

COLOURS ON SIKKA ARTS COUNCIL LOGO "WANIANA"

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Abstract : This study aims to find out the philosophy and meaning of the use of color in the logo of the Sikka Arts Council called Wania. The Sikka Arts Council has a role as an institution that protects and cares for arts activists in Sikka District. The wania logo itself consists of three color combinations including white, brown and blue. This study uses a qualitative approach to discuss the meaning of colors in the Wania logo visual. The Wania logo is the object of research chosen in this study. This research shows that the colors used in the Wania logo are in accordance with the image, characteristics and vision and mission of Wania. The results of this study are expected to provide a wider repertoire.

Keywords: Logo, Sikka Arts Council, Color Elements

INTRODUCTION

Sikka Regency, an area rich in history and cultural wealth, is located on Flores Island, part of East Nusa Tenggara Province, Indonesia. Famous for its stunning natural beauty, Sikka is also a place where Flores' rich cultural heritage flourishes, including in the arts. The traditional arts of the people in Sikka Regency are: Dance consisting of: Ritual Ceremonial Dance, related to birth, rice planting, to boat sleighs. War Dance, related to pre-war rituals to war victory dance. Social dances, such as harvest parties, weddings to dances inherited from Portuguese culture such as the Bobu Dance which is a dance drama of the life of Jesus. Traditional music in Sikka is very colored by beating percussion music called gong waning, but other musical instruments are also quite complete, ranging from metal and bamboo punch percussion instruments, leather (drum) percussion, wind music, stringed instruments to strings. The art of ikat weaving Sikka cloth, where ikat weaving not only produces textiles, but every ikat weaving motif always has a symbolic meaning, even in the royal era it also became a marker of traditional and social status. Cultural heritage objects in Sikka Regency are very rich in cultural heritage items, both original from the kingdom of Sikka before the Portuguese came and after the Portuguese came. Cultural treasures include: pre-historic relics (dongson crocks, replicas of Dobo silver boats), royal relics called Regalia, religious statues (Baby Jesus statue, Watu Cruz).

Art and cultural life in Sikka District so far does not have a place that can shelter and unite artists to be able to work and be creative in fighting for their works and ideas. The establishment of the Arts Council is a noble desire to preserve and grow the development of art and culture of Sikka District in the spirit of mutual assistance and kinship.

The Sikka Arts Council is a body or institution or organization in the field of arts consisting of several people whose job is to advise, decide a matter, issue opinions and public statements about the arts through negotiation. The Sikka Arts Council (Waniana) as a nurturing and observing institution for the arts community in Sikka District is committed to continuously maintaining the local cultural heritage intact. Waniana wants to be an example so that the arts in the region are timeless. One of them is the use of the Waniana logo. Waniana chairman Nyong Franco told Ekora NTT that the image of three interlocking hearts in the logo was a simplification of the image on the woven cloth of Sikka Regency patterned Wane Aran, or beehive. Waniana uses the philosophy of bee life as a strength in the arts of Sikka District. The power is supported by three hearts interlocked on the logo which is a picture of the three elements, namely the earth, living things and God as the creator of the universe.

A logo is a visual identity that represents an organization, company, product, or institution. A logo or image mark consisting of shape and color elements is the identity of a picture mark (image element) and letter mark (writing element) can be a component that makes up a logo (Said, 2019). A logo consists of many elements, including letters, lines, abstract shapes, and colors. Therefore, environmental design elements such as logos, signage, and interior and exterior layouts use color to communicate well and show brand ideas with commercial purposes (SeongJin Kim 2017).

