

Conference Paper

## DESIGN OF DEFORMATION ILLUMINATION TYPOGRAPHY AS A VISUAL IDENTITY OF AMPEL ARAB VILLAGE

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### ABSTRACT

Ampel Village by the people of Surabaya is known as an Arab village, because most of the population is of Arab ethnicity. The Arab village of Ampel was once the gateway to the spread of Islam in Java, especially Surabaya, which was brought by Sunan Ampel. Some residents of the Arab village of Ampel have become officials and national figures. Arab Village is also a center for Islamic education and the development of Islamic culture both past and present. The design is carried out using a qualitative approach method through interviews, observations, literature studies, as well as data analysis using TOWS Matrix Analysis to analyze the right typographic design to be used as typographic landmarks. The result of this design is a graphic environment in the form of typographical landmarks that have a visual identity and are in accordance with the characteristics of an Arab village.

Keywords: Typographic Landmark, Arab Village, Visual Identity

### Introduction

Ampel Arab Village was founded by Sunan Ampel in the 15th century, the majority of the population is Arab. The socio-cultural dynamics of the Ampel village in 1955 – 1998, the Arab community played an important role in overcoming the problems in the Ampel village by establishing community organizations such as: the Anti-Communism Front and the Ampel Citizens Coordination Team. Unity and inter-ethnic unity participate in maintaining pluralism in the Ampel village. The influence of the Arab community in the socio-cultural economic field has also contributed to building the identity of the Ampel village as a religious tourism area and cultural heritage area.

The ampel village, which is administratively located in the Semampir sub-district, is known by the people of Surabaya as an Arab village, because most of its residents are of Arab ethnicity. Other ethnic groups who also inhabit the Ampel village include Javanese, Madurese, Chinese, Pakistanis and Indians. There is no data showing the breakdown of the population based on ethnic differences, but roughly speaking, it can be said that the Arab ethnicity is the majority, followed by the Javanese and Madurese.

The condition of the Arab villages is very dense, the houses are close to each other. The houses were lined up tightly and faced with alleys about 2 to 3 meters wide. The architecture of the house has not changed much since the Dutch era. The center of the settlement is the complex and tomb of Sunan Ampel. The residential atmosphere is unique compared to other villages in Surabaya. At least the uniqueness can be seen in the presence of greetings in Arabic and the songs that are played from residents' homes. Compared to previous times, the situation in Arab settlements has changed a lot.

As a village that is a tourist village and visited by many tourists, it would be good if Ampel Arab Village had a visual identity that could become an icon and be remembered by the public. Currently, Ampel Arab Village does not yet have a visual identity. That's why the design of visual identity for the village was held. Visual identity in the form of typographic landmarks will attract more visitors and can be a distinct impression for them. The existing landmarks must also have

the characteristics of Kampung Arab Ampel. Therefore, a special deformation illumination typography was made that has the characteristics of Ampel Arab Village on it to be used as a landmark of Ampel Arab Village.

### **Research Methods**

This design uses a qualitative approach with data collection methods in the form of interviews, observations and literature studies. Interviews were addressed to several Arab villagers with the aim of knowing the tools and materials, the manufacturing process to the techniques used. Observations were made by visiting the location directly from house to house. The purpose of observation is also to observe, measure and document the environment of the Arab village as material for making environmental graphics in the form of typographic landmarks. The literature study was obtained from several reference sources, namely, literature related to various written sources relevant to the study, both through physical and electronic document searches (eg online news), scientific articles, journals and video documentation. Literature studies are also used in the design of environmental identity on environmental graphics in the form of typographic landmarks.

#### ***Data analysis method***

- a. *Observation Analysis:* Ampel Arab Village is mostly inhabited by ethnic Arabs. This village has the atmosphere and characteristics of the Middle East. The buildings have two doors and two pillars, a terrace in front of the house, the roofs of the buildings are triangular in shape, the ornaments of the mosque dome, and the ornaments of plant vines as well as geometric shapes. Ampel Arab Village has a traditional market which is a place to sell Arabs who live there. They sell Islamic-inspired objects such as prayer utensils, prayer beads, Islamic religious reading books, the Qur'an, dates, raisins, Middle Eastern specialties and other Middle Eastern knick-knacks.
- b. *Literature Study Analysis:* Sources of information obtained from many references such as journals, scientific articles, and Youtube videos help in designing the typography of deformation illumination which is taken from one of the characteristics in Ampel Arab Village. This reference is also useful for making typographical landmarks that will serve as the visual identity of Ampel Arab Village. In addition, the references are also useful as a guide for preparing reports and scientific journals related to the design of deformation illumination typography as the visual identity of Ampel Arab Village.

### **Results And Discussion**

Typographical landmarks are very important in becoming a visual identity in Ampel Arab Village. A landmark is a prominent physical sign of a city or area. Landmarks are important elements of a place that give the place its distinctiveness and identity (Sudarman, 2010). And typography is a means to translate spoken words into readable pages. The role of typography is to communicate ideas or information from the page to the viewer (Wijaya, 2004).

From the definition of landmarks and typography, we can see that these two things can be a solution for the visual identity of a village, which can later make the village more known and remembered by many people

#### ***Concept of Design***

Based on the results of data analysis, the concept of design will follow the characteristics of Ampel Arab Village so that it can provide an appropriate visual identity. Here's the design concept and design:



Figure 1. A photo of a typical charity box from Arab Village  
(Source: personal documents, 2021)

The form is taken and deformed into the following form:



Figure 2. Deformation illumination typography process  
(Source: personal documents, 2021)

The results of the deformation applied to the letter "Aa", then finally applied to the letters and numbers as well as other punctuation marks.

