

Visual Communication Design

Practice notes

Designing Promotional Media for “Queen Lekha” in the form of Clothing Merchandise Design

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Abstract: The world of modification or custom, is the world that makes this automotive industry more alive. With the development of custom motorcycles at national and local scale, no doubt the great contribution of the mechanic and his workshops. Custom motorcycle stretcher is busy lately. No wonder then many custom workshops have sprung up. One of them is "Queen Lekha Choppers" located in Yogyakarta, precisely at Green House Housing. The name of "Queen Lekha Chopper" is now also starting to rise as it won two consecutive seasons "Custom Fest 2015-2017" which is the most prestigious event for lovers of custom motorcycles in Indonesia. Even in 2017, "Queen Lekha Choppers" gets the chance to contest at the "Japan Hotrood Custom Show" international custom motorcycle event.

With the growing workshop "Queen Lekha Choppers", currently "Queen Lekha Choppers" has plans to make merchandise workshops such as T-shirts, workshops, hats, bags and so on. The existence of merchandise is certainly for the media campaign for "Queen Lekha Choppers" and bring profit in other areas of merchandise sales. From this background, the focus of the problem from this design is how the design of media promotion "Queen Lekha Choppers" in the form of clothing merchandise design to enhance brand workshop "Queen Lekha Choppers".

Keywords: Design, promotion media, Queen Lekha, clothing merchandise design

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INTRODUCTION

The world of motorcycle modification and customization is what keeps the automotive industry vibrant. It thrives on creativity, with various concepts and ideas being applied to motorcycles. This creativity is a form of craftsmanship that deserves recognition. Therefore, we have decided to collaborate with key players in the custom motorcycle scene. Working in a garage is no longer just a routine for workshop owners and automotive mechanics. The revival of custom bike culture has given these workers a new sense of purpose, driving them to create unique designs that can become their personal trademarks. This industry is not only flourishing in major cities but has also expanded into smaller towns and districts.

With the growing popularity of custom motorcycles on both national and local scales, it is undeniable that mechanics and workshops play a significant role in this movement. The custom

motorcycle scene has been booming recently, leading to the emergence of numerous custom workshops. One of these is "Queen Lekha Choppers", located in Yogyakarta, specifically in the Green House residential area.

Queen Lekha Choppers was established on March 1, 2012, by brothers M. Satria Perdana (Yayak) and M. Rengga Panji, whose passion for motorcycle modification began in their childhood. This custom workshop specializes in high-displacement motorcycles such as Harley Davidson, Triumph, and Moto Guzzi. Unlike most custom workshops that focus solely on modifications, Queen Lekha Choppers also manufactures and sells custom motorcycle parts, including fuel tanks, battery covers, and handlebars. The name Queen Lekha Choppers has been rising in popularity, having won two consecutive seasons of Custom Fest (2015–2017), Indonesia's most prestigious event for custom motorcycle enthusiasts. In 2017, the workshop also had the opportunity to compete in the Japan Hot Rod Custom Show, an internationally renowned custom motorcycle event. As Queen Lekha Choppers continues to grow, the workshop now plans to expand its brand by producing merchandise such as t-shirts, mechanic jackets, hats, bags, and more. This merchandise will serve as a promotional tool for Queen Lekha Choppers while also generating revenue in a new business segment. Based on this background, the main research question is: "How can promotional media for 'Queen Lekha Choppers' be designed in the form of clothing merchandise to enhance the brand image of the workshop?"

METHODS

This research employs a qualitative approach using a case study method to understand and design promotional media in the form of clothing merchandise for "Queen Lekha Choppers." The research stages include observation, interviews, and design analysis to gain insights into brand identity, target market preferences, and the effectiveness of promotional strategies through merchandise.

Observation: The researcher conducted direct observations at the "Queen Lekha Choppers" workshop to understand the culture, values, and unique aesthetics reflected in each custom motorcycle creation. The observation also included an analysis of merchandise from other custom workshops as a basis for comparison.

Interviews: Interviews were conducted with the workshop owner, mechanics, and customers to gain perspectives on the brand identity of "Queen Lekha Choppers" and how merchandise can visually and strategically represent the workshop. Additionally, interviews with clothing designers and merchandise business practitioners were conducted to understand design trends and appropriate marketing strategies.