In everyday life, there are many logos with various colors. One of the important elements in logo design is color. Color can shape a company's personality, style, and message and influence a customer's emotions, associations, and meaning. Color is very important in many aspects of life. They each have a connection to emotions, mind, and body. Color is always used to evoke emotions (Grzybowski & Kupidura-Majewski, 2019). Color selection must be carried out in accordance with standards and strategies that are in accordance with the company's goals and target market (Prasetyo & Arifianto, 2023). The impression of light reflection in objects that can be captured by the human senses, especially sight, is known as color (Evayanti, 2023). In color psychology, color has a meaning and perception that is very influential on the appearance of a logo. Therefore, color is very important during the logo creation process. For example, the color green has many meanings, including stability, fertility, growth, freshness, and renewal. Based on this, the author aims to know and understand the meaning of using white, brown and blue colors in the waniana logo.



Figure 1. Logo of the Sikka Arts Council (Waniana)

LITERATURE REVIEW

The research of Matasak et al (2023) in their research entitled "Analysis of Color Effectiveness on Google Company Logo" using the research method used in this study involves two main approaches, namely visual analysis and literature study. The Google logo used in a variety of contexts and color variations will be visually analyzed to identify the characteristics and visual strengths of each color choice. The results showed that the use of color in the Google logo is effective in communicating the company's identity and creating the desired impression. Carefully chosen colors are able to influence user perceptions and emotions, so the Google logo is strong in building a consistent and memorable brand image.

Mawangi's research (2019) in his research entitled "City Branding Logo Design of Bantul Regency as a City Identity Shaper" uses qualitative descriptive research methods, the subject of this study is the design of the Bantul regency city branding logo. Data collection is obtained through observation, interview and documentation techniques. This study aims to describe the city branding logo design of Bantul regency, which focuses on the visual form, color and meaning of the philosophy contained in each typography of city branding logo design as an effort to shape the identity of Bantul regency. The results showed that the visual form of city branding logo design uses plastic, non-formal and dynamic shapes with the Tagline "The Harmony of Nature and Culture", Typography tagline uses orange font LET. The green color represents the motto of Bantul Regency "Ijo royoroyo" symbolizing sustainable life in Bantul Regency. The color is blue, associated with water and nautical and tranquility. The brown color which means the potential of the soil in Bantul Regency which is good for various production activities both plants and industrial processing, the brown color is also related to stability and earth. The gray color in it is associated with dynamics and expectations.

METHODOLOGY

This research uses a qualitative approach, which is research that conducts analysis and interpretation of texts and interview findings to determine the meaning of phenomena. Qualitative methods are used to obtain in-depth data, a data that contains meaning. Meaning is actual data, definite data that is a value in visible data. Therefore in qualitative research does not emphasize generalization, but rather emphasizes on meaning. (Sugiyono, 2013).

Data collection using literature studies and interviews. Data analysis techniques use data reduction, data presentation, and conclusions. Interview with people involved in the research The interview method is a structured interview. For the interview, the researcher has made a list of questions related to the system to be built. The purpose of this list of questions is to obtain data related to the system currently used (Susandi & Sukisno, 2018). Nyong Franco, chairman of the Sikka Arts Council, was one of the interviewees to get specific information about the meaning of the logo's colours.

DISCUSSION

Arts Council (WANIANA)

The Sikka Arts Council is an institution or organization in which there are art activists, entertainment actors, passive artists, and also art sympathizers in Sikka district, Flores, East Nusa Tenggara. The Sikka Arts Council was established in 2019 due to the need as a communication forum to facilitate coordination in the administration of arts affairs in Maumere, Sikka District. Waniana stands for deWAN kesenIAN sikkA. The word Waniana is used because of its dialect like sikka from the words waning and ana.

The vision of the Sikka Arts Council is to be with us in quality and dignified arts and its mission is to be the parent arts organization and promote, preserve and bridge and protect the sikka kabupaten arts community.

Color

One very important element when creating a logo is color, because the use of the wrong color can make the message and feeling we want to convey to the public unclear. Logo colors should be simple and memorable, but still able to provide direct expression to customers or the public. In addition, simple colors can help reduce production costs (Sukma 2013). Because color greatly affects logo design, logos cannot be separated from color. Without color, the logo will look ordinary and unattractive. Identifying colors is more important to customers than any other visual feature. A color that distinguishes personality, draws attention to other features, and allows you to distinguish yourself from competitors in a crowded market. Purchasing decisions are often based on this because in the market there are many known colors of color design, so the use of the right colors will leave a

memory in the community and can give the right image as well. Color can serve as a brand identifier if used consistently in designs or products (Risya, 2015).

