



Wilis

the Proklim Mascot

Wilis (which means Green in Sanskrit) is a small creature that resembles a human but, upon closer inspection, does not have a neck and has only four fingers. Wilis was first discovered in the lowland rainforests of Kalimantan, sleeping inside a plant called Daun Payung. Wilis is very intelligent and knows a lot about how to take care of plants because it always lives in harmony with them. Additionally, Wilis quickly understands how to prevent environmental damage, a common practice in the Proklim program. Therefore, since its discovery, Wilis has always helped introduce the Proklim program to the Indonesian community.

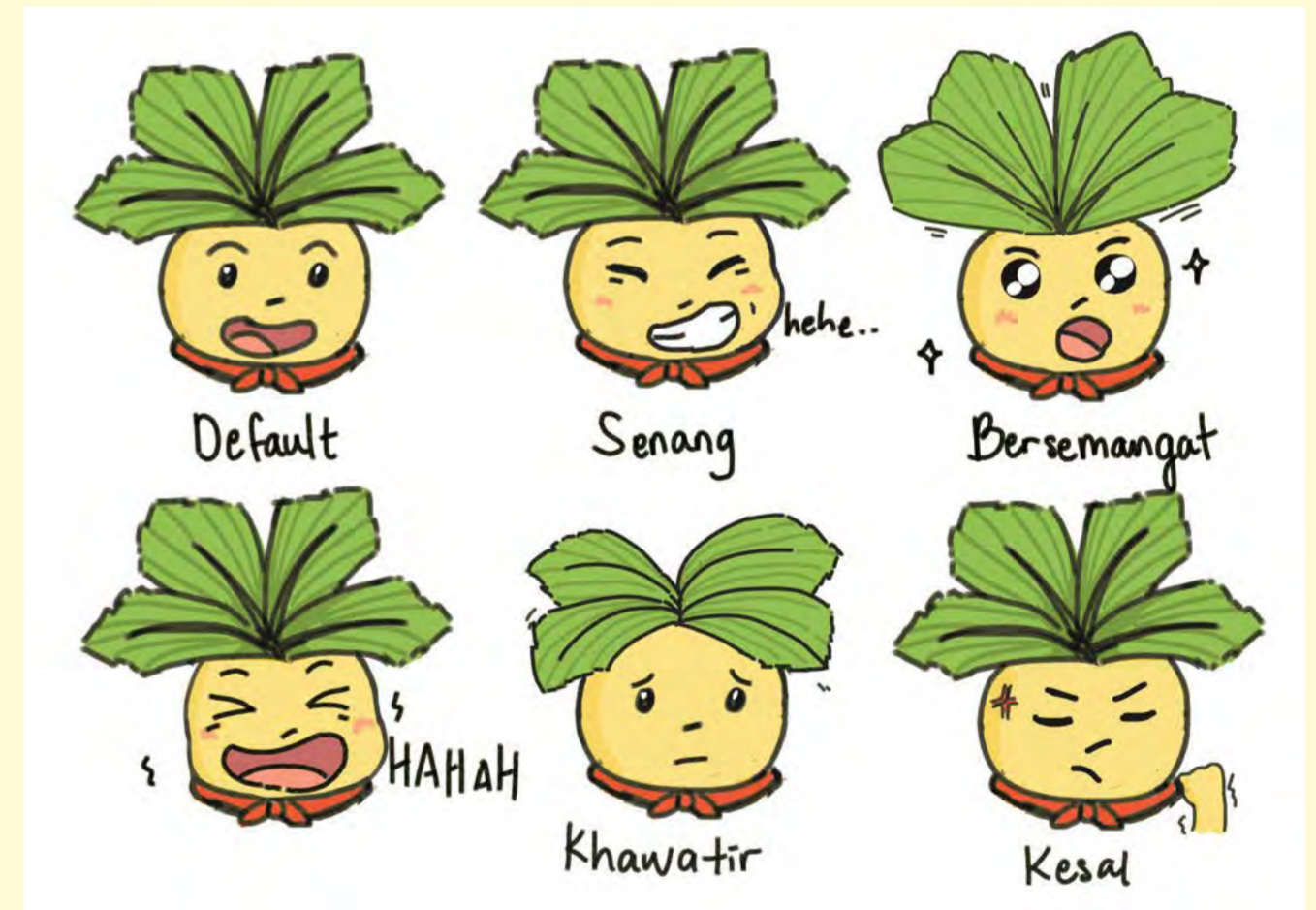
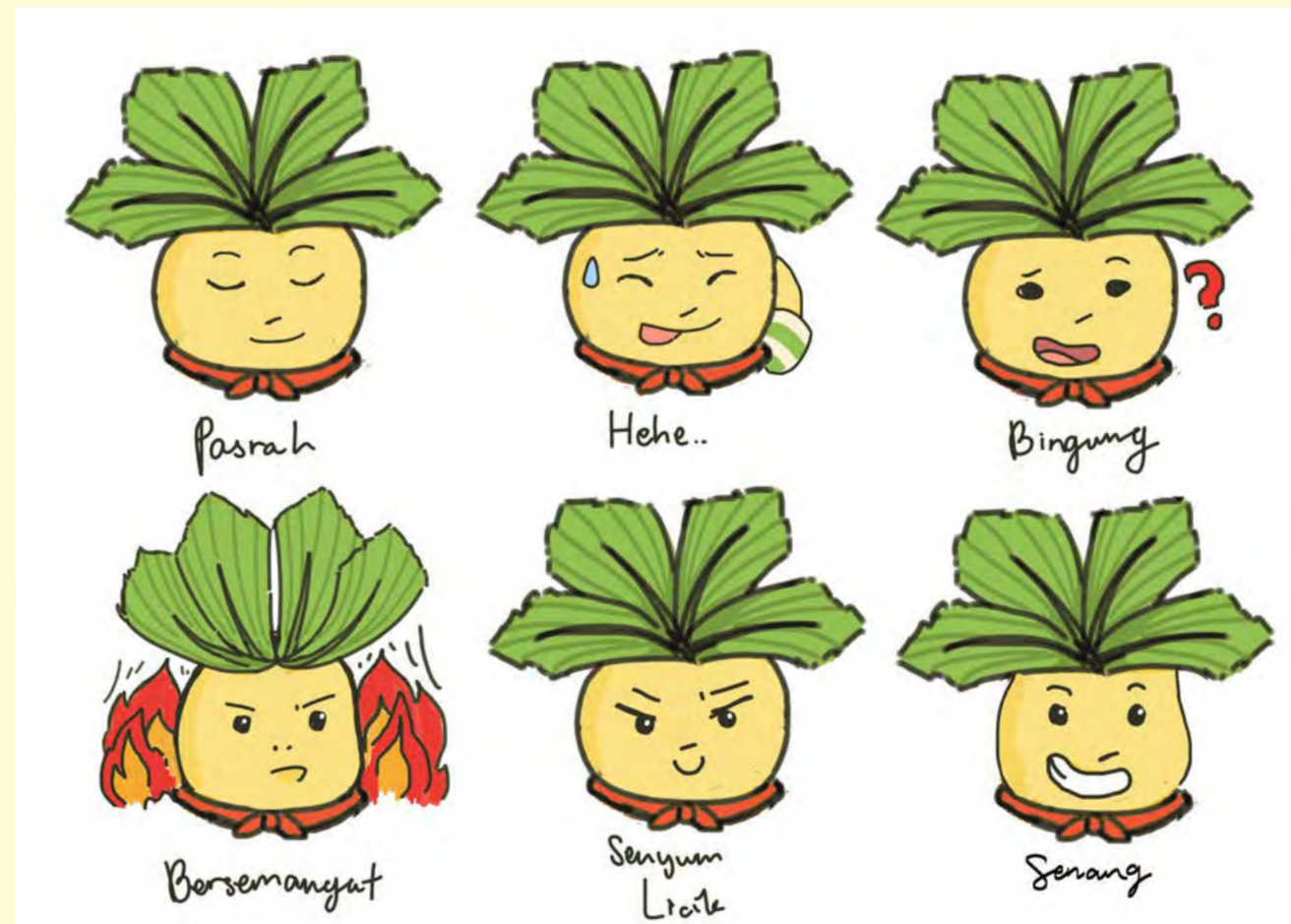
Characteristics: Cheerful, Resilient, Intelligent, Curious