Design Analysis: An analysis of visual elements, such as logos, colors, and typography used in the branding of "Queen Lekha Choppers," was carried out to ensure alignment between the merchandise design and the workshop's identity. This research also examined clothing design trends in the automotive industry and custom motorcycle community as a reference for designing relevant and appealing merchandise for the target market.

Design and Evaluation: Based on the findings from observation, interviews, and design analysis, the concept for clothing merchandise was developed with consideration for aesthetics, functionality, and promotional value. The developed design prototypes were then evaluated through discussions with relevant stakeholders to ensure their effectiveness in increasing brand awareness and supporting the workshop's promotional strategy.

RESULTS & DISCUSSION

Concept of Creation

The concept of creation in this Final Project is to design the clothing merchandise for "Queen Lekha Choppers". This design process includes the design of logos, colors, and textures. In this creation process, the author will design and produce "Queen Lekha Choppers" merchandise, including t-shirts, jackets, and keychains. The merchandise will consist of three items: t-shirts, jackets, and keychains. Each of these items will contain the author's design elements, such as font style (typefaces), designs, and colors. The content or elements of each piece of "Queen Lekha Choppers" merchandise include:

T-Shirt "Queen Lekha Choppers"

The "Queen Lekha Choppers" t-shirt contains a logo, images, and a combination of fonts. There are various designs for the t-shirt in different colors. The design of the t-shirt is tailored to match the masculine biker image theme, with colors such as black or gray.

Jacket "Queen Lekha Choppers"

The "Queen Lekha Choppers" jacket also contains a logo, images, and a combination of fonts. There are several jacket designs in different colors. The jacket's design is aligned with the masculine biker image theme, using black or gray colors.

Keychain "Queen Lekha Choppers"

The keychain is designed both for key storage security and as a fashion accessory, commonly hanging from a wallet or attached to pants. The logo and font are chosen carefully to suit the small surface, ensuring the product name remains legible.

Work Shirt

The "Queen Lekha Choppers" work shirt features a logo and a font combination. Several designs of the work shirt in different colors will be created. The design matches the masculine biker image, with options in black or gray.

Hat

The "Queen Lekha Choppers" hat will also contain a logo, images, and font combinations. There are different designs for the hats in various colors, available in two styles: trucker and snapback.

Tote Bag

The "Queen Lekha Choppers" tote bag will contain a logo, images, and font combinations. Different color variations of the tote bag design will be created.

Sign Board

The sign board is a skateboard-shaped display item. The design of the sign board will feature hand-painted lettering using paint.

Realization of the Concept

“Queen Lekha Choppers” T-Shirt

The T-shirt design for “Queen Lekha Choppers” has been developed through a digital illustration process, carefully crafted to represent the brand identity and personality of Yayak (the owner of Queen Lekha Choppers). The central illustration features Yayak riding “Suci Geni”,

one of Queen Lekha Choppers' custom-built motorcycles. The character design captures Yayak's distinctive style, including his signature sunglasses and bold attitude. The illustration is enhanced with curved typography and small flame accents, symbolizing courage and passion, key traits of both Yayak and the Queen Lekha Choppers brand. The bottom of the design includes “Yogyakarta, Indonesia”, reinforcing the workshop's roots and origin.

The graffiti-style typography uses the American Purpose font, chosen to reflect the pride and rebellious spirit of Queen Lekha Choppers. The color scheme is kept minimal yet bold, black ink for high contrast and visibility. White fabric to ensure the illustration and text stand out clearly. The T-shirt is made from Combed 30s cotton, known for its soft texture, breathability, and durability. The design is printed using semi-plastisol screen printing ink, ensuring a bold, long-lasting print with a slightly raised texture. Available in multiple sizes: S, M, L, XL, and XXL, to cater to a wide range of customers. This T-shirt design serves as both a fashion statement and a promotional tool, helping to strengthen Queen Lekha Choppers' brand presence within the custom motorcycle community.



Figure 1. T-Shirt design.

“Queen Lekha Choppers” Jacket

The Queen Lekha Choppers jacket is designed using water-resistant material while ensuring comfort and durability. This jacket is specifically tailored for light riding, providing comfort and protection against water. The back of the jacket features the text “Queen Lekha Choppers” YK-INA, with YK-INA representing Yogyakarta, Indonesia, to emphasize the workshop's origin. Black color is chosen to reflect elegance, boldness, and clarity. The design is intentionally kept simple to maintain a sleek yet strong aesthetic. The front design mirrors the back, placed on the left chest area as a subtle yet stylish detail. The typography uses the Anchor Jack font, chosen for its distinct and eye-catching style. The jacket is made from black parachute fabric, ensuring water resistance and lightweight comfort. The semi-plastisol screen printing ink in white creates a high-contrast, durable print. The jacket will be available in M, L, XL, and XXL, catering to a range of riders. This Queen Lekha Choppers jacket serves as both functional riding gear and a stylish statement, reinforcing the brand's identity within the custom motorcycle community.



