CREATING AN ALTERNATIVE DESIGN FOR ASITA CORPORATE IDENTITY

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ABSTRACT

The objective of the study is to find the solution to the problem outlined, which is to create an alternative design for corporate identity of ASITA. ASITA is a non-profit organization to foster tours and travel agencies in Indonesia. The writer conducted interview to the ASITA Jakarta Chapter, which was appointed to represent ASITA in providing the data needed by the writer. The writer interviewed the advisor of the organization, which had once served as chairperson of ASITA. The result of the research is new corporate identity system of ASITA based on a concept that ASITA as an organization, serves as a compass that guides and assists in every direction. The writer found that corporate identity is an important element to define an organization as well as giving impact on its first impression. To create good corporate identity, several things such as elements of design, color, typography, etc need to be put into attention.

Keywords: tour and travel agents, tourism, service, nurturing, future

ABSTRAK

Tujuan dari penelitian ini adalah membuat desain alternatif dari corporate identity ASITA sebagai solusi dari masalah yang diuraikan. ASITA adalah organisasi nirlaba yang menaungi agen tour dan travel di Indonesia. Penulis mengadakan wawancara dengan ASITA Cabang Jakarta yang ditunjuk untuk mewakili ASITA dalam menyediakan data yang dibutuhkan. Penulis mewawancarai penasihat dari organisasi tersebut, yang juga pernah menjabat sebagai ketua ASITA. Hasil dari penelitian ini adalah sistem corporate identity ASITA yang baru berdasarkan pada konsep bahwa ASITA adalah organisasi yang membimbing, layaknya sebuah kompas dalam membantu memberikan arahan. Penulis menemukan bahwa corporate identity adalah elemen yang penting dalam mempertegas impresi awal dari suatu organisasi. Dalam membuat corporate identity yang baik, perlu diperhatikan beberapa hal seperti elemen desain, warna, typography, dan lain-lain.

Kata kunci: agen tour dan travel, pariwisata, pelayanan, pemeliharaan, masa depan

INTRODUCTION

Traveling has always been the most essential activity to human being for centuries. People travel from one place to another for various reasons such as, fulfilling their business purposes, entertaining themselves with new knowledge and experiences from places they have yet visited. Some also travel to escape from the routines or perhaps to release them from the stress they are having back home.

For some of the tourists, especially those who have never experienced being in the country they have planned to visit, traveling could be a little confusing. Some of them might go to rely on travel agents to ensure their smooth visit to the respective country. However, even choosing travel agents to trust can be a little bit perplexing as there are plenty of travel agents running.

In such situation, the existence of an organization that serves as a base for these travel agencies plays an important role to assure the tourists of their choice of travel agents. Not to mention that such organization would also play an important role in developing the qualities of the travel agents by setting up a standard quality that has to be implemented by each and every travel agent that are planning to request for a membership.

Indonesia has such organization established for the purpose of nurturing and assisting tours and travel agencies. The organization is called ASITA or *Association of Indonesian Tours and Travel Agencies.* It is a non-profit alliance of Indonesian travel entrepreneurship, established on January 7th, 1971 with its branches available in 30 provinces in Indonesia. Its purpose is to support and protect travel agencies in Indonesia that have joined in a membership in running their business, to develop their qualities through series of training and education, as a place to seek and publish information regarding tourism industry, as a supervising organization to maintain work ethics and prevent unhealthy competition, as well as a mediator between its members and various parties regarding the tourism industry.

As an important organization that represents tours and travel agencies in Indonesia, ASITA needs to have a strong image. ASITA has already had a good reputation, achieved through its activities of supporting tours and travel agents in Indonesia and through its participation in assisting an area struck by natural disaster. However, in terms of its corporate identity, the organization is still in need of a more representative identity that would lift up the good image of the organization.

