

## Analysis of the Use of Excessive Graphic Design Elements on 77Th Independence Day Posters

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**Abstract.** Independence posters are posters that are often present when commemorating the Independence of the Indonesian Nation which are made by institutions, agencies or even individuals every year including for the 77th anniversary. The poster makers try to raise awareness about the importance of remembering the services of the heroes who fought for the independence of the Indonesian nation, the poster makers often use elements of independence in each of their posters.

This study aims to identify and find out the use of redundant elements on the 77th Republic of Indonesia Independence Day Commemoration Posters which researchers often encounter in society on Independence Day. This study uses qualitative research methods to describe in detail which elements are redundant in the Posters commemorating the 77th Independence Day of the Republic of Indonesia by taking 1 sample poster from various government agencies.

In the study it was concluded that the use of elements on the 77th Independence Day Commemoration Poster proved to be excessive with the repetition of elements that resembled the Indonesian Flag, Maps, Figures such as Soekarno, Bung Tomo and even other Heroes, there were also found other elements such as ribbons -ribbons, people clenching their arms, broken chains and people raising flags. The researcher also concluded that the repetition of elements like the one above is to give a lively or lively impression on the poster, but it is not uncommon for repetition to make the poster difficult to read.

### 1. Introduction

The majority of humans usually perceive the world through signs, in their daily lives they often involve symbolizations surroundings (Hoffmeyer & Emmeche, 1991). Posters in everyday life are very closely related to the delivery of information in today's society. In addition to conveying information, posters are also often used as an aesthetic element in the environment to beautify and give an impression both indoors and outdoors. In the nineteenth century, Ferdinand de Saussure (1857–1913)

apply a concept of association psychology and sociology to construct linguistic and semiotic theory. Posters are also not infrequently used as a medium to convey messages as well as greetings on holidays such as Indonesian Independence Day.

The position of the poster during the struggle for independence was very close and very important. where posters were used not only to convey information media but also as media to call on the colonialists and to become a medium for generating the spirit of independence for the Indonesian people during the past struggle. This cannot be separated from the images and writings presented on posters at that time which proved to be a medium of encouragement, not only as a medium for conveying information.

Posters as an aesthetic element of conveying messages in the community are gradually shifting their function to only conveying messages, it is not uncommon for posters that are found to be made without regard to elements or rules in the world of design which make the position of posters in the community environment actually make the environment chaotic with the existence of the posters. Take for example the greeting posters or commemoration of Indonesia's 77th Independence Day made by government agencies, which will be found on August 17, a visual approach to posters that tends to ignore design conventions makes the posters even more unattractive to look at. The function of the independence poster, which should be a medium to encourage the public to build a sense of patriotism, is increasingly being felt. Accordingly poster design training is considered as an important and professional subject (Finder, 2001)

Therefore, seeing the phenomena that occur in the community, the researcher intends to make a study that focuses on graphic design elements on the posters for the 77th Indonesian Independence Day in the community on the 77th anniversary made by government agencies. instead of giving the impression of patriotism, excessive graphic design elements in the posters used in the independence posters should have more value in society to make the poster feel more encouraging, and give a sense of patriotism, in fact, it seems as if they were raped by including all graphic elements in it. 1 poster which may only be enough with 2 to 3 graphic elements.

This research is important to examine as an illustration to the public how to use graphic elements in one poster with the example of the 77th Indonesian Independence poster made by government agencies and explains why the independence poster includes posters with excessive use of graphic design elements. It is hoped that the researchers will provide learning to the public regarding education about the use of graphic design elements on independence posters to be more effective and more arousing to the public to arouse their sense of patriotism.

Poster is a graphic design art that contains a composition of letters, writing or images on a print or digital media and has the function of attracting the attention of the reader so that they get the information contained in the poster, because of that most posters are made using contrasting colors. Posters are usually placed in public and strategic places with the aim that the information contained in the pictures can be widely disseminated.

"Posters are ideas that are sparked in the form of simplified image illustrations made in large sizes, aiming to attract attention, persuade, motivate or warn of certain main ideas, facts or events." Spiritual (1997) In society, there are many posters that contain a lot of information with various shapes and sizes, including posters that contain information on certain events to commemorate certain days, such as the 77th Independence Day of the Republic of Indonesia which was made by government agencies as a good example whose contents commemorate or celebrating, independence posters containing information such as congratulations or invitations to enliven an event sometimes contain a lot of information which sometimes contains a lot. Not infrequently the information or information contained in the poster is simply inserted or pasted without considering the aesthetic aspect. posters are a visual combination of strong designs with colors and messages with the intention of capturing the attention of passers-by, but long enough to instill meaningful ideas in their memory. posters are a visual tool designed with graphic elements that include colors and messages, therefore the poster in this case the 77th Independence Day Poster of the Republic of Indonesia must be made with these elements in mind. aesthetically pleasing and clearly legible messages.

