

GESTALT PRINCIPLES APPLIED ON VISUAL IDENTITY IN BOGOR CITY

Suprayitno

Visual Communication Design, School of Design Bina Nusantara University
Jln. K. H. Syahdan No. 9, Palmerah, Jakarta 11480, Indonesia
praysutoyo@binus.ac.id, praysutoyo@gmail.com

ABSTRACT

This study was a review on the problem of rules of logo design principles used in visual identity in the city of Bogor at random. The purpose of this study was to provide input and a better visual identity approach in accordance with the principles of design. One of the theories used was the theory of Gestalt Max Wertheimer. The theory was used to dissect some examples of visual identity in the area especially the city of Bogor. The research applied qualitative research methods, including data collection in the form of literature study, accompanied by observation and documentation. The results of this research are in the form of suggestions and inputs in designing a visual identity or logo, with applied Gestalt principles as one approach to visual solutions more unique and interesting. So the identity of a brand becomes more memorable.

Keywords: *Gestalt principles, visual identity, Bogor city, memorable*

INTRODUCTION

Bogor is a city in West Java, Indonesia. It is located 59 km south of Jakarta, and its area is in the middle of Bogor Regency. Bogor is known by the nickname of the rain because it has a very high rainfall. Bogor has long been known and used as an educational center and national agricultural research. This is where a variety of institutes and research centers of agricultural and biological stood since the 19th century. One of them is Bogor Agricultural University (IPB) that established since the early 20th century. Regarding how the early name of this city, Buitenzorg, which is now named Bogor, there are several opinions. The first is the wrong pronunciation by the Sundanese from the word *Buitenzorg* which is the official name of Bogor in the Dutch government. The second is from the word *baghar* or *baqar* which means cow, because of the cow statue inside the Botanic Garden. The third is that the name derives from Bogor that said *bokor*. It is a kind of basket of metal for no apparent reason. The fourth states that the name Bogor is original because the word of Bogor means *tunggul kawung* (Rucitra, 2012).

The geographical position of Bogor is in the central of the district and close Jakarta, the capital city of Indonesia, makes Bogor becomes strategic in the development and growth of its economy. Botanical Garden and Bogor Palace are the attractive tourist destination. Besides that, the position of Bogor that lies on the way to Cianjur Puncak is also a strategic potential for economic growth. The development and growth of the city of Bogor are very significant. Among other things, culinary and tourist places are more interesting and very diverse. Housing, offices, guest houses, and apartments are quite widespread, so it is closely associated with the development and growth of the visual identity, particularly the logo as a representation a tourist resort, residence, or other entity that is interesting enough to be studied in terms of visual identity.

Based on the background of the problems, it is known that the city of Bogor, in particular, has a lot of visual identity ranging from culinary, tourist attractions, residential neighborhood identity, apartments, hotels, and so on. Then, it is very interesting on the visual side, especially in terms of visual identity logo. The topic of this discussion is focused on Gestalt principles that are applied on a particular visual identity logo with the diversity and uniqueness of its own. It is expected to obtain the findings of a unique visual identity with the applied principles of Gestalt that is good and right. It is very interesting to study as a matter enrichment lecture of Visual Communication Design on Brand Identity, which is focused on a discussion of Gestalt principles that are applied on a visual identity.

A graphic designer can ideally create a visual unity that is easily understood by visionaries. Understanding the principle of visual perception is the key to understanding the tendency of the eye to see a visual pattern. The application of the visual perception of the principle of Gestalt theory is the most tested and arguably the most accurate visual perception method to date (Tanudjaja, 2005). Through basic research problem, it can be formulated the research questions. Gestalt principles that are applied on a visual identity in the city of Bogor are as well as the enrichment of the repertoire of knowledge, especially the development of brand identity in the course of Visual Communication Design.

Objectives and benefits of this research are (1) based on the formula problems, the objectives to be achieved is a positive or negative findings of gestalt principles applied on a variety of visual identity in Bogor. (2) Research is expected to provide a theoretical benefit to its readers, either students or academics. (3) Practitioners or observers give branding in particular to visual identity or logo as the enrichment and development of the repertoire of knowledge, especially the course of Visual Communication Design about Brand Identity. (4) The practical usefulness is a guideline or recommendation for creative practitioners in making a logo design visual identity particularly with the approach of Gestalt principles. (5) The public utilities are intended for the observer's studies visual identity and logo as an enriching insight into visual discourse logo design knowledge with the practical, theoretical approach. (6) Special potential research is expected to dissect the diversity and uniqueness of the visual identity with the principles of Gestalt approach in the area of Bogor.

