

Visual Elements in Logos of Gift Shop Companies in Bali Province

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ABSTRACT

Bali Province is a very popular tourist island in Indonesia. Everyone around the world can recognize Bali because of its distinctiveness that is easily recognizable, it becomes Bali's identity. Bali with its uniqueness makes Bali with a province that has many visual identities, these identities are important as the promotion of culture. It is also stated in the Regional Regulation of Bali Province that the utilization of cultural promotion objects can be carried out through socio-economic activities. One of these utilizations is using Balinese identity on elements in the social and economic fields. As a place of tourism, there are many souvenir shops in Bali. The souvenir shop companies in Bali Province use logos as their corporate identity, but whether Balinese identity is used on the logos of souvenir shop companies. based on this, this study aims to examine the visual elements in the logos of souvenir shop companies in Bali Province, to find Balinese identity. This research uses a qualitative method. The data sources used in this research are observation, literature study and interviews. Observations were made of the logos of souvenir shop companies in Bali Province. Based on data analysis, the logos have Balinese identity, including the name Bali, Balinese color, Jepun Flower, Udeng, Temple, and Legong Dance. The results of this research are expected to add and develop knowledge and serve as a reference for research on logos.

Keywords: Bali; Logo; Strengthening and Promoting Balinese Culture

INTRODUCTION

Bali Province is one of the tourist destination areas with a fairly high number of tourist arrivals, both from domestic tourists and foreign tourists. According to data from the Bali Provincial Statistics Agency (2023), there were 478,198 foreign tourist visits in June 2023. This figure increased by 8.81 percent from May 2023 (Bali Province Statistics Center Agency, 2023). Meanwhile, based on data from the Bali Province Tourism Office, domestic tourist visits were recorded at 883,793 visits (Bali Province Tourism Office, 2023). Seeing the increasing number of tourist visits, many souvenir companies have developed in the area around the tourist attraction, such as in Badung Regency areas such as Kuta, Jimbaran and Nusa Dua, Denpasar City, to Gianyar Regency.

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The tourism sector in Bali has risen again after being hit by the Covid-19 outbreak. Since then, the rise of the economy in Bali Province has been driven by the tourism sector, one of which is through the souvenir industry (Putra, 2023). This can be seen from the increasing data on tourist visits. Souvenir companies that sell their products through souvenir shops are usually present around tourist sites with the aim of meeting the needs of souvenirs for tourists. The souvenir products sold are used as a memento of the area or tourist location (Widyastuti et al, 2022).

Bali has souvenir companies scattered in almost all tourist attractions. Some of the most popular souvenir companies in Bali Province are Krisna, The Basket Bali, Agung Bali, Dewata, and many other souvenir companies. These souvenir companies generally sell a variety of souvenir products made by craftsmen from various regions in Bali. The popularity of souvenir companies, especially in Bali Province, cannot be separated from the visual identity or logo used. A souvenir company must have something that can stick in the minds of its consumers, something that can be recognized, understood and remembered easily. The use of a logo as a means of identification and can shape and grow the company's image in the minds of consumers. Through this image, a logo can be a public consideration in choosing a souvenir shop to shop for the desired souvenir products (Kasmana, 2010). In addition to conveying the value of the company, a logo can also be used to attract consumers, if the company is a souvenir company, the logo used should be in the form of images of souvenir products sold or bring up something visually distinctive from the area by using existing local wisdom, it will be an interesting thing. This includes one of the identification functions of the logo, where the audience can identify what the company is engaged in and what it produces (Januariansyah, 2018). Likewise in Bali Province, which is rich in culture. This is also contained in the Regional Regulation of the Province of Bali Number 4 of 2020 concerning Strengthening and Promoting Balinese Culture article 19, it is explained that the utilization of cultural promotion objects can be carried out through socio-economic activities (Regional Regulation of the Province of Bali Number 4 of 2020 concerning Strengthening and Promoting Balinese Culture). So the use of local elements as a form of cultural promotion in the visual elements of the company logo also needs to be done, especially for souvenir companies.

A logo can be understood as a series of words or images that represent a company, institution or individual in a symbolic way. Corporate identity is seen as a tool and asset used to take advantage of opportunities to build brand awareness, increase recognition, a means of communicating uniqueness and quality and as a differentiator with similar companies (Wheeler, 2013). If for a company, the identity of a company reflects the vision and mission of a company which is reflected in the company logo. (Suwardikun W, 2000). A logo is often a mainstay in shaping the image of a company so that the strength and image are attached to the community. So the logo will always be displayed in every part of the company, such as uniforms, stationery, promotional media, and other company assets (Kasmana, 2010). Visual

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elements that form a logo can be in the form of shapes, colors, typography and illustrations (Hanindharputri, M.A., & Pradnyanita, A.S.I, 2018).