The Meaning of Color in Graphic Design (Sahid, 2017):

Red

Meaning: Strong, courageous, confident, passionate. Red is a color that has many meanings, ranging from passionate love to the violence of war. This color not only affects psychology but also physical. Research shows staring at red can increase heart rate and make us breathe faster. Power, energy, warmth, love, lust, aggression, danger. Red sometimes changes meaning when combined with other colors. Red combined with Green, it will be a symbol of Christmas. Red when combined with White, would mean 'happy' in Oriental culture.

Blue

Psychological Response: Belief, Conservativeness, Security, Technology, Hygiene, Order, Peace, Soothing, Spirituality, Contemplation, Mystery, and Patience. Widely used as a color on the logo of the Bank in the United States to give the impression of calm, trust, knowledge and insight. This color is very good for cultivating consumer loyalty. Banks use blue as their dominant color, as well as education.

Green

Psychological Responses: Natural, Healthy, Luck, Renewal, growth, fertility, harmony, optimism, freedom, and balance. Green is not very 'successful' for Global sizes. In China and France, Green packaging is not very welcome. But in the Middle East, the color Green is very much preferred. Many products that emphasize the naturalness of the product use this color as an option. For companies related to nature exploration, the color green is widely used to emphasize that the company is environmentally friendly. This color is among the trending ones and will be widely used, especially with campaigns related to the environment. Detergent packaging is also not a few that use green.

Purple or orange Response Psychology: Spiritual, Mystical, Nobility, Transformation, Rudeness, Arrogance, Friendly, Romantic, and Independent. Purple color is very rarely encountered in nature. Purple is a scattering of red and blue colors. Depicts a violent 'onslaught' attitude symbolized by blue. A combination of intimacy and erotic or leads to deep and sensitive understanding. Less conscientious but hopeful.

Brown

Psychological Response: Land/Earth, Reliability, Comfort, Durability, Stability, Weight, Stability and Elegance. Energy, balance, warmth. Emphasize an inexpensive product. Food packaging in America often uses Brown color and is very successful, but in Colombia, Brown color for packaging is less fruitful.

Yellow

Psychological Responses: Optimism, Hope, Philosophy, Dishonesty, Cowardice (for Western culture), betrayal, enlightenment and intellect. Yellow is a sacred color in Hinduism. Yellow is a warm color. Quite eye-catching and very good if used as a background for black text because it will be more striking visible. The yellow color will increase concentration, that's why this color is used for legal paper or post it. Yellow is also the color of friendship. So you can already guess if he gives yellow roses on Valentine's Day.

Black

Psychological Responses: Fear, Power, Sophistication, Death, Mystery, Sexuality, Sadness, Elegance, and Independent, Authoritative, Loner, Disciplined, and Strong-Willed. It symbolizes death and grief in Western culture. As the color of packaging, Black symbolizes Elegance, Wealth and Sophisticated. Show things that are firm, elegant, and exclusive. It can also contain secret meanings. Like when I chose the dominant color black on Blogging Secrets. The color strongly supports the word "secret" that I want to emphasize. As for the color of the car, usually

black cars are more expensive than other colored cars. To express something timeless, classic, and universally considered a slimming color.

Gray Ash Psychological Response: Intellect, Future (like Millennium colors), Simplicity, Sadness. Gray color is the easiest color / easy to see by the eye. Serious, reliable and stable. Gray color is the color of nature. Out there gray is a permanent color, for example rocks or corals.

White

Sacred and clean colors, natural, empty, colorless, neutral, new beginnings, purity and purity. Color that can be combined with any color. White on websites is widely used as a black text background color. Because visitors will be easier to read it.