METHODS

Using qualitative research where the researcher is the key instruments at once to check the field conditions. Qualitative research is an approach done in a natural state, and it will generate descriptive research object data that can be observed. This data collection research uses observation by taking some visual documentation of objects from the field. Then it is also done by collecting the data in the form of photos, articles, and literature from various sources such as magazines, academic journals, and the internet. Using an interactive model of data analysis techniques involves three components; they are (1) data collection, (2) data reduction, and (3) data presentation.

The using of the qualitative research method will produce descriptive data in the form of written or oral text about the characters, situations, symptoms, and something that can be observed. It is aimed to obtain accurate data and facilitate the analysis process. One of the reasons for using a qualitative approach is the experience of the researcher in which can be used to discover and understand what is hidden behind phenomena that are sometimes difficult to understand satisfactorily (Rahmat, 2009). Qualitative research is descriptive research that tends to use inductive approach analysis. Process and meaning (subject perspective) are more highlighted in qualitative research. The theoretical basis is used as a guide to focus the research in accordance with the facts in the field.

A visual identity design or logo is representative of a company, which contains the philosophy and mission of the company. The logo is a symbol or image that identifies a company without having

to attach the name of the company. The company logo is now synonymous with trademark or brand (Luzar & Monica, 2013). A visual identity is a form of visual and graphic expression of imaging and identity of a company. As a visual form, visual identity displays symbols that reflect the image to be conveyed. The brand is the most valuable asset for business. Even the value of a brand outweighs all the properties and equipment of business. The brand is an intangible asset that summarizes the experience of an entity. A good logo should be able to describe the personality of the entity that it represents. The logo must have a uniqueness that can distinguish the entity that it represents with another. But to note is the logo should remain simple and flexible in shape, color, and size. (Oscario, 2013)

Theory of visual identity and logo is along with the constituent elements of the logo. The several examples of logos are described in theory with various categories that refer to the literature on corporate identity and logo. At the very least, an identity should create the impression of something memorable and special about the sign that allows it out of the crowd. In good practice, the visual identity system will give a unique position as a sign that allows customers and others to feel familiar. In creating a corporate identity, the visual communication designer must know the impression to be conveyed by the company and apply it to create the visual identity. Visual communication designers should also be able to create an effective visual identity system and integrate with the application. The logo is the face of the entity, and it is the most important brand and visual identity. The logo does not only identify but also gives an impression to the brand entity. Logo as the main element in visual identity is considered able to communicate the competence of visual identity industry, especially in Bogor. An identity that is displayed consistently will give an idea to the public about the consistent and professional entities. Designing visual identity of an entity, such as place of culinary products and residential apartments, aims to create something that is able to demonstrate their competence, so as to increase its strength and dare to compete.

When Wertheimer made his pronouncements of the early 1920s that the properties of the parts were determined by the laws of the structure of the whole, he was well aware that this was not a viable research program unless the laws were actually discovered. During the decade of the 1920s, there were many attempts to do just that. The single best example is Wertheimer's 1923 contribution. He presented a variety of visual patterns and was able to demonstrate some situations in which were easy to recognize configurations and others even with the best of opposite intentions. Wertheimer was successful in enunciating a few rules (Westheimer, 1999).

The Gestalt principle is generally based on the 'pattern search' of human behavior. Each of its visual parts can be analyzed and evaluated as part of a different component. One of the laws of Gestalt theory proves that to know or read visuals is required a contrast between positive space called figure and the negative space called ground. Gestalt experts believe that organizing existing trends will influence the way they look. While many contemporary experts feel that this trend is the result of experience and learning and they agree that this trend will be very strong and universal.

As a designer, the researcher is ideally able to create a visual unity that is easily understood by the audience. Understanding of the principles of visual perception is the key to understand the tendency eye in looking at a visual pattern. Applied Gestalt principles of visual perception become the most accurate and proven method, and it is still relevant today. Figure 1 shows the basic principles of Gestalt.