Currently, most souvenir companies, especially in Bali Province, have used logos as their corporate identity with various visual styles used. However, it is not yet known what visual elements are used by souvenir companies in Bali Province in their logos and it is not yet known whether the logos contain Balinese identity. There have been many studies that discuss logos. The research discusses "Visual Elements as Logo Strength Formers" written by Made Arini Hanindharputri and A.A Sagung Intan Pradnyanita which discusses the visual elements that form the strength of a logo. Then the research entitled "Designing a Logo" by Abdul Azis Said which discusses the things that need to be considered in designing a logo. However, research on visual elements in souvenir company logos, especially in Bali Province, has not been found. It is hoped that this research can add knowledge, contribute thoughts about the logo of a typical regional souvenir company.

METHOD

The descriptive method is used with the aim of describing or describing the state of the logo as the object of research based on visible facts and as it is (Nawawi, 2005). Descriptive research method is the right method for this research because the method can be used to describe the object of research observed in more depth, real and detailed. The use of descriptive method in this research is expected to achieve the goal of providing an objective description of the content of Balinese identity in the logos of souvenir companies in Bali Province through analyzing the visual elements in the logos.

The object of research is the logo of The Keranjang Bali, Dewata and Agung Bali souvenir companies. The research object was chosen based on data of popular companies in Bali Province. The data collection techniques used are interviews, observations and literature studies. Obtaining data through collection techniques is a fundamental way of research (Sugiyono, 2016). The data analysis stage uses the Miles and Huberman interactive data analysis stage with three stages, namely data reduction, data presentation and conclusion drawing (Basrowi and Suwandi, 2008).

At the data reduction stage, it is done by sorting the data from interviews, observations and literature studies. Data from interviews with logo experts collected were then summarized. Data from direct and online observations were also sorted and narrowed down to logo data from popular souvenir companies that sell various Balinese souvenir products. After being reduced, the data is then presented in the form of charts and tables and then analyzed to find what visual elements are used to form the logos of souvenir companies in Bali Province.



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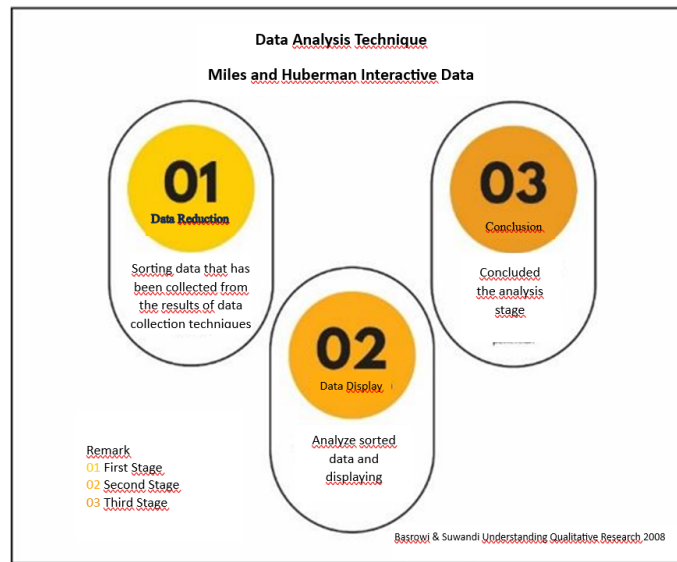


Figure 1 Data Analysis Technique

RESULT AND DISCUSSION

The analysis of the research object consists of the classification of logos of souvenir companies in Bali Province based on the type of logo and analysis based on the visual elements that form the logo.

Classification of Logos of Souvenir Companies in Bali Province Based on Logo Types
Classification of logos based on logo types is done to examine the types of logos used by souvenir companies in Bali Province. Referring to the types of logos according to John Murphy and Michael Rowe (1988), different types of logos were found in the logos of souvenir shop companies in Bali Province as follows.

1) Name only logo

A type of logo that takes a company name using a special graphic style. This type of logo is also referred to as a Name Only Logo or logotype.

2) Pictorial Name Logo

This type of logo uses the company or product name as an important element of the logo style and overall this type of logo has a distinctive style.

