



New Ancol Logo Design, Brings the Meaning of “Happiness” or “Disappointment” for Indonesian People

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ABSTRACT

Discussing the brand of a company, of course, it will begin with a face called a logo. Ancol as one of the companies that focuses on local Indonesian tourism has taken a stand to change its image to the community. With one of his efforts to change the visual appearance of the Ancol logo with a new design. Unfortunately, the results of the hard work of Ancol Public Relations failed to win sympathy from the community. Some people expressed their dislike through a response on twitter. It turned out that the impact of the visual change actually received a negative response from most Indonesians who had had experience visiting Ancol before. This is a formulation of a problem that questions how the picture of the negative response of the Indonesian people to the visualization of the new Ancol Logo and the development efforts of Ancol public relations. Through a qualitative research method approach with the form of case studies that are explored through various mass media reports and progress on existing social media. In the discussion, there was a fact of opinion from a practitioner who stated the discrepancy of the change in the use of the originally colored to monotonous shades of blue. The next hope is that ancil public relations can listen and further develop the Ancol logo to a better form.

1. Introduction

Logo is the face of the visual identity of a product brand. The logo becomes a brand image which is a form of visual identity that has specific characteristics such as letters, shapes, colors, and philosophies and other elements. With all these components, finally the logo becomes a marker to distinguish between a product brand and other product brands that are still in one category.

If we hear a brand called Ancol, then it is not foreign to our ears. Ancol is a tourism service product located in the northern area of Jakarta. Ancol in his image is very well known by some Indonesian people, especially the people of Jakarta.

1.1. Preview

During the COVID-19 pandemic, almost all economic sectors, including Ancol as an arena for commercial vehicles, experienced a slump, so that routine and economic activities in Indonesian society

were paralyzed without activity. Entering 2022, the trend of COVID-19 began to decline in community activities and the economy began to recover and bounce back. Ancol as one of the leading tourism service product brands in Indonesia, seeks to rise from the post-COVID-19 pandemic by trying to change and develop existing facilities and services at Ancol. In addition, the requirement in the process of changing or developing a company is to change the appearance of the logo, specifically the Ancol logo.

1.2. State of Problem

In general, the decision process to change the image of Ancol, one of which is to make visual changes to the Ancol logo, is correct. Ancol Public Relations has drastically changed the visual appearance from before with the aim of reaping happiness from all Indonesian people. It turns out that the impact of the visual change actually received a negative response from most Indonesians who had experience visiting Ancol before. This is a formulation of the problem, how is the negative response of the Indonesian people to the visualization of the new Ancol Logo?

2. Method

This research process is carried out using qualitative research methods with a literature study paradigm approach with the consideration that this research process is an attempt to study, analyze, and discuss certain concepts contained in the literature or discourse (Soeherman B, 2019).

The study and discourse process was carried out on information that appeared in the mass media and social media during this issue between July and August 2022. The analysis process was also carried out on Ancol's Twitter and Instagram social media accounts to monitor Ancol's public relations activities and public response. In the end, this research refers to the research subject, namely the visual of the new Ancol logo, while the object of this research is the new design of the Ancol logo.

3. Results and Discussion

This section is the part where some of the findings of fact will be put forward in the information unearthed and become an interesting discussion material to be discussed further.

3.1. Traces of Ancol's development from time to time

DKI Governor Dr. H Soemarno Sostroatmojo, chairman of the Ancol Project Development Implementation Agency (BPP Ancol), has collaborated with PT Pembangunan Jaya to plan to absorb 552 hectares of land in the northern part of Jakarta City near the coastal area in 1966. A year later the work process was approved by Governor Ali Sadikin in 1967 and the process of development, development and management continued for the next 25 years. Precisely in 1992 BPP Ancol was changed to PT Pembangunan Jaya Ancol with a composition of shares, PT. Jaya development is 18% of the DKI Jakarta Provincial Government 72% and the rest is publicly owned by 10%.

Starting in 2004 PT Pembangunan Jaya as the management of Taman Impian Jaya Ancol seeks to strengthen the capital structure of Ancol's development by conducting an Initial Public Offering (IPO) of 80,000,000 ordinary shares on the Indonesia Stock Exchange (IDX) on July 2, 2004. The continuation of this corporate action, PT Pembangunan kaya Ancol officially holds the status of a Public Company with a public share amount of 10%.



Figure 1. The Ancol logo was originally named Taman Impian Jaya Ancol in 1987 under the management of PT Pembangunan Jaya. (Source: logo.fandom.com)

The form of share ownership to the public by PT Pembangunan Jaya is also stated in the visualization of the form of logo reform with a more colorful visual style with the characteristic form of the text "Taman Impian" which twists like a visualization of sea waves and there is a picture of coconut tree leaves on the left and on the right there is an image of a flying pelican, all of which become a unified visualization of a large beach.