There is an organizational tendency that has a universal nature in humans, including the Gestalt principles of grouping based on the human tendency to be organized by stimulation which likes to be grouped by proximity, closing equality, and continuity. According to the Gestalt principle, if stimuli are containing two or more distinct areas, it would normally be seen as separate from the image and the back image as the rear. The area in question is an attentive, visual image will appear denser than the background and visible at the back. This is the most basic form of perceptual

organization. The process of perception will be done. In comparable circumstances, objects and backgrounds can be exchanged that result in ambiguity or ambiguous relationships. The Gestalt principles do not see or judge the element by its visual as a whole. The approach of it describes perceptions. It is applied by the visual perception by Max Wertheimer, Wolfgang Köhler, and Kurt Koffka who introduced the Gestalt approach to the perception of Gestalt theory. This form has become one of the basic designs of logo making.



Figure 1 The Basic Principles of Gestalt
(Source: creativemarket.com)

In designing, visual communication designer executes human behavior in visual appearance. Feel and make reference to everyday phenomena is the basis of design concepts. This is in line with the Gestalt principles, which is the part of visual perception. The shape is the result of various elements and shapes. When the audience chooses a series of stimulus based on psychology, so the information is in the audience's memory and it involves in a process is called perceptual selection. Before the process can occur, stimulus should receive attention from the viewer first. There are two processes included in the definition of selection; they are selective attention and perception. Attention by the seer can happen intentionally or vice versa. Attention is deliberately referred as the voluntary concern, where the seer actively seeks relevant information personally. Selective perception occurs when the seer does voluntary attention.

Gestalt is a German word that variously translated as shape, form, figure, and configuration. It has played an important role in discussions of perception ever since, and it was used by Ernst Mach in his *Analysis of Sensation* that first published in 1886. Mach made quite clear what he had in mind. He identified the two parts of figure 1 as two equal Gestalten but of different colors (Wertheimer, 1999).

The interaction between the individual and the environment is also called perceptual field that tends to be perceived by humans as a figure and ground. Therefore, the ability of perception is an innate human function that is not a skill that must be learned. Organizing is an established meaning. Symptoms like this can be seen from several approaches, such as equilibrium shows the concept of equilibrium (flowers bloom from the central point and forming a radial balance), figure/ground explains that an object can be identified if there is a contrast between the foreground and the background, the closure describes that solid is more balanced, proximity indicates a small or single standing set of components, and continuation shows the tendency of the eye to move in the direction of direction (Tanudjaja, 2005).

Some basic principles of grouping the Gestalt principles are applied in the design of visual identity. They are basic principles of closure, figure and ground, continuity, and similarity. Closure basic principles or basic principle of good form is the eye or the mind of people likely to fill the void or close a pattern form object of observation forms incomplete. While the basic principle of Figure and Ground is an understanding of the positive space (figure) and negative space (ground). It is one way to recognize the difference between objects with one another. Figure and ground is a form of multi-visual namely the tendency of ambiguous perceptual experiences in seeing the object that looks to come forward or backward. And then, continuity basic principle is the eye or the mind perceptually likely to

follow an object visually arranged or designed that can direct the eye to follow a certain direction. As visual arrows that rotate to provide a certain direction in our eyes. Other examples of some groups form a small circle or dot can create an optical illusion in the form of rhythmic movements to direct the eye to a particular direction. And the last is the basic principle of similarity. It is a visual form based on simplicity and shape stability. The principle emphasis on basic shapes such as rectangles, circles, and triangles. So the brain receives the visual message that will select in its simplest and stable form.

RESULTS AND DISCUSSIONS

Several Gestalt principles describe how to organize the perceptual experience when observing the objects visually. It can use these organizing principles to create a design to make it more unique and more meaningful. Gestalt principle can be grouped into two basic principles of the rules of figure and ground and the basic principles of perceptual - grouping. The application of these rules is done by splitting the structure, shaping of the logo visually, and then performing the process of grouping. The process of analyzing and solving component of the logo is done by creating an outline figure in the edge of each visual element logo, separating everything that happened between the forms (object) and the ground (background), and evaluating them according to the type and gestalt principles.

