



Installation art of Dies Natalis as the Visual Identity of the Institute of Informatics and Business Darmajaya

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ABSTRACT

Campus promotion played an important role in establishing the positive image of the institutions. Visual media could be utilized to convey emotionally appealing messages, fostering a deep connection with the audience. This research centered on the campus of the Institute of Informatics and Business Darmajaya. The crafted artwork took the form of an installation encompassing the visual identity and philosophy of the campus, curated for the 26th Anniversary celebration (Dies Natalis) with dimensions measuring 1 x 1 x 1.8 meters. This study applied the 5W+1H as a research method, addressing the What, Who, Where, When, Why, and How questions. The distinctive form and layout of this artistic creation served as pivotal factors in rendering it an effective promotional medium. This unconventional installation art had the potential capacity to capture attention and leave a lasting impression on the targeted audience, especially prospective students

INTRODUCTION

Visual art Installation is a form of art that occupies physical space, creating a visually engaging experience for observers. The primary task of visual art is to convey a message to its target audience (Soewardikoen, 2019). Consequently, visual artworks need to be tailored to the background, age, and needs of their intended audience (Aisyah, 2014; Setiawan, 2015; Gunalan & Hasbullah, 2020). In the context of promoting educational services on a campus, prospective students are the target audience of the visual art.

Visual art serves as a creative means to attract the attention of prospective students and introduce the unique identity and values of the campus. Installation arts can be a powerful medium to showcase the excellence, uniqueness, and learning atmosphere of the campus (Budiarto, Yakti & Sunarya, 2012). Therefore, visual art has significant potential for use in promoting campus to prospective students. Engaging visual experiences can be a strategy to convey messages to students in the form of sculptures, murals, three-dimensional installations, or other interactive art forms (Prawira, 2021).

Installation art with a focus on "nirvana" emphasizes the physical and visual aspects of an artwork used to create a strong visual experience and elicit interaction between the artwork, space, and audience. While there is no official definition for installation art, according to Susanto (2011), installation art technically emerged from the development of the art form known as assembling.

LITERATURE REVIEW

Installation arts can be employed as a tool to celebrate achievements and symbolize significant events on campus, such as Dies Natalis. Dies Natalis marks the anniversary or founding day of an institution of higher education, such as a university, academy, institute, etc. Locations like the library, auditoriums, and reception areas can be the ideal spaces to display installation arts. Therefore, the installation art can be visually appealing and easily accessible

Visual identity relates to the philosophy, values, meaning, vision, mission, industry focus, target audience, and other elements that shape the desired achievements of the institution (Damara, 2019). Campuses can create engaging and memorable visual experiences for prospective students by employing a creative and innovative promotional approach through installation arts. This approach can aid in building a unique campus image, enhancing institutional appeal, and expanding marketing reach to attract high-quality students.

Based on the description above, installation arts could have served as symbols depicting the essence of the Institute of Informatics and Business Darmajaya (IIB Darmajaya). This study focused on the design of an installation art as the visual identity of IIB Darmajaya campus during the Dies Natalis event that located at Jl. Zainal Abidin Pagar Alam No. 93, Gedong Meneng, Rajabasa District, Bandar Lampung City, Lampung. The installation art employed creative visual elements representing the campus identity, such as the logo, colors, and design elements associated with IIB Darmajaya. It was expected that this installation would have fostered pride and encouraged prospective students to apply to the IIB Darmajaya.

METHODOLOGY

This research employed a research and development method, and data were obtained through observation techniques, interviews, and literature review. Research and development were methods used to produce certain products and test the effectiveness of these products (Sugiyono, 2019). In this study, the purpose of the product was to create an installation art of dies natalis as the visual identity of the Institute of Informatics and Business Darmajaya. To achieve that purpose, the ADDIE model was employed. The development of the installation art followed the ADDIE model framework, including the analysis, design, development, implementation, and evaluation phase. To analyze the need and design the installation art, the author used observation techniques, interviews, and conducted a literature review.

Observations were carried out at the IIB Darmajaya campus, and interviews were conducted with Lukman Hakim, S.P., M.M., the public relations officer. Data were analyzed using the 5W+1H method, a technique utilized to obtain essential information or answer crucial questions, encompassing What, Who, Where, When, Why, and How. The application of the 5W+1H method in data analysis had significant benefits. By addressing these questions, a more comprehensive understanding of the analyzed data could be attained. This aided in uncovering insights, identifying patterns, and making better-informed decisions. The 5W+1H method also ensured that our data analysis was comprehensive and thorough. It proved to be an effective tool for analyzing data comprehensively and extracting valuable information from the available data. This method helped to gain deep insights, discover patterns, and make better decisions based on existing data. The breakdown of 5W+1H is as follows:

1. **What:** This pertains to the topic under discussion. This question centers around the essential information, such as what actually occurred, what actions were taken, or what is being discussed.
2. **Who:** Attempts to identify the individuals or groups involved in an event, occurrence, or discussed topic.
3. **Where:** Refers to the location where the event took place. This question helps determine the place, area, or geographical context related to the discussed topic.
4. **When:** Discuss the time or period of the event. This question helps determine the time, date, or timeframe relevant to understanding the context of an event.
5. **Why:** Addresses the reasons, purposes, or inspirations behind an event or occurrence. This question helps us understand what drives specific actions or decisions.
6. **How:** Refers to the processes, methods, or techniques used in an event. This question helps us understand the mechanisms or processes employed to achieve specific outcomes or effects.