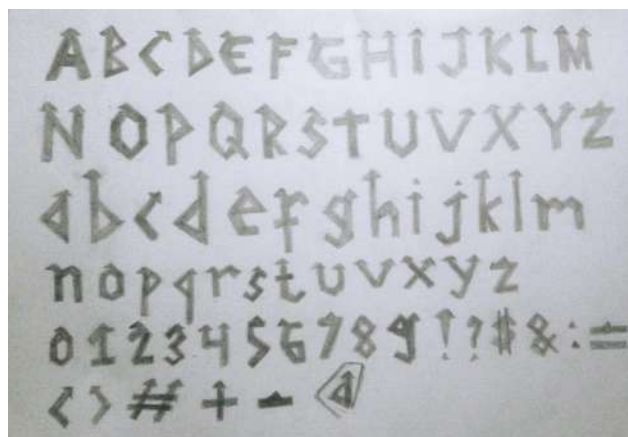


Figure 3. Hand drawn typography with pencil  
(Source: personal documents, 2021)

After being drawn manually using a pencil, the letters are drawn and created digitally using Adobe Illustrator.



Figure 4. Digitally drawn typography using Adobe Illustrator  
(Source: personal documents, 2021)

design concept features typography that has a visual identity typical of the Middle East. Then the typography will be implemented in the form of environmental graphics in the form of typographic landmarks (gates).



Figure 5. Landmark design concept  
(Source: personal documents, 2021)

### **Visual Concept**

Contains the concept and application of visual elements in typographic landmark designs based on data obtained from research results as visual appeal. It is hoped that the existence of a

visual identity on environmental graphics in the form of typographic landmarks can make it easier for visitors to find out the exact location of the Arab village.

The image style used is digital realist. The image style was chosen because it looks more alive when implemented in an Arab village atmosphere.

The colors that characterize Kampung Arab are white, yellow, light green, light blue, brown and beige..



Figure 6. The gate enters the area of the Ampel Mosque and the Tomb of Sunan Ampel  
(Source: personal documents, 2021)

### 1. Typography

Typography was designed from geometric ornaments in a charity box in Kampung Arab Ampel. Typography has a characteristic triangular shape and looks stiff. The reference font that I use is the type font. This typography is named "KampungArab Font".The following is the result of the typography design that will be used:



Figure 7. Typography to be used in the design  
(Source: personal documents, 2021)

## 2. Environmental Graphic Shapes

The graphic form of the environment is a typographical landmark in the form of a gate, whose design is inspired by the gates in Ampel Arab Village. The design of the gate is combined with the typography of the deformation of the Ampel Arab Village that has been completed.



Figure 8. Typographic landmark shape  
(Source: personal documents, 2021)

## 3. Color

The design of visual identity on environmental graphics in the form of typographical landmarks of Ampel Arab Village uses the colors that characterize the village. The colors included in the characteristics of the village are white, yellow, light green, light blue, brown and beige. In this design, beige and brown colors are used for typographic landmarks.

	<b>B85A26</b> R : 184% G : 92% B : 40% C : 20,78% M : 73,73% Y : 100% K : 9,8%
	<b>E4E5E4</b> R : 229% G : 229% B : 229% C : 8,82% M : 6,45% Y : 7,05% K : 0%
	<b>CCCCCB</b> R : 205% G : 204% B : 204% C : 19,04% M : 714,96% Y : 100% K : 0%
	<b>B3B3B4</b> R : 180% G : 180% B : 181% C : 30,3% M : 23,87% Y : 24,03% K : 0%
	<b>4D4D4D</b> R : 77% G : 78% B : 78% C : 65,46% M : 57,99% Y : 56,45% K : 36,09%

Figure 9. Colors used in typographic landmarks  
(Source: personal documents, 2021)

## Design Implementation



Figure 10. Typography implementation on typographic landmarks  
(Source: personal documents, 2021)

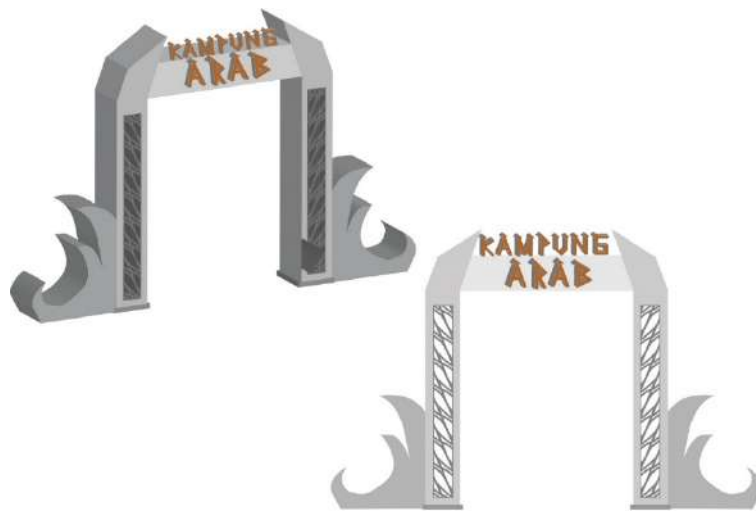


Figure 11. Implementation of typographical landmarks on the land of Ampel Arab Village  
(Source: personal documents, 2021)

## Conclusion

Typographical landmarks are designed according to accurate data results. From the results of the design of the typographical landmark of the Arab village, it can be concluded that the design displays the concept of a roadblock as well as a marker of the existence of an Arab village. Proper creation and placement of typographic landmarks will result in attractive and informative environmental graphics. It is hoped that the presence of typographic landmarks as a visual identity on environmental graphics can make it easier for visitors to find out the exact location of the Arab village in Surabaya.

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