Figure 1 ASITA Logo

As mentioned by Landa (2006:125) that corporate identity is "the visual and verbal articulation of a brand". This means that corporate identity represents the entity it embodies through visual presentation and the messages behind it. A good visual presentation supported with appropriate

messages indicates that an entity or an organization is trustworthy and reliable. Brand image is consumer understanding of the brand. Overall, consumer is confidence in a particular brand and how consumer looking at a brand. It should be noted how to maintain and improve the brand image of the good so that it can continue to maintain customer loyalty (Saputri & Pranata, 2014)

The problem with ASITA is that the organization does not have an appropriate corporate identity which can be integrated into a system that would represent the entity. The logo of the organization, which is considered as one of the key elements of design in visual identity, or as stated by Cullen and Schell (2003) as the "corner stone of branding", had been created for around 40 years yet, even the advisor in the organizations know nothing more than only a gist of its meaning. Therefore, the meaning and values of the logo has lost while the image of the logo itself does not represent something that comes from the travel industry. Rustan (2009:42) stated that based on the initial function of logos; there are undeniable criteria for logos. One of them is that logos have to be unique in terms that it could represent its entity while being distinguishable and it also has to be flexible yet long lasting.

Considering various matters discussed, the writer decided to create an alternative version of the corporate identity of ASITA. The writer feels that the organization is still unknown to many people, yet it holds a lot of possibilities. The writer also considered that in the era of free-trade, as mentioned by the advisor of ASITA, foreign tours and travel agencies from the ASEAN countries and Hong Kong are allowed to open up a branch of their business in Indonesia, and it will definitely be a threat to local tours and travel agencies. ASITA as an organization that supports these local tours and travel agencies needs more than good reputation to be able to gain trust from its members. The organization needs a set of visual identities that would reflect the trustworthy and reliable nature of the organization.

METHODS

The writer used qualitative and quantitative method to collect the required data in order to support the research. Qualitative method was done by doing interview session with the advisor of ASITA. While quantitative method was done by creating a survey and distributing it to 50 people, from public and people who work inside tours and travel agencies.

RESULTS AND DISCUSSION

Creative process is the process in which the writer went through to come with the visual solution for the problems stated in the research. The creative process that had been performed consists of creating mind map, mood board, creating hand-drawn sketches which later on developed digitally. Figure 2 is the mind map and mood board that is used in the early development of visual identity creation.
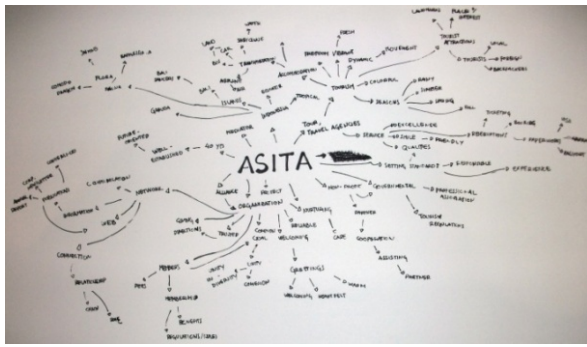
Figure 2 Mind mapping (left) and Mood Board (right)

Once the mind map and mood board have been developed, next exploration was through hand-drawn sketches. The sketches were created by narrowing down ideas from broad topic into more narrow ones.

Figure 3 sketches depicting various possible icons connected with travelling (left-most),
Indonesia (second from left), ASITA text (second from right), and connection (right-most)
that might be able to be used as part of the corporate identity

Below are more hand-sketches which depict the exploration of the creation of visual identity for ASITA. Various possibilities combining the previous sketches were created and developed.
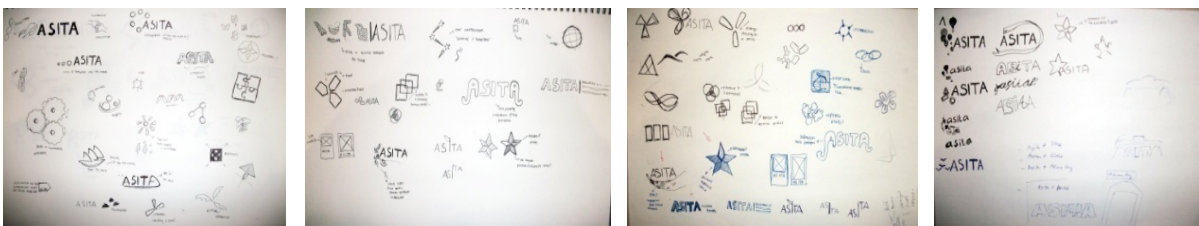

Figure 4 Further explorations of the visual identity

After creating the initial hand-sketches, several elements were chosen that is strongly representative. The elements that are considered to be the strongest ones are the star, the globe, and the type treatment.