Table 1. 5W+1H Mapping

No.	5W+1H	Questions	Answer
1.	What	What were the main factors for designing the installation art?	As an attraction for students to register at the IIB Darmajaya campus
2.	Who	Who was the target audience of the IIB Darmajaya installation art?	The installation art is designed for high school/vocational school students, especially 12 th graders and prospective students
3.	Where	Where was the installation art placed?	The installation art was displayed in the reception unit
4.	When	When was the design made?	The installation art was created in May 2023
5.	Why	Why did installation art need to be done?	The need for attraction for students on the IIB Darmajaya campus
6.	How	How could the concept of designing the installation art be used as a visual identity for IIB Darmajaya?	The design concept originated from the visual identity of the IIB Darmajaya campus in the framework of the Dies Natalis

RESULTS AND DISCUSSION

Based on information from the Public Relations Officer representative of IIB Darmajaya, Lukman Hakim, S.P., M.M., it is disclosed that the institutional color identity employed by IIB Darmajaya is blue. The color blue conveys meanings of trust, authority, and loyalty. This color identity reflects the values upheld by the institution. Additionally, secondary data were obtained from the official website of IIB Darmajaya, accessible through www.darmajaya.ac.id. This official website serves as a legitimate source of information, offering comprehensive data about the institution. From this official site, information regarding offered study programs, campus facilities, academic and non-academic activities, as well as the latest news about IIB Darmajaya, could be retrieved. By combining information from the institutional representative and data from the official website, a more complete understanding of the identity and information about IIB Darmajaya could be achieved. The blue color identity, symbolizing trust, authority, and loyalty, could be one of the aspects characterizing the institution, while data from the official site provides more detailed information about study programs, facilities, and activities on the campus. It is essential to note that the information provided is based on the mentioned sources; however, for further details or the latest updates, it is advisable to contact the relevant authorities or other official sources associated with IIB Darmajaya. From the website, it is noted that the color blue also conveys a sense of calmness and peace. In 2023, IIB Darmajaya held its 26th Dies Natalis event.

In the realization process of the installation art, the following keywords were identified:

1. The triangle symbolizes the Tridharma of higher education, namely:
 - a. Education and Teaching.
 - b. Research and Development.
 - c. Community Service.
2. The total of 26 triangles symbolizes the 26th Dies Natalis of IIB Darmajaya.
3. Three arrangements of triangles from bottom to top form an even number, signifying completion or complementation. It is hoped that the entire academic community synergizes to collectively build and advance the quality of IIB Darmajaya.
4. The gradient blue color serves as the identity color of IIB Darmajaya.

From the above keywords, the conceptual form can be observed in the following illustration:



Figure 1. Installation Art Concept

The creation process of this installation was executed using the assembling technique. Sugiharto (2013) stated that the assembling technique is a method employed to craft three-dimensional sculptures by combining various media into a singular, complete, and harmonious sculptural piece. The assembly process took place over five days, with detailed steps ranging from conceptualization, material selection, and production, to finishing. The dimensions of the installation art were 1 x 1 x 1.8 meters. The realization process of the installation art unfolded as follows:

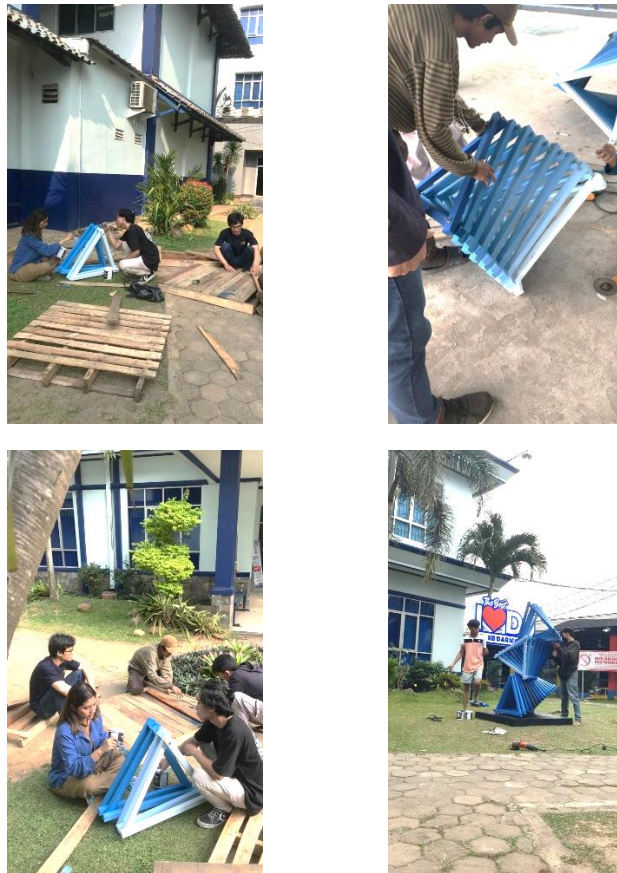


Figure 2. Implementation Process Created Installation Art



Figure 3. Implemented Process for Creating Installation Arts

CONCLUSIONS AND RECOMMENDATIONS

The installation art held the identity and values of the IIB Darmajaya institution, which was presented at the 26th Dies Natalis event. The dimensions of the installation were 1 x 1 x 1.8 meters. This installation served as a promotional medium due to its unique and non-conventional form. This medium was highly suitable for conveying messages visually to attract prospective students, especially to gain their interest in registering for the Visual Communication Design program. The installation art was displayed in the Admissions Unit of IIB Darmajaya to be accessible to a wide audience. Consequently, this installation art could reach the right target audience and had a more significant impact in promoting the IIB Darmajaya Institution, especially introducing the Visual Communication Design program.

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Muryasari, Widarta, Reza

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