

## Color Preferences for the Coat of Arms of the Greater Bandung Regional Government

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### ABSTRACT

The Greater Bandung government consists of Bandung City, Bandung Regency, West Bandung Regency and Cimahi City, each local government has a different regional coat of arms. Based on government regulations, the regional coat of arms is a cultural symbol for the community living in a region, which reflects the uniqueness of the region and is different from other regions. The symbols and colors contained in the regional coat of arms function as an identity and binder of the socio-cultural unity of the regional community. This study aims to reveal regional color preferences contained in the emblem of local government, especially in the Greater Bandung area. The research location was in Bandung City, West Java. Previous research that has been conducted has not examined the meaning of the regional coat of arms in the Greater Bandung area based on its visual elements. The research conducted used a qualitative method to reveal the color preferences contained in the coat of arms of the Greater Bandung area. The purpose of this research is to obtain color preferences from the coat of arms of the Greater Bandung regional government and is useful in adding knowledge in the field of visual communication design. From the research it was found that each color element contained in the coat of arms of the Greater Bandung regional government has a meaning related to the vision and mission of the city and regency of each region..

**Keywords:** Bandung Raya; Regional Coat of Arms; Government Coat of Arms; Color

### INTRODUCTION

The Greater Bandung Government Area is a national strategic area contained in Presidential Regulation (Perpres) number 45 of 2018 concerning the Bandung Basin City Spatial Plan. This area is divided into several parts, namely Bandung City, Cimahi City, and Bandung Regency, West Bandung Regency, and five sub-districts in Sumedang Regency [1]. The Greater Bandung Area has various symbols and different colors in each local government. According to Government Regulation 77 of 2007 states that a regional symbol is a sign of greatness and a cultural symbol for residents of a region that symbolizes the uniqueness of the region [2].

Each local government coat of arms has a history, and the visual form and colors are unique to the region. According to history, Sultan Hamid II of Pontianak was the designer of the

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Indonesian coat of arms, which is in the form of a Garuda bird with its head turned to the right [22]. It was then refined by President Soekarno, and inaugurated as the first state emblem at the Cabinet Meeting of the Republic of Indonesia on February 11, 1950 [23]. This emblem was finally recognized by Government Regulation No. 66 of 1951 and represents the sovereignty, individuality, and majesty of the Indonesian state. The values contained in the coat of arms reflect the mindset of the Indonesian people, namely one homeland, one language, and one nation [9].

Research on the coat of arms of the Greater Bandung regional government needs to be done to find out regional color preferences, this is based on the function of the regional government coat of arms and by knowing color preferences can help designers in determining colors when creating designs with the theme of the Greater Bandung government. Currently there are not many studies that discuss the coat of arms of the Greater Bandung government, some of the previous studies conducted include, among others, by Johari in 2016 about the coat of arms of the Bandung city area, discussing myths and cultural influences through ethnographic methods [6]. Another study was conducted by Hakim in 2004 analyzing the shape and color of the Bandung City coat of arms [7]. Anny conducted research on the logo and coat of arms of Bandung City in 2016 with the aim of developing the identity criteria of Bandung City with its distinctive characteristics [8]. The object of research analyzed consists of the coat of arms contained in the Greater Bandung Government area. In addition, research conducted by Rini Maulina regarding the meaning of Sundanese colors, along with their naming and use in Sundanese culture was conducted in 2018 [11] and research in 2021 regarding color consistency in provincial logos on the island of Java with the use of color codes [24]. Based on this, the purpose of this research is to gain knowledge about the color preferences of the regional coat of arms and make detailed observations of the color preferences of the regional coat of arms of the regional government in Greater Bandung. The benefit of this research is to increase knowledge in the field of visual communication design. It is hoped that this research can make additional contributions and provide new insights in the literature related to color preferences in the coat of arms of the Greater Bandung area.

## METHOD

The research conducted used qualitative methods to reveal the meaning of the color preferences contained in the coat of arms of the Greater Bandung area. The purpose of qualitative research is to study regional symbols and explain the meaning, function, origin, and other elements associated with the symbol [21]. Data collection in this research uses literature studies to analyze regional symbols. In addition, research data collection related to regional symbols uses trusted sources such as reference books, internet sources, electronic books, books and journals related to research on color preferences for regional symbols in



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Greater Bandung. With the data collected, it is used as a reference to reveal color preferences in the coat of arms of the Greater Bandung regional government.