Figure 5 Developing further sketches based on the strongest symbols that had been chosen previously,
experimenting with various star shapes including the 8-pointed star shape
that would symbolize 8 compass directions

In the next stage, the 8-pointed star symbolizing 8 wind directions was chosen and later developed into symbol of a compass. Along with it, the 5-pointed star sketch was also chosen as alternative.

Figure 6 Final sketch progresses

Digital Development

The digital development is done by translating the hand-drawn sketches into using digital illustration software. Other than that, exploration in colors and type faces are also done in order to finalize the design of the visual identity.

Figure 7 Digital exploration of the visual identity

Figure 8 Final development of the visual identity Figure 9 Color exploration of the visual identity

After going through the creative process, the writer has finally succeeded in creating a new visual identity for ASITA. Below is the final logo, along with the explanation of the concept of the logo.

Figure 10 the final ASITA (Association of The Indonesian Tours and Travel Agencies) logo

The philosophy behind the logo goes is as follows. As a company that fosters, protects, and nurtures tours and travel agencies in Indonesia, not to mention that it also becomes the place for tourists to express their problems and difficulties regarding the agency, ASITA is seen as a reliable guide to bring tour and travel agencies as well as tourists to whatever it is that becomes their destination. Therefore, the symbol of compass as a guide for travelers was chosen to be the new identity for ASITA, to reflect the qualities of ASITA as an organization that guides. The compass itself was not positioned as straight; it is to show that the compass is always in motion to find the right direction to move.

The colors were chosen to represent the four elements which are: the air, land, water, and the ray as a substitute for the fire. These elements represent the nature, which becomes the basis of tour and travel activities. The colors chosen were also intended to evoke more dynamic feeling. To create more upbeat feeling this is the characteristics of traveling activity.

The typeface chosen was DIN from bold family. DIN typeface was first used for the German railway system. It was created on a very simple grid, yet displaying a great deal of precision and order, which is why it is suitable enough to reflect a well-organized organization such as ASITA. In addition, despite its long history, DIN typeface itself bears a modern feel, which would help uplift the image of the ASITA corporate identity to be more modern and future-oriented.

CONCLUSION

After going through the research and come up with the solution, the writer would sum up the research that had been presented in this report. To begin with, the reason why the writer chose this topic was because the writer saw the importance of traveling activities, as well as the organizations that supports the traveling activities itself. But more importantly, is the existence of an organization that serves as a base for these agencies to run their business.

Indonesia has such organization which is called ASITA, the abbreviation of Association of The Indonesian Tours and Travel Agencies. For such an important organization with such good reputation, ASITA needs to have a strong image represented by its visual identity. The problem is that the organization does not have an appropriate corporate identity which can be integrated into a system that would represent the entity. Therefore, the writer had then decided to bring this problem to the surface, aiming to create more appealing and suitable corporate identity along with supporting graphic elements and to apply it to various media related to the organization and its activities.

The writer conducted problem analysis after collecting data from the company and collecting samples through questionnaire. The writer found that the strength of the present corporate identity lies in the length of time that it had been used, and from the basic shape of the logo which is quite dynamic. The weakness lies in the meaning of the corporate identity that has been lost meanwhile the symbols in the logo itself is too general and hard to explain which means, it no longer can represent the entity. And the color used for the logo is considered to dated and muted. The opportunity for the new corporate identity that was about to be made lies in the boundless possibilities of creating the new identity system, and the organization itself already have a good publication medium to publish the alternative corporate identity.

ASITA itself could also get the benefit of recognition from the appropriate corporate identity, and that similar organizations based in the foreign country has not yet have an appropriate corporate identity. The threat comes from the possibility that the alternative corporate identity would not going to be accepted due to the strong connection from people toward the old corporate identity, and also from the lack of corporate identity system that would make it hard for the organization to maintain its image in the face of global competition.

After going through creative process, the writer has finally come upon a new corporate identity system. It was based on the nature of the company that becomes a reliable guide for both tour and travel agencies as well as for the tourists, and from that nature, the symbol of a compass was chosen to be the new identity of ASITA. The colors are the representation of the four elements that build up nature, which is the base of tour and travel activities, and as for the typeface used in the logo, was chosen due to its simplicity yet bearing a great deal of precision suitable enough to reflect a well-organized organization such as ASITA.

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