

ABSTRAK

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PERANCANGAN ULANG IDENTITAS VISUAL KEDAI SUWE ORA JAMU

(xviii + 89 halaman: 96 gambar; 5 tabel; 6 lampiran)

Jamu sebagai warisan budaya Indonesia masih mengalami kesulitan dalam mempertahankan eksistensinya di pasaran, terutama di kalangan milenial. Timbulnya pandemi Covid-19 membuat masyarakat semakin sadar akan kesehatan yang kemudian membuka peluang bagi pelaku usaha jamu untuk kembali bangkit. Kesempatan ini turut dimanfaatkan oleh kedai Suwe Ora Jamu untuk menghidupkan kembali ramuan tradisional Indonesia ditengah generasi saat ini melalui konsep yang *fresh* dan modern. Menemukan tampilan yang menarik bagi generasi muda membutuhkan sejumlah penyesuaian sehingga menjadi tantangan bagi *brand* Suwe Ora Jamu. Untuk itu, tulisan ini akan membahas mengenai perancangan ulang identitas visual kedai Suwe Ora Jamu sebagai upaya revitalisasi *brand* guna menghasilkan visual yang lebih representatif secara kultural. Perancangan ini akan dijabarkan dalam 5 fase proses desain menurut Robin Landa yaitu *orientation, analysis, concepts, design, dan implementation*. Menggunakan pendekatan kualitatif, penjabaran *orientation* didukung dengan metode observasi, wawancara, serta pengumpulan informasi melalui sejumlah artikel dan *podcast*, dilanjutkan dengan fase *analysis* yang didasari kondisi ideal identitas visual menurut Robin Landa. Fase *concepts* akan melalui sejumlah tahapan seperti pengolahan *concept mapping, morphological matrix, serta moodboard* untuk mencapai kata kunci yang akan digunakan pada perancangan fase desain sebelum akhirnya memasuki fase *implementation*.

Referensi: 62 (1984–2024)

Kata kunci: Jamu, Milenial, Identitas Visual

ABSTRACT

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VISUAL IDENTITY REDESIGN OF SUWE ORA JAMU

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Herbal medicine as Indonesia's cultural heritage is still experiencing difficulties in maintaining its existence in the market, especially among millennials. The emergence of the Covid-19 pandemic has made people increasingly aware of health, which has then opened up opportunities for herbal medicine businesses to revive themselves. Suwe Ora Jamu also took advantage of this opportunity to revive traditional Indonesian concoctions among the current generation through a fresh and modern concept. Finding a look that appeals to the younger generation requires several adjustments, making it a challenge for Suwe Ora Jamu. For this reason, this article will discuss the redesign of the visual identity of Suwe Ora Jamu as an effort to revitalize the brand to produce visuals that are more culturally representative. This design will be described in 5 phases of the design process according to Robin Landa, namely orientation, analysis, concepts, design, and implementation. Using a qualitative approach, the explanation of orientation is supported by observation methods, interviews, and information gathering through several articles and podcasts, followed by an analysis phase based on the ideal conditions of visual identity according to Robin Landa. The concept phase will go through a few stages such as concept mapping, morphological matrix, and moodboard processing to achieve keywords that will be used in the design phase before finally entering the implementation phase.

References: 62 (1984-2024)

Keywords: Jamu, Millennials, Visual Identity