Pink

Meaning: Love, affection, tenderness, feminine. This color that many women like implies something soft and calming, but lacks vibrancy and makes the energy weaken.

Use of color and its meaning

There are three colors used in the Waniana logo, namely white, brown and blue. For white with color codes C0, M0, Y0, K0, for brown with color codes C39, M45, Y85, K14, for blue with color codes C78, M53, Y0, K0.

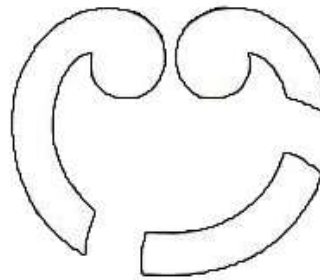


Figure 2. The use of white on the logo of the Sikka Arts Council

The white color was chosen on the logo of the Sikka Arts Council because it symbolizes cleanliness of heart, soul (Nyong Franco). The white color is a symbol of holiness, which is sacred in the intention of the Sikka Arts Council in its mission to promote, preserve and bridge and protect the art community of Kabupeten Sikka. White color fits perfectly with humanitarian organizations. Angels are also usually imagined wearing white clothes (Ahmad Basuki, 2016).



Figure 3. Use of blue in the logo of the Sikka Arts Council

The blue color was chosen on the logo of the Sikka Arts Council because it symbolizes cheerfulness which means accepting things with positivity and cheerfulness (Nyong Franco). Blue is considered a symbol of strength, communication skills, and artistic expression, as well as the potential to give the impression of professionalism, in accordance with the purpose of establishing the Sikka Arts Council, namely as a forum for communication to facilitate coordination in the implementation of art affairs in Maumere, Kabupaten Sikka. Blue is a color that shows psychological impressions such as loyalty, trust, strength and professionalism. This color is very popularly used in various businesses. Such as, software companies, the pharmaceutical industry, financial business, government, and technology. In some circumstances, blue has a psychic impression of calming, peaceful, and dignity.



Figure 4. The use of brown on the logo of the Sikka Arts Council

Brown was chosen on the logo of the Sikka Arts Council because it refers to the color of nature, which is the color of the earth which means one with nature (Nyong Franco). Brown color is often associated with nature, sustainability, and natural materials because it can be found in materials such as wood, soil, and stone. Therefore, brown is often used in designs for products or brands related to nature, such as greening companies or organic products (Wijayatnto & Shonhaji, 2021). Brown is a color that provides support and security for families. Chocolate has a strong sense of belonging and kinship, related to the existence of the Sikka Arts Council as a forum or house in which there are art activists, entertainment actors, passive artists, and also art sympathizers in Sikka district.

CONCLUSION

One of the most important visual elements in logo creation is color. By using the right colors, it can convey the message well to the audience. The color elements used in the logo of the Sikka Arts Council (WANIANA) use three colors, namely white which is a symbol of purity, which is sacred in the intention of the Sikka Arts Council in its mission to promote, preserve and bridge and protect the Sikka kabupaten art community, the blue color symbolizes cheerfulness which means accepting things with positivity and cheerfulness. The color blue is considered a symbol of strength, communication skills, and artistic expression, as well as the potential to give the impression of professionalism, in accordance with the purpose of establishing the Sikka Arts Council, namely as a forum for communication to facilitate coordination in the implementation of art affairs in Maumere, Kabupaten Sikka. In some circumstances, blue has a psychological impression that is calming, peaceful, and dignified according to the vision of the Sikka Arts Council, which is to be with us in quality and dignified art, and brown refers to the color of nature, which is the color of the earth which means to be one with nature that has a strong sense of belonging and kinship, related to the existence of the Sikka Arts Council as a container or house in which there are art activists, entertainers, passive artists, and also art sympathizers in Sikka district. The use of the three colors in the logo is in accordance with the image, characteristics, vision and mission of the Sikka Arts Council (WANIANA).

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