3) Allusive Logo

Allusive logos or representation logos, are logos that are figurative in nature. This type of logo has an indirect relationship between the company name and the logo, making it quite difficult to understand.

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Table 1 Logo Classification Based on Name Only Logo


No	Shop Name	Logo	Description
1	The Keranjang Bali		The Keranjang Bali uses a name-only logo or logotype. The typeface used in the logo design is a sans serif type that gives a modern, flexible impression and fits the company's image. The use of capital letters makes the logo more clearly readable. The use of the enlargement technique in the center of the logotype emphasizes the company name so that the audience can easily remember the Balinese souvenir shop.

Table 2 Logo Classification Based on Pictorial Name Logo



No	Shop Name	Logo	Description
1	Dewata Oleh-oleh Khas Bali		Dewata gift shop uses the Pictorial Name Logo logo type. This can be seen from the shape of the logo which uses the figure ground principle in Gestalt theory. The letter D creates another object in the center in the form of a Balinese dancer, then seen in the letter W also creates another object in the center in the form of a meru. Then the emphasis on the sentence Typical Souvenirs and followed by the word Bali. On the word Bali there is also an image of a butterfly.

Table 3 Logo Classification Based on Allusive Logo

No	Shop Name	Logo	Description
1	Agung Bali		Toko oleh-oleh Agung Bali menggunakan logo jenis <i>Allusive logo</i> . Hal tersebut dapat dilihat dari penggunaan ikon berupa gambar kartun pemuda yang memakai udeng, ikat kepala khas Bali dan juga bunga kamboja yang identik dengan Bali. Bunga kamboja kerap digunakan sebagai pelengkap upacara keagamaan umat Hindu, kamboja merupakan bunga yang digunakan pada saat acara keagamaan agama hindu bermakna pengorbanan kepada dewa yang diberikan dalam bentuk canang sari (Soedarmadji, 2019).

Based on the classification of logos by logo type in tables 1, 2 and 3, the following data is obtained; Balinese identity found based on the classification of logo types, namely;



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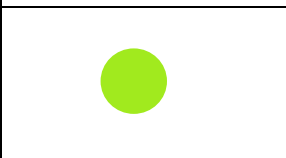

- The Keranjang Bali logo, included in the Name Only Logo logo type, Sans Serif typeface, there is the word Bali as the identity of Bali, all capital letters with enlargement in the middle to give a clear, contemporary and memorable impression.
- Dewata Oleh-oleh khas Bali logo, belongs to the Figure Ground logo type, there is a Balinese dancer object in the letter D, there is Meru in the letter W, and there is the word Bali as the identity of Bali and a butterfly.
- Agung Bali logo, belongs to the Allusive logo type, contains an icon as the identity of Bali, there is a cartoon of a young man with Balinese udeng and Cambodian flower as the typical Balinese flower.

In conclusion of the analysis above, it is found that the gift shop companies each use three types of logos and contain Balinese identities consisting of Balinese text, Balinese dancers, Meru, frangipani flowers/jepun and cartoon youth with udeng.

Logo analysis based on the visual elements of the logo was conducted to examine the visual elements of Balinese identity used in the logos of souvenir companies in Bali Province. These visual elements include shape, color, typography and illustration (Hanindharputri, M.A., & Pradnyanita, A.S.I, 2018). The analysis of the logo elements of souvenir companies in Bali Province can be seen in the Tables 4, 5, and 6.

1. The Keranjang Bali

Table 4 Logo Element Analysis of The Keranjang Bali Souvenir Company





Image	Description
	<p>- Shape The overall shape of the logo is rectangular. In the logo, the shape consists of a logotype with the layout of the placement of the words 'THE' placed at the top with a smaller size. Then the placement of the words 'KERANJANG BALI' is located below the words 'THE' with a larger size and there is an enlargement effect in the middle of the text. This is to emphasize the company name so that it is easily remembered by the audience who sees it and gives a simpler and more modern impression. The content of Balinese identity on the form is the content of BALI text.</p>
	<p>- Color The color used is green. Green is included in the traditional Balinese color Nawa Sanggha and has a meaning of fertility (Astharianty, Widodo, Ekobudiwaspada, 2016). The content of Balinese identity is in the green color as part of the Nawa Sanggha color.</p>
	<p>- Tipografi The typeface used belongs to the Script/Handwriting category with a thin or light letter weight. Then the text is also printed in uppercase letters as a whole or all caps. This is intended so that the logo can be read clearly by anyone and at any distance but also still presents a simple and modern impression. The content of Balinese identity in typography is the content of BALI text.</p>