Apparently, from some documentation in the data, it is not all the applied Gestalt principles that found on visual identity in the city of Bogor. Only a few of the most prominent Gestalt principles are found in it. They are only the basic principle of closure, figure and ground, and continuity that found.

The basic principle closure or Principle of good form explains that the eye or the mind perceptually will tend to fill the void or close an object pattern shape of the incomplete observation form for the purpose of affecting a person's mind or imagination in translating visual. Figure 2 applies the basic principles of closure. The logotype of PAKAR with the letter A on the right is covered with the visual of the cleaver, but it still can be seen as the complete letter of A. This logo is unique and innovative.

Another example is Logo Odise French Yoghurt that applies the basic principles Closure. Logotype Odise with the letter 'i' is replaced using a visual of bottles with water droplets. But it still can be seen intact as the letter 'i'. It is quite unique and innovative. It can be seen in Figure 3.



Figure 2 Logo of PAKAR,
Hariian Pakuan Raya, Bogor
(Source: Suprayitno Sutoyo)

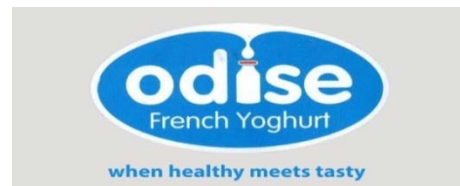


Figure 3 Logo Odise French Yoghurt, Bogor
(Source: Suprayitno Sutoyo)

The basic principle of figure and ground is an understanding of the positive space (figure) and negative space (ground). It is one way to recognize the difference between objects with one another. Figure and ground are the forms of multi-visual; namely the tendency of ambiguous perceptual experiences in seeing the object that looks to come forward or backward. Visual identity in Figure 4

shows that eye and mind will naturally follow the shape of a circle that forms the leaves but in the form of the background, such as establishing a woman's face. So in principle, the logo of Ibu Jari is using the basic principle of figure and ground, where there are two visuals; namely the shape of the leaves that give the impression of the natural and visual face of female characters represents the main target of the company's activities.



Figure 4 Logo Ibu Jari, Bogor
(Source: Suprayitno Sutoyo)

The logo in Figure 5 is quite unique and creative, the visual identity which can instantly draw of the main business of pet shops. Visual identity is depicted with two animals at once, the dogs and cats into a unified whole. Figure or foreground can be seen as a visual of dog, and the ground background can be seen as no animals of the cat. This logo uses the basic principle of figure and ground that are quite unique and interesting. The fact that the two areas can be recognized as an image which states that the organization of the figure-background is not part of the physical stimulus, but it is an achievement of the perceptual system. This principle assumes that every field of observation can be divided into two positive space (figure) and negative space (ground). It can be seen in Figure 5.

Continuity basic principle can be explained that the eyes or mind perceptually likely to follow an object visually arranged or designed such that can direct the eye to follow a certain direction. As visual arrows that rotate to provide a certain direction in our eyes. Other examples of some groups form a small circle or dot creates an optical illusion in the form of rhythmic movements to direct the eye to a particular direction. SAP Logo Express Courier applies the basic principles of continuity. There is a visual arrow moving from the bottom of a small form then enlarged with an arrow-shaped tip. The arrows form impresses the eye that caused motion as if it moves from the bottom up of small and then expand. This logo has an element of the basic principles of continuity that is unique and innovative. It can be seen in Figure 6.



Figure 5 Logo of the Pet Station, Bogor
(Source: Suprayitno Sutoyo)



Figure 6 Logo of SAP Express Courier, Bogor
(Source: Suprayitno Sutoyo)

Similar to the SAP logo Express Courier, Fire Cash logo applies the basic principles of continuity. There are visual arrows that move from right to left as if there is element direction or motion. Then the logo of MoneyGram is also a visual arrow from the bottom towards the top. The arrow shape gives the impression of the eye effect that caused motion as if it moves from the bottom up. These logos have the basic principles of continuity that are unique and innovative. It can be seen in Figure 7.



Figure 7 Logo Fire Cash & MoneyGram, Bogor
(Source: Suprayitno Sutoyo)

Symbols with medium Gestalt characteristics are significantly better at performing this function than low rated logos in Gestalt attributes. However, those with high and medium Gestalt characteristics do not differ in their ability to enhance recognition (Rodriguez *et al.*, 2012).