## RESULT AND DISCUSSION

Analyzing the colors in a regional coat of arms involves understanding the meaning associated with each color. Color analysis begins with identifying the primary colors present in the regional coat of arms. Through consideration of existing limitations, this research was conducted as a continuation and refinement of previous research. Based on previous studies that have been conducted, Maulina, R. and Sabana, Setiawan in *Sundanese Color Meaning, Naming, and Using* (2018) provide a perspective on how colors are viewed and used in the context of Sundanese culture. Revealing the uniqueness and distinctiveness of color in Sundanese culture, this research provides a deep understanding of the relationship between color and culture in West Java [24]. Then the research conducted by Maulina, R. in *Color Consistency in Provincial Logos on the Island of Java with Use of Color Code* (2021), emphasizes the importance of color consistency in regional logos, by linking the use of color with regional cultural identities and symbols [11]. Then the research conducted by Johari, in *Representation of myths and meanings in the visual of regional symbols* (2016) focuses on how myths are represented in regional symbols, this research provides a context for how symbols and meanings in regional symbols can influence people's perceptions [6]. In 2004, research conducted by Hakim, in the *Study of the Form and Color of the Bandung City Coat of Arms*, discussed the coat of arms of the Bandung city government, this research provides a historical view of how these symbols developed and how they communicate the identity and history of the city [7]. Furthermore, in 2016, research conducted by Anny on *Bandung City Branding Analysis*, focused on Bandung city branding, this research provides an understanding of how city branding can affect the perception and identity of the city in the eyes of the community, entrepreneurs, and visitors [8]. Meanwhile, the current research discussion aims to further explore how the colors and symbols on the Bandung Raya emblem can affect the identity and public perception of the city. Based on Maulina's research (2018 and 2021), the importance of color in Sundanese culture and in regional logos has been revealed. Meanwhile, research by Johari and Hakim emphasized the importance of symbols and myths in regional emblems as well as the history of these symbols. By combining the findings from these studies, this research tries to dig deeper into how color preferences in local government emblems can reinforce, or even influence the wider community's perception of the region.

The position of this research is a continuation of previous studies with a special focus on color preferences on the coat of arms of the Greater Bandung government. In the regional coat of arms, there are colors that are most prominent and dominant in design elements such as symbols, images, text and backgrounds. There are types of color groupings, namely primary, secondary, and tertiary [25]. Red, yellow, and blue are primary colors, but black and white



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are also needed to create a complete color spectrum. Orange, purple, and green are each produced by combining two primary colors. Tertiary colors are red orange, yellow orange, yellow green, blue green, blue violet, and red violet. However, the term has been expanded to include darker colors such as brown and dark red [9]. Colors are considered to have a temperature viz: hot, cold, warm, or cool, or somewhere in between. This is an important component in conveying a specific color message. Red, orange, and yellow exude warmth because they are associated with the heat of fire and the sun, while blue, green, and purple are associated with the vastness of the sky, sea, vegetation, and outer space. Color is part of the graphic element, the use of color in the regional logo has a meaning that contains regional distinctiveness, regional identity, binding the socio-cultural unity of the regional community, regional potential, regional hopes and mottos [11]. Color preferences in a regional emblem are very subjective and depend on the goals, culture, and society targeted. Color in the coat of arms has the power to influence perception and emotion, so the selection of the right color is important in creating a strong identity [30]. The coat of arms of Cimahi City is in the form of a dome with a brick red/orange base color in which there are images, colors and shapes and at the top there is the writing "CIMAHI" with the slogan "Saluyu Ngawangun Jati Mandiri" [16]. The coat of arms of Cimahi City is dominated by orange color. The use of color with orange dominance that gives a feel of warmth [27]. Color word association studies always connect orange to sunsets that are glowing, hot, and pleasant to look at. The color orange is considered optimistic, uplifting, and full of energy [9].