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	<p>- Illustration</p> <p>In the company logo, there are no illustration elements found, because the company logo is included in the name only logo type, which means it is only in the form of writing or logotype.</p>
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2. Dewata Oleh-oleh Khas Bali

Table 5 Analysis of Logo Elements of Dewata Souvenir Company, a typical souvenir of Bali




Image	Description
	<ul style="list-style-type: none"> - Shape - The overall shape of the logo is rectangular. - The shape consists of a Pictorial Name Logo type with the layout of the placement of the words 'DEWATA' placed at the top with a larger size. Then the placement of the words 'OLEH OLEH KHAS BALI' is located below the writing 'DEWATA' with a smaller size, the writing by the typical by is given a separate rectangular box from the writing Bali. This is to emphasize the name DEWATA so that it is easily remembered by the audience who sees it. - The content of Balinese identity in the form is in the text DEWATA, dancers, meru and BALI.
	<ul style="list-style-type: none"> - Color - The colors used in the logo are red, black, white and yellow. The colors red, black, yellow and white are the traditional Balinese colors Tri Kono. Tri Kono is the concept of the phases of human life, namely birth, life, death. the meaning of this color contains Balinese spiritual values regarding death to the afterlife (Astharianty, Widodo, Ekobudiwaspada, 2016). - The content of Balinese identity in color is in red, black, yellow and white as the color of TRi Kono.
	<ul style="list-style-type: none"> - Typography - The typeface categories used in the logo are Sans Serif and Script. Sans Serif is used in the words 'Dewata' and 'Typical Souvenirs' while Script is used in the words 'Bali'. The use of sans serif type depicts a modern, non-rigid and attractive impression. Sans serif typeface also has a high level of readability. While the Script typeface used is able to give an elegant, natural and feminine impression. - The content of Balinese identity in typography is in the text DEWATA and BALI.
	<ul style="list-style-type: none"> - Illustration - The illustrations contained in the logo consist of illustrations of traditional dancers on the letter D in the word 'Dewata', illustrations of Meru contained in the letter W. Illustrations of 'Butterflies' located at the end of the word 'Bali'. - Illustration of Balinese dancers, meru shape and butterfly shape. - Balinese dance is a sacred dance (Admin Disbud, 2022), the shape of the dancer on the logo is like a Legong dance with a single dancer, intended for religious events and cannot be separated from the culture of Hindu Palace and Hindu Dharma (Bureau of Communication, 2022).

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	<p>Illustration of Meru, Meru is one of the sacred buildings of Hindus that is very majestic, magnificent and monumental, the roof shape is tumpang roof (Suprianta, Yudarta, Pasek, 2017). Meru is a temple building. In Immanent religious appreciation (sekala) Tugu Panglurah is the palinggih of the Lurah, the escort of the Lord Istadewata Hyang Widhi (Bajra, 2021).</p> <p>Kupu kupu illustration in Balinese Hindu philosophy means enlightened creatures have a light soul / beautiful heart (Prama, 2017).</p> <p>The content of Balinese identity in the illustration is in the illustration of dancers, meru and butterflies.</p>
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3. Rumah Kaos & Oleh-oleh Khas Bali Agung Bali

Table 6 Logo Element Analysis of Agung Bali T-shirt & Souvenir House Company

Image	Description
	<p>- Shape</p> <p>The overall shape of the logo is elliptical/oval.</p> <p>The shape consists of a type of Allusive logo with the layout of the placement of the words 'AGUNG BALI' placed in the center with a larger size. Then the placement of the words 'RUMAH KAOS & BYH OLEH KHAS BALI' is located above the words 'AGUNG BALI' with a smaller size, and surrounds half the elliptical shape. Frangipani flowers and a cartoon drawing of a young man with a headband below the words AGUNG BALI, there is also BALI writing between the illustrations.</p> <p>The content of Balinese identity in the form is in the text KHAS BALI, BALI, frangipani flowers and cartoon youth with a headband.</p>
	<p>- Color</p> <p>The colors used in the logo are red, black and white. Red, black, and white are traditional Balinese colors, Tri Kono. Tri Kono is the concept of the phases of human life, namely birth, life, death. the meaning of this color contains Balinese spiritual values regarding death to the afterlife (Astharianty, Widodo, Ekobudiwaspada, 2016).</p> <p>The content of Balinese identity in color is in red, black, and white as the color of TRi Kono.</p>
	<p>- Typography</p> <p>The font type used in the logo design of Agung Bali gift shop is also included in the Script / Writing category. The use of this type of font on the logo gives the impression of modern, free, attractive, has a strong character and can be read clearly. Then the typeface contained in the circle is a typeface that belongs to the Sans Serif category. The typeface gives a firm impression but still looks simple and classy. This can be attributed to emphasizing that the souvenir shop company sells a variety of T-shirts and Balinese souvenir products.</p> <p>The content of Balinese identity in typography is in the text KHAS BALI and BALI.</p>