Posters circulating in the community have many types of information contained in them and it is not uncommon for the information conveyed to be deemed ineffective due to visual elements that do not match aesthetics. adaptation of Laeli (2021) some of the characteristics of a good poster are easy to recognize either at a glance or if you look closely;

1. Easy to Read: Posters made using a simple method are good posters, simple here means simple in appearance or the ornaments on the poster. As a one-way media, posters should be made simply to make it easier to convey messages and information in them. This characteristic will later make people who pass by the poster intentionally or not, be able to directly read the message and understand the information contained in the poster
2. Focus on One Information: Posters that contain or focus on one piece of information will make it easier for the public to read the message or information contained in the poster.
3. Contrasting Layout & Color Settings: Contrasting colors help make it easier for the public to read messages and easily see the visuals on the installed posters
4. Good Language: Quoting the book Proficient in Creative Writing of Advertising Texts, Slogans and Posters (2020), there are a number of linguistic conventions for posters, namely:
  - The language used is persuasive.
  - Language may not contain SARA.
  - Language blends in with the theme.
  - Contains notices, is large in size, and is displayed in a public place.

## **2. Method**

This research was written in a descriptive and qualitative approach with the object of research being posters for the 77th Commemoration of the Republic of Indonesia's Independence Day made by government agencies with the hope that the public can get information and an accurate picture of the facts in society and the characteristics that can be used. find in the object of research. In this study, researchers will dissect objects using observation, as well as analysis based on theory in accordance with the 7 principles of graphic design, namely: Balance, Scale, Contrast, Pattern, Movement & Rhythm, Emphasis, Unity. This research will begin by collecting some 2-3 sample posters for the 77th Commemoration of the Republic of Indonesia's Independence Day made by government agencies, then observing and analyzing some of the sample posters that have been collected, ending with providing an explanation of the results of observations and analysis in accordance with the 7 principles graphic design.

## **3. Results and Discussion**

Indonesia's independence day is synonymous with the struggle of the heroes and the historical events that took place in it, so that the visual depictions for independence day posters are often depicted with figures and events that occur, such as Bung Karno (Soekarno), Bung Tomo or other figures who have themes in line with the struggle.





**Figure 1.** Design Poster Hari Kemerdekaan  
Subulussalam city government

In addition to figures, the struggle is often pinned on historic activities in it such as the Bandung Sea of Fire incident, Bung Tomo's oration tore up the Dutch East Indies flag at the Yamato hotel, and what is most top of mind in society is the struggle of the Indonesian people against the invaders using sharp bamboo. Overall, from the results of the visual analysis of independence described earlier, it can be concluded that the events of Indonesian independence, which are often synonymous with struggle, are divided into 3 visual points or displays, namely;

1. Character : Ir. Soekarno, Bung Hatta, Bung Tomo, Gen. Sudirman, Sutan Syahrir, M.Yamin and R.A Kartini as heroes of independence who are often identified with heroes from women's groups
2. Events: Reading of the text of the Proclamation, Indonesian people's resistance using sharpened bamboo, tearing of the Dutch East Indies flag at the Yamato Hotel, the Bandung Sea of Fire incident, the Rengasdengklok Conference and the Ambarawa War
3. Objects: Sharp Bamboo, Raising the Red and White Flag, Fire, Fist, and a map of Indonesia. Apart from the struggle for Independence Day, Independence Day is also often depicted with other activities apart from the events that occurred during the struggle of the heroes, including depictions The ones that are often encountered are competitions that are often held during the celebration of Independence Day, including: areca climbing, tug of war, sack races, and eating crackers. So it's not uncommon to find celebration posters including depictions of the competitions mentioned above.

The results of the analysis show that the posters are made of unity, which is in the poster. You can already feel the elements used, but some other rules are still not felt, such as rhythm or reading flow that seems random, as we know, Indonesian people read from left to right, then from top to bottom, while the first object to be presented on the poster is a picture of a related city government figure or official, giving rise to the impression that this poster wants to expose the figures on the poster. The placement of the photos in the top row also creates the impression of wanting to show the existence of the relevant officials.

Some of the elements presented in the poster tend to be overused or redundant because almost all of them are included in the poster so that white space or empty space which functions to rest the eyes is increasingly not felt, there are also if it is felt that the elements are indeed used it wants to give a lively or bustling impression, but instead the effect is felt to be denser and more chaotic, in other words the use of these excessive design elements is directly proportional to the comfort people have when reading the contents on the poster. The emphasis that is felt in the poster is the emphasis on the writing "Semarak Kemerdekaan" but what is of concern here is the model of the highlights or background used in the writing tends to give the impression of horror because of the colors and the use of patterns that don't quite fit.

#### **4. Conclusion**

The poster for the 77th Indonesian Independence Day Celebration made by the Subulussalam city government agency lacked or even lacked harmony, not only a matter of emphasis but in terms of layout which tended to be random and also caused by the use of excessive elements in the posters that were made.

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