Kota Cimahi

Color	Orange #e35c2c	Dark Blue #04438b	Light Blue #43aae2	White (#ffffff)	Green #04933b
Meaning	Orange Dome: Symbolizes the relentless spirit to build in order to anticipate the growth and development of independence, which is supported jointly by all the potential of human resources who are humble and knowledgeable, moral and ethical, healthy and intelligent, creative and innovative and productive [12] [16] Blue Hill: Symbolizes a gift in the form of nature that is full of potential from God Almighty, to be utilized as well as possible so as to encourage gratitude, develop harmonious knowledge, harmonize justice for prosperity, create equity in prosperous diversity [12] [16]				



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	Clear Blue Water: Symbolizes the source of life in the dynamics of a multi-dimensional society, nurturing and protecting as well as bringing solutions to all citizens [12] [16]
	Tatar and White Orange Container and 2 Green Wake-up Pillars: Symbolizes the balance of religion and from religion in spiritual and physical development, fostering a sense of love, sincerity as well as pride in the country and nation, homeland and motherland with a conducive, strategic and synergistic regional order, has a structure and system that rests on political, economic, social, cultural and future-oriented joints [12] [16]
	Shield: Symbolizes the expression of the totality of the image of a sense of security and comfort, harmonious in harmony, dynamic in harmony, strong and obedient in independence [12] [16]



Kota Bandung

Color	Yellow #f9ea1f	Black #000000	Green #51a44a	White #ffffff	Blue #00aaea
Meaning	symbolizes prosperity, nobleness [13]	symbolizes sturdy, upright and strong [13].	symbolizing cool prosperity [13]	symbolizes purity [13]	symbolizes loyalty [13]




Kabupaten Bandung

Color	Yellow #ffdd23	Green #1c8e42	Black #000000	Red #ed1c24	White #ffffff	Blue #00abeb
Meaning	The upper right part has a golden yellow background with a mountain image (Mount Tangkuban Perahu) in green, symbolizing that Bandung Regency is famous for its fertile land in mountainous areas, and as a feature of having Mount Tangkuban Perahu which is very famous for the legend of Sangkuriang [15].					
	The jagged cross section is the shape of a strong sturdy dam in black. It symbolizes that the people of Bandung Regency have a solid and strong stance, both physically in stemming lust [15].					



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	The green quinine tree on a red background symbolizes that Bandung Regency is rich in water, both water and lake water. Bandung Regency is crossed by the Citarum river, Cikapundung river, and other small rivers. Bandung Regency has the lakes of Patengang, Situ Cileunca, Situ Lembang, Situ Ciburuy, and other lakes [15].
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 <p>Kabupaten Bandung Barat</p>						
Color	Kuning #fff500	Biru tua #03428b	Biru muda #0093dd	Merah #da251d	Hijau #00923f	Hitam #000000
Meaning	Five-pointed star and yellow bosscha stargazer: the image of a golden yellow five-pointed star on a blue background symbolizes that the people of West Bandung Regency are a society with a religious life (religious) and stargazing as a symbol of scientific development and is a characteristic or distinctive identity of West Bandung Regency [14].					
	Green industrial symbol with red background The image of a green industrial symbol with a red background symbolizes that the West Bandung Regency area is an industrial area based on natural resources, very potential and strategic to support environmentally friendly agro-industry [14].					
	Banana tree with 2 (two) green leaf midribs and 1 (one) white jasmine flower with a red background, the image of a banana tree with 2 (two) green leaf midribs and 1 (one) white jasmine flower with a red background depicts January 2 as the anniversary of West Bandung Regency and symbolizes that the West Bandung Regency area has the potential for agricultural land, plantations, flower products that have great potential for agro-tourism development and ultimately can improve the welfare of the community [14].					
	The 19 jagged dam is black and the waves are blue and white, totaling 6 pieces and the mountain is green. The image of the 19 (nineteen) jagged dam and 6 (six) waves illustrates that on the 19th of June is the inauguration of the West Bandung Regency government and symbolizes that in the West Bandung Regency area has the potential for water sources, lakes and dams that function as fisheries and power generation sources, while the mountains are a conservation area and nature tourism [14].					
	The black bowl symbolizes that the West Bandung Regency area has the potential for large natural resources and mining land, such as limestone, andesite, marble and sand [14].					