In 2005 changes to the appearance of the Ancol logo, were made by designing a logo with rich shades of colors and using beach-nuanced letters. The shape of the pelican icon on the old logo, was changed to the dolphin icon. With the slogan "Jakarta Bay City." This is the basis for a concept of openness with Taman Impian Jaya Ancol for all Indonesian people, especially residents of DKI Jakarta. And for a year (2005-2006) took part in Ancol's slogan "Jakarta Bay City". However, the slogan did not touch on the target so the slogan in the logo was restored to "Taman Impian" (2006-2022) until now. The failure of slogans that touch the target is due to the suboptimal consideration of factors such as age, level of education, and duration of visits to tourist sites (Huang, 2017).



Figure 2. Ancol logo form that is more expressive and richer in colors after Ancol went public (Source: logos.fandom.com)

3.2. The appearance of Ancol's new logo and the public's response

As reported in the mass media on August 15, 2022. For the first time officially, DKI Jakarta Governor Anies Baswedan together with Deputy Governor Ahmad Riza Patria attended and inaugurated the "Launching of Ancol New Logo" event located in Stone Area, Symphony of The Sea Taman Impian Jaya Ancol. Starting at that time, Ancol's brand identity changed to visualize a logo with shades of blue. Of course, the question arises from Ancol's management to change the brand identity that is well known by the Indonesian people as one of the mandatory tourist locations in the DKI Jakarta area.

The change in the face of the Ancol logo became the initial packaging to reintroduce the new face of the Ancol Dreamland profile to the public in the post-pandemic situation. Through a visualization concept of the Ancol logotype with dark blue shades affixed with a visual star on the letter A has become a new image for Taman Impian Jaya Ancol. An image that gives good hope to all people in Indonesia who will take an excursion in Taman Impian Jaya Ancol. Through tracing the concepts expected by Ancol's public relations in its new logo which is contained in the release on social media and mass media as follows:

- The letter A in Ancol's new logo is interpreted as the Ancol Gate. The letter A means the gate to lead to a space of miracles full of happiness.
- The form of the starfish symbol in the letter A is inspired by the amazing fresh sea breeze.
- The navy blue color used is associated with symbols of happiness, relaxation and hospitality.
- The text "Enter the Haven of Wonder" gives a meaning that Ancol's existence can create a memory of happiness for everyone who visits it.

The conclusion of the meaning of Ancol's new logo is to depict pure happiness, lasting impact, as well as democratization, inclusiveness, and accessibility.

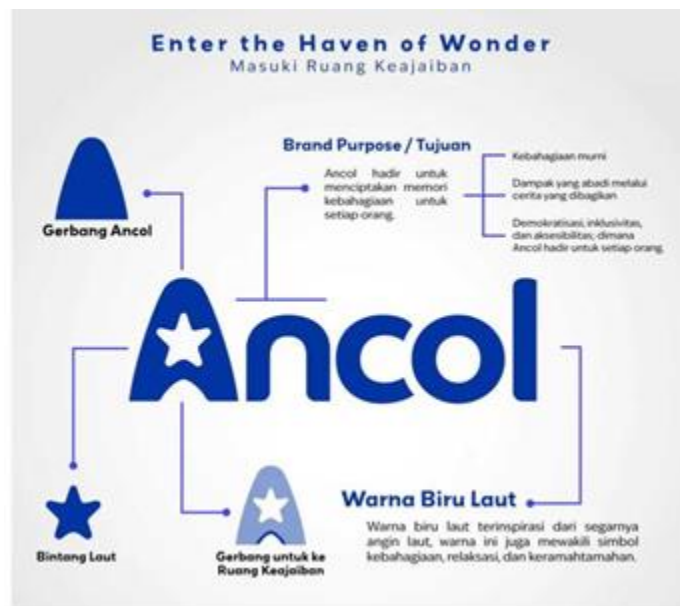


Figure 3. The concept of meaning and visual meaning of the new logo ancol
(Source: twitter @ancoltnimpian)

In addition, a search was also carried out for information in the form of netizens' responses on social media representing the Indonesian audience of former Ancol visitors. The search was conducted on social media twitter @ancoltnimpian and also Instagram @ancoltamanimpian. Most of the netizens expressed dissatisfaction with the new appearance of the Ancol logo. Here are some detailed responses from netizens as a form of findings, namely:

- Some think that Ancol's new logo was designed by amateurs, not by professionals. The amateur is considered not to understand the characteristics of Ancol as an amusement park. The simple visual determination of Ancol's new logo is considered similar to that of a technology company.
- Frankly, they like the visualization of the old Ancol logo, it has a colorful and cheerful impression. Ancol's new logo looks stiffer, monotonous, the color elements feel bland, because tourist locations in general give an image of joy and joy through colorful expressions.
- The appearance of Ancol's new logo is still felt to be inconsistent with its image, even though the timing of the visual change of the logo is just right.