Figure 2. Jacket design.

“Queen Lekha Choppers” Keychain

The Queen Lekha Choppers keychain is designed as both a practical accessory and a stylish representation of the brand. It serves the dual purpose of keeping keys secure while also acting as a fashion statement, often attached to wallets or belts as part of a biker’s everyday carry. Made from durable fabric strip in bold red, mimicking the look of an aircraft ejection handle for a rugged and striking appearance. Uses the American Purpose font to reinforce a strong and fearless identity. Equipped with a carabiner clip at the top, allowing users to attach it to belt loops, wallets, or bags for added style and practicality. This keychain is more than just an accessory, it’s a statement piece for bikers who want to showcase their bold and adventurous spirit.



Figure 3. Keychain design.

“Queen Lekha Choppers” Tote Bag

Queen Lekha Choppers produces a simple yet stylish tote bag, designed for both men and women. Made from durable canvas material in its natural color, ensuring a timeless and versatile look. Uses Code Bold font with subtle flame accents, symbolizing passion and energy. The minimalist design makes it easy to pair with any outfit, making it a functional and fashionable everyday accessory. This tote bag combines practicality with brand identity, offering a unique yet understated promotional item for Queen Lekha Choppers.



Figure 4. Totebag design.

“Queen Lekha Choppers” Work Shirt

Inspired by Western automotive workshops and factories, the Queen Lekha Choppers work shirt embodies functionality, durability, and style. Made from thick and durable fabric in misty gray, chosen for its elegant and professional look, fitting the biker aesthetic. Designed for mechanics and workshop staff, ensuring protection and comfort when working with metal and machinery. Simple yet stylish design, balancing practicality with visual appeal. The work shirt will be available in M, L, XL, and XXL, making it suitable for various body types while maintaining

comfort and mobility.



Figure 5. Work shirt design.

“Queen Lekha Choppers” Trucker Hat

Inspired by American truck drivers, the Queen Lekha Choppers trucker hat is designed to be lightweight, breathable, and comfortable for everyday wear. Made from thin and lightweight fabric, ensuring comfort and ease of wear. Base color yellow, chosen to enhance visibility and make the Queen Lekha Choppers logo stand out on the front panel. Features graffiti-style typography for a bold and urban aesthetic. This hat embodies the rugged, free-spirited biker culture, making it a perfect addition to the Queen Lekha Choppers merchandise line.



Figure 6. Hat design.

“Queen Lekha Choppers” Sign Board

The Queen Lekha Choppers sign board is crafted from repurposed skateboard decks, embracing sustainability while adding a unique artistic touch to the design. Hand-painted typography spelling out “Queen Lekha Yogyakarta”, with the font manually modified to resemble Javanese script, reflecting cultural heritage, 100% handcrafted using enamel paint, ensuring an authentic and artistic finish. The natural wood texture of the skateboard deck remains visible, giving the design a raw yet stylish aesthetic. Intended as a decorative display piece, particularly for exhibitions and promotional events. This one-of-a-kind handcrafted sign board not only serves as a branding element but also showcases artistry and craftsmanship, reinforcing Queen Lekha Choppers’ identity in the custom motorcycle scene.



Figure 7. Sign board design.

CONCLUSION

Based on the needs of Queen Lekha Choppers, this project applies knowledge, understanding, and skills gained throughout academic coursework, particularly in utilizing CorelDRAW for designing clothing merchandise. The Final Project focuses on the innovative and creative development of various merchandise items, including T-shirts, jackets, keychains, work shirts, tote bags, sign boards, and caps. Each product is meticulously designed to ensure every detail contributes to a strategic and creative approach, aligning with the brand's identity and appealing to the target market. To effectively convey the intended message, a consistent promotional strategy is essential, utilizing diverse media and marketing tools as discussed in previous chapters. This approach aims to establish brand awareness for Queen Lekha Choppers, ensuring that the synergy between product quality and the brand's achievements strengthens its image, builds consumer trust, and enhances its market presence in the future.

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