other hand, the 11 respondents who like and really like the PERSIB Bandung logo have the main reason, namely because the current PERSIB Bandung logo already reflects the club's domicile of 81.9%. In addition, a total of all general public respondents (25 respondents) stated what PERSIB should do for Bandung for its current logo is to improve the design to be more modern while maintaining the existing characteristics. Here's a detailed follow-up response from all general public respondents, as in table 5 below:

Table 5. PERSIB's Follow-up Actions

Responses from 25 Respondents	Total of Respondents	Percent %
Improve the design to be more modern but still maintain the current characteristics	15	60
Changing the PERSIB Bandung Logo in full without any element of the Bandung City Government at all to make it look professional	4	16
No changes needed	3	12
Make a logo that is simpler than the current logo	3	12

Analysis of Respondents' Results for PERSIB Bandung Fans, For football fans, the PERSIB Logo is considered a proud tradition that has historical value and has become an identity for PERSIB Bandung. So there is no need to change the new logo design. The following details the results of 94 respondents from PERSIB Bandung fans. Based on this analysis, the respondents are good the general public and fans of the PERSIB Bandung club, it can be concluded that:

- The general public has a neutral opinion of the PERSIB Bandung logo.
- PERSIB's logo is considered to be less modern and less creative.
- People like the PERSIB Bandung logo because it reflects Bandung with the characteristics of existing elements and has attractive colors.
- The PERSIB Bandung logo is considered by fans a tradition and has historical value, and Bandung City identity.

The general public's perception (neutral sentiment) and PERSIB Bandung fans (positive sentiment) have different views. This is in accordance with the theory of perception which is a process related to the entry of messages or information into parts of the human brain [12], which has a dynamic concept in the aspect of change. or remain related to feedback from the PERSIB Bandung logo with the Bandung City Government log [13].

Interest will produce perceptual vigilance in a person which will result in a tendency to pay attention to certain types of stimuli according to their interests. These varying energy differences will differ according to the level of interest in individuals [14, 15]. PERSIB Bandung is considered to be closely related to the symbol of the city of Bandung. A logo is a representation, figure, or visual appearance that

is always associated with a particular organization as a form of identity and part of the company's identity.

Indirectly PERSIB Bandung has had a strong image of the history and philosophy of the city of Bandung. The definition of image, according to Soemirat and Adiarto, explains that an image is an image and feeling towards a company that is obtained by the public from an intentional creation of an organization, people, or object. This research proves that some of the theories above state that fans who want PERSIB Bandung to change their logo in full without elements of the visual symbol of the city of Bandung are only part of the minority in the presence of petitions and phenomena on social media.

4. Conclusion

Based on an analysis of the transformation of the PERSIB Bandung Logo with the Bandung City Government Emblem, it can be concluded that the PERSIB Bandung Logo has been simplified so that it looks simpler and more modern, this can be seen from the elements contained in the PERSIB Bandung Logo and the Bandung City Government Emblem have the same elements and basis except the PERSIB Bandung logo does not have a ribbon shape at the bottom and the text contained contains the words "PERSIB" and 1933 without the words "Gemah Ripah Wibawa Mukti". The transformation that occurs in the PERSIB Bandung Logo includes the lower shape of Mount Tangkuban Perahu, which has a darker blue color element. So that the PERSIB Bandung Logo is transformed into a more modern and dynamic one. Meanwhile, from the aspect of public perception of the PERSIB Bandung logo, what people don't like is that the PERSIB logo still looks traditional and less modern, so it needs to be updated without eliminating the existing visual elements. PERSIB Bandung is currently playing it safer and sticking with the traditional logo even though it has the ability to modernize its own logo. However, other than that the PERSIB logo is very symbolic of the city of Bandung, considered to have historical, identity, and emotional value for the fans.

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