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In the coat of arms of Cimahi City, Bandung City, Bandung Regency and West Bandung Regency there is a blue color. Blue is often associated with trust, stability, and calmness [26]. This color is often used to emphasize integrity, security, and authority. Blue can also create a perception of professionalism and is often associated with calmness, stability, and trust [17]. Dark blue has connotations of calmness, reliability, and authority. The use of dark blue in an emblem means seriousness, confidence, and calmness. This color is also associated with authority and power. Besides dark blue there is also light blue. This color is generally associated with calmness, freshness, and gentleness. The environment it produces is bright, calm, and relaxing. The soft, bright and calming qualities of light blue make it a popular choice for use in decorative contexts. This color is commonly associated with properties such as friendliness, warmth, and healing [19].

The white color on the coat of arms of Cimahi City, Bandung City, Bandung Regency and West Bandung Regency can be associated with purity, simplicity, and purity. White can also create a clean, organized, and neutral impression. White is often used as a form of simplicity, cleanliness, or purity. White can also give an elegant and modern impression [18].

Furthermore, the government emblem of Bandung City, Bandung Regency and West Bandung Regency has a dominance of yellow, this color is like sunlight that provides warmth, bright yellow sunlight is a symbol of hope, happiness, and good spirits [29]. Yellow also represents intuition and the color of intellectual curiosity and increases the ability to express oneself and be more communicative. Yellow is also often associated with cheerfulness, creativity and brightness. This color can create a positive, cheerful, and optimistic atmosphere [9]. On the regional coat of arms of the Bandung Regency and West Bandung Regency governments, using the color red on the regional coat of arms. Red is a very contrasting color, this color is considered a symbol of courage and a heart full of love. The red color encourages to move forward with determination and enthusiasm [9].

The green color in the coat of arms of Cimahi City, Bandung City, Bandung Regency and West Bandung Regency is often associated with nature, freshness, and health. This color is often used as a form of environmental care, or health. Green can also create a perception of freshness and coolness. Green symbolizes nature and is often associated with plants, foliage, and growth. This color gives the preference of a pleasant and calming impression, and can create visual balance. Green on a regional coat of arms can also mean hope, prosperity, and success [18]. The black color preference used in the coat of arms of Bandung City, Bandung Regency and West Bandung Regency can be associated with local governments that have strength, elegance, and courage. The black color can also create a mysterious, strong, and exclusive impression [20]. Black is often used to express luxury, power, or class [28]. The black color can give a positive impression and image of the government's strength, power and seriousness in protecting the community.



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## CONCLUSION

From the results of this research analysis, it is concluded that color is an important element in a symbol or regional symbol. The colors contained in the coat of arms have meanings and expectations from the local government for its people. The color preferences used in the regional coat of arms reflect the expectations of the local government to its citizens. Based on observations and analysis of color preferences on the coat of arms of the Greater Bandung government area, it can be concluded that color preferences can affect various aspects of people's lives. There are five main colors on the coat of arms of Cimahi City, namely orange, dark blue, light blue, white and green. Furthermore, there are five main colors on the coat of arms of Bandung City namely yellow, black, green, white and blue, and there are six main colors on the coat of arms of West Bandung Regency namely yellow, green, black, red, white and blue. And there are six main colors on the symbol of West Bandung Regency, namely yellow, dark blue, light blue, red, green and black. The color in the regional coat of arms is not just a visual aesthetic, but also has meaning and symbolism that represents the identity, values, and character of the region. Government regulations are also used to set standards or guidelines regarding colors in regional emblems. This is because the colors in the regional coat of arms have an important role in building a strong visual identity and representing the values held by the region. Usually, the colors used have a connection with history, culture, nature, or other important aspects of the region concerned. Each regional coat of arms has historical values, visual forms, and colors that represent the distinctiveness of each region listed in its regional regulations. Color preferences in local government emblems reflect the identity, culture, potential, and hopes of the region. The choice of colors in a regional coat of arms is used to influence the perception and emotions of the local community towards the identity of the region. Greater Bandung has regional coats of arms with dominant colors that represent the characteristics and uniqueness of each government area. Research on the color preferences of regional government emblems is expected to provide valuable information for graphic designers, students, and other parties who want to understand more about the colors in the Greater Bandung government emblem and the meaning contained in it.

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