Big Idea

You can become Indonesia's Hero!

Heroes today come in many forms. Doctors, school teachers, professors, sanitation workers, and many others. They can be called heroes because of their contributions to the world. You too can become a hero like them with the help of the Proklim mascot!



Mascot Design as a Brand Communicator for Proklim to the Younger Generation

By: Michelle Lie, NIM 625220014

Proklim is one of the programs and strategies for environmental conservation carried out by the Indonesian government to address climate change with the participation of all levels of society, including children. Habits taught from an early age will influence their development and personality. However, children receive less information about Proklim because of the promotional media for Proklim are targeted more towards adults. One thing that attracts children is mascots due to their shape, expressions, and colors. The purpose of this design is to create a Proklim Mascot as a Brand Communicator for the younger generation that can encourage interest in learning about Proklim. The design of the Mascot will be accompanied by a Graphic Standard Manual. The stages of designing the Proklim mascot begin with research through observation, literature study, and questionnaires, followed by brainstorming, sketching, finalizing the mascot design, and creating the Graphic Standard Manual. The final result is a Proklim mascot named Wilis, who is cheerful, persistent, intelligent, and curious. The illustration is done in a 2D design with bright warm-tone colors to convey a sense of comfort to the community.

GSM Graphic Standard Manual



SURAT PENCATATAN CIPTAAN

Dalam rangka perlindungan ciptaan di bidang ilmu pengetahuan, seni dan sastra berdasarkan Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta, dengan ini menerangkan:

Nomor dan tanggal permohonan : EC00202480067, 8 Agustus 2024

Pencipta

Nama : **Agus Danarto**
Alamat : Tanjung Duren Timur No. 14 RT011/001 Tanjung Duren Selatan Grogol Petamburan, Grogol Petamburan, Jakarta Barat, DKI Jakarta, 11470
Kewarganegaraan : Indonesia

Pemegang Hak Cipta

Nama : **Agus Danarto dan Michelle Lie**
Alamat : Tanjung Duren Timur No. 14 RT011/001 Tanjung Duren Selatan Grogol Petamburan, Grogol Petamburan, Jakarta Barat, DKI Jakarta, 11470

Kewarganegaraan : Indonesia
Jenis Ciptaan : **Poster**
Judul Ciptaan : **Perancangan Maskot Untuk Meningkatkan Ketertarikan Generasi Muda Terhadap ProKlim**

Tanggal dan tempat diumumkan untuk pertama kali : 8 Agustus 2024, di Kota Jakarta Barat
di wilayah Indonesia atau di luar wilayah Indonesia

Jangka waktu perlindungan : Berlaku selama hidup Pencipta dan terus berlangsung selama 70 (tujuh puluh) tahun setelah Pencipta meninggal dunia, terhitung mulai tanggal 1 Januari tahun berikutnya.

Nomor pencatatan : 000655411

adalah benar berdasarkan keterangan yang diberikan oleh Pemohon.

Surat Pencatatan Hak Cipta atau produk Hak terkait ini sesuai dengan Pasal 72 Undang-Undang Nomor 28 Tahun 2014 tentang Hak Cipta.



a.n. MENTERI HUKUM DAN HAK ASASI MANUSIA
DIREKTUR JENDERAL KEKAYAAN INTELEKTUAL
u.b

Direktur Hak Cipta dan Desain Industri

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