- The appearance of Ancol's new logo seems very stiff and tends to lead to similarities in the visuals of office logos in general, unlike the logo of tourist locations.
- The development of the majority of logo design styles into "*flat design*", including the new logo of Ancol, which is actually more in line with the "*fun*" design style.

Various responses addressed to Ancol's public relations provided an illustration of disappointment from representatives of the Indonesian people over the change in the face of the new Ancol logo. In a study conducted, that consumers who are loyal to a brand will feel threatened by changes in the visual design of the brand (Walsh, 2010)

From the facts in the field to the incompatibility of the destination logo (Ancol logo) with the destination area it represents (Hem, 2004). The change to a new logo has lowered people's perception of Ancol due to the loss of the nuances of joy and playfulness embedded in the previous logo.

3.3. Ancol Logo Changes for the Logo Expert

Of course, analyzing and criticizing the redesign of a logo from a leading tourist park brand in the city of Jakarta will feel inappropriate if you don't hear opinions from experts in their fields. So far, Ancol's public relations party has only carried out the publicity process without getting comments from experts. Of course, this analysis will be directed to the comments and opinions of Suriyanto Rustan, one of the professionals in the field of graphic design and author of books about graphic and logo design.

Through an interview with Suriyanto Rustan, he argued about the change in the shape of the Ancol logo. Suriyanto Rustan expressed opinions from the positive and negative sides of the change to the Ancol logo. According to (Rustan, 2020) the activities carried out by Ancol public relations against the Ancol logo are part of the branding process. One of the processes taken was to redesign the Ancol logo. Suriyanto Rustan has a positive opinion regarding the strategy of changing the Ancol logo as the initial decision of the branding process, namely:

- The development of the company (Ancol) has decreased drastically, so it is necessary to make a decision on the consolidation of the company / organization.
- The existence of the Ancol logo is considered not actual with the social situation, technological developments and business strategies.
- The need for the development of product diversification and expansion (product/service brands).

Meanwhile, another opinion from Suriyanto Rustan from the negative side, is to judge from the final result of the visual design of the Ancol logo not in accordance with the standard graphic design rules. Especially focus on criticizing the coloring of the Ancol logo. Color has a meaning that is believed in for a group of people and has different meanings in certain secretaries (Rustan, 2019).

The color blue (dark blue color) as the majority of colors in the nuances of the Ancol logo design better reflects the nuances of the corporation which tends to be rigid and firm in its communication and upholds loyalty (Rahmawati, 2022) is used as a color on the Ancol logo. On the other hand, proving the meaning of blue as the basic color of the corporation is the use of dark blue in the research of LRM Gurning et al regarding visual communication design at the Id Trans Media Group station (Gurning, 2017). In addition, blue is considered as a corporate color as evidenced in Aripahara's research on dark blue shades used in advertising space advertisements for XL products which are considered as corporate colors (Aripahara, 2012).

In addition, research on the logo of the Indonesian Navy's Information Service, by Wahdaniah, stated that the dark blue/dark color component was expressed as a corporate color (Wahdaniah, 2020).

The proof of color incompatibility by Suriyanto Rustan's statement has been supported by previous research data related to the use of color elements in the implementation of the visual communication design process. On the other hand, the element of the color concept referred to in the Dark Blue Ancol

logo concept is inspired by the fresh sea breeze and also has a symbol of happiness, relaxation and hospitality, is considered to have not met the criteria for the direction of the true dark blue meaning. According to the results of ba dissertation research. Distralingga entitled "Happiness as an Idea of Art Creation". To achieve the concept of happiness can be expressed with yellow rather than blue which tends to the nature of tranquility (Distralingga, 2021). In the end, it can be revealed that the creative team in Ancol Public Relations is not optimal to realize the concept and the implementation of Ancol's logo design work

4. Conclusions

In the end, the results of this study have revealed the direction of the weak points of failure to get the attention and enthusiasm of the Indonesian people by redesigning the visualization of the Ancol logo. In the findings of information data in the form of most of the public's response to the change in ancil's new logo, it was responded negatively. Of course, the concept of determining and using logo colors is considered inappropriate in the concept, according to experts.

With the results of this study, it is hoped that Ancol can optimize existing graphic assets to increase the level of public awareness and appear more cheerful and creative in captivating the hearts of the Indonesian people to become loyal visitors to Taman Impian Jaya Ancol.

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