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	<p>- Illustration</p> <p>The illustrations in the logo consist of illustrations of frangipani flowers / jepun flowers, and along with cartoon illustrations of young people using Udeng.</p> <p>Illustration of frangipani/Jepun flower and cartoon youth using Udeng.</p> <p>Frangipani/Jepun flowers have an important role in Hinduism, namely as a symbol of Lord Shiva and as a means of prayer. Cambodia with white petals and a yellow tinge is the most widely used Balinese identity because it contains the meaning of white and yellow colors. Balinese Hindu belief, the white color is a symbol of Iswara who has the power like Badjra which emits white (neutral) light, the yellow color is a symbol of Mahadeva or Lord Shiva who has the power of nagapasa which emits yellow light (Soedarmadji, 2019).</p> <p>Udeng is one of the characteristics used by men. Udeng is a piece of cloth tied around the head, with colorful shapes and patterns. Udeng for the temple must be white, in order to create the impression of clarity of mind and peace of mind (Parisadha Hindu Darma Indonesia, 2020).</p> <p>The content of Balinese identity in the illustration is in the illustration of frangipani flowers and cartoons of young men with ikat.</p>
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The results of the logo classification analysis based on the Visual Elements of Logo Formers that contain Balinese identity in Tables 4, 5 and 6, obtained the following data:

- **The Keranjang Bali logo**

Shape element, rectangle with large main text "KERANJANG BALI", the content of Balinese identity is contained in the text BALI.

Color element, green, is the color of Nawa Sanggha, the content of Balinese identity is found in the color Green.

Typography element, the typeface is Script/handwriting light, the content of Balinese identity is contained in the text BALI.

Illustration element, no

- **Dewata logo of Balinese souvenirs**

Shape element, rectangle with large main text "DEWATA", the content of Balinese identity is contained in the text DEWATA and BALI.

Color elements, red, black, yellow and white, are the colors of Tri Kono, the content of Balinese identity is found in red, black, yellow and white.

Typography element, the typeface is San Serif, Script/handwriting light, the content of Balinese identity is contained in the text DEWATA and BALI.

Illustration Element, there are illustrations of Balinese dancers, meru buildings and butterflies.

- **Logo of Agung Bali T-shirt & Balinese Souvenir House**

Shape element, ellipse/oval with large main text "AGUNG BALI", the content of Balinese identity is contained in the text BALI.



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Color elements, red, black, and white, are the colors of Tri Kono, the content of Balinese identity is found in red, black, and white.

Typography element, the typeface is San Serif, Script/handwriting, the content of Balinese identity is contained in the text BALI.

Illustration Element, there are illustrations of frangipani flowers / Japanese flowers and cartoons of young people using udeng.

CONCLUSION

Based on the results of the analysis, the data obtained from the three logos of souvenir shop companies in Bali Province consists of the classification of logo types and analysis of the visual elements that make up the logo, The Keranjang Bali Logo, including the Name Only Logo type, Dewata Logo of Balinese Souvenirs, including the Figure Ground logo type, Agung Bali Logo, including the Allusive logo type, the Balinese identity found in the three logos of the Balinese souvenir company is Balinese text, Balinese dancers, Meru buildings, butterflies, frangipani flowers / jepun and udeng. The existence of colors and illustrations in logos such as Balinese dancers, meru buildings, butterflies, frangipani flowers/jepun and udeng is not only a distinctive identity visually, but also in meaning has a meaning that is closely related to the beliefs embraced by the majority of Balinese people, namely Hinduism as described in tables 1, 2, 3, 4, 5 and 6. Thus, it is found that the three souvenir shop companies use Balinese identity visually with the content of its meaning that adheres to Hindu philosophy, which is one of the platforms to utilize the object of promoting Balinese culture as stated in the Regional Regulation of Bali Province Number 4 of 2020 concerning Strengthening and Promoting Balinese Culture article 19.

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