The final process of perception is to provide an interpretation of the stimuli that is received by the viewer. Any stimuli that attract the attention of the visionary are consciously or unconsciously interpreted by the viewer. The interpretation process reopens the various information in the memory of the viewer that has been stored for a long time on the stimulus received. A graphic designer in organizing the visual identity and composition space to create an effective and communicative design will certainly pay attention to the tendency of human behavior in view of a visual display. The brand is the most valuable intangible asset of an entity. Therefore, branding must be seriously worked out, including logo design as the entrance that reflects the brand. The visual identity or logo must reflect the personality of the brand that it represents. The logo must also have a uniqueness that can distinguish an entity from another entity.

CONCLUSIONS

The psychology of Principles of Gestalt explains how to digest what someone sees. By understanding the working principle of the tendency of visual perception through the Gestalt, the designers can understand how the functioning principles of Gestalt in a visual form can convey a message to the audience. Gestalt is widely used in the design of visual communication design to help convey how visual perception can be formed and functioned. Some Gestalt principles are widely applied in the graphic design of which is the basic principle of closure (closure form), the basic principle of figure and ground (the positive form or negative form), and the basic principle of continuity (continuity of shape).

When the seer has the high engagement to a work of design, then at that time the seer will undergo a process of active attention (selective attention). The process of selective attention occurs because it has a high involvement. Indirectly it will be a process of understanding the design of a more imaginative and honing creativity. So that selective attention is active learning.

Organizations perception occurs when the seer classifies the information from various sources into a comprehensive understanding. The basic principle of the organization is the union of meaningful perception, which the various stimulus that will be perceived as a grouped thoroughly. Organizing will make it easier to process information and provide an integrated understanding of the stimulus. The basic principle of Gestalt perception hypothesizes humans to organize the form of a complete picture of a visual.

Design a logo or brand identity that better course design has a clear perception structure and easy to understand for anyone who sees and interacts with the design. For designers, it is better to be able to develop and improve the design in accordance with the principles of Gestalt that exists and makes sure that the audience can easily and clearly understand the design intent. Therefore, for the

designers will be a challenge how to hone skills and creativity to be able to attract the attention of an audience. So that, the message delivered can grab the attention of the audience. Designers should have high skills in designing a logo design works particularly intelligent and creative, so as to surprise the audience and can display work that is unique and unpredictable.

REFERENCES

- Luzar, L. C., & Monica. (2013). Peranan komunikasi visual bagi identitas perusahaan. *Humaniora*, 4(1), 528-538. Retrieved from <https://doaj.org/article/03d23c124d2044d68a2692af21827720>.
- Oscario, A. (2013). Pentingnya Peran Logo Dalam Membangun Brand. *Humaniora*, 4(1), 191-202. Retrieved from <https://doaj.org/article/2ba9a6de0b274bee9cd0864343f67763>.
- Rahmat, P. S. (2009). Penelitian Kualitatif. *Journal Equilibrium*, 5(9), 1-8. Retrieved from yusuf.staff.ub.ac.id/files/2012/11/Jurnal-Penelitian-Kualitatif.pdf.
- Rodriguez, L., Asoro, R. L., Lee, S., & Sar, S. (2012). Gestalt Principles In Destination Logos And Their Influence On People's Recognition Of And Intention To Visit A Country. *Online Journal of Communication and Media Technologies*, 3(1), 91-107. Retrieved from www.ojcm.net/articles/31/315.pdf.
- Rucitra, D. F. (2012). *Perkembangan Tata Kota Bogor Abad ke-18 Hingga Abad ke-20*. Depok: Universitas Indonesia. Retrieved from lib.ui.ac.id/file?file=digital/20311327-S42940...pdf.
- Tanudjaja, B. B. (2005). Aplikasi Prinsip Gestalt Pada Media Desain Komunikasi Visual. *Nirmana*, 7(1), 56-66. Retrieved from <http://cpanel.petra.ac.id/ejournal/index.php/dkv/article/viewArticle/16442>.
- Westheimer, G. (1999). Gestalt theory reconfigured: Max Wertheimer's anticipation of recent developments in visual neuroscience. *Perception*, 28(1), 5-15. <https://doi.org/10.1068/p2883>.