

Conference Paper

DESIGN OF ARABIC FONT TYPOGRAPHY AS A VISUAL IDENTITY OF AN AMPEL ARAB VILLAGE

Nabila Jihan Athifah *, Mahimma Romadhona

Visual Communication Design, Faculty of Architecture and Design, Universitas Pembangunan Nasional
"Veteran" Jawa Timur, Surabaya 60294, Indonesia

*Corresponding author:

E-mail: nabilajihan139@gmail.com

ABSTRACT

Ampel Arab Village is a village that is mostly inhabited by ethnic Arabs. The hallmark of this village is, the atmosphere is typical of the Middle East. Ampel Arab Village is located in the Sunan Ampel Religious Tourism area in the city of Surabaya. This village has a traditional market where the Arabs trade. They sell. They sell objects that have the breath of Islam such as prayer tools, prayer beads, Islamic religious reading books, the Qur'an, dates, raisins, Middle Eastern specialties and other Middle Eastern knick-knacks. As a tourist village visited by many tourists, this village needs to have a visual identity that can become the identity of this village. Environmental graphics in the form of landmark typography that have the characteristics of Kampung Arab Ampel are suitable for visual identity. It is hoped that this typographical landmark can become a marker and always be remembered by tourists visiting Ampel Arab Village.

Keywords: Typography, Visual Identity, Ampel Arab Village, Surabaya City

Introduction

Ampel Arab Village which is located in the area of Sunan Ampel Religious Tourism Area, 1st Ampel Kejeran Street, No.4, RT.006/RW.02, Ampel, Semampir, Surabaya City, East Java, is a village mostly inhabited by Arabs. Long ago in 1451, Arabs came to Ampel Surabaya because of Raden Ahmad Rahmatullah or commonly known as "Sunan Ampel". He is a member of the Wali Songo, which is the guardian and leader of the spread of Islam in Indonesia. The Arabs believe that there will be a lot of sustenance in a place where there is a Wali.

At that time, foreign immigrants were placed in certain districts that had been regulated by the Dutch colonial government. This policy was carried out as a strategy so that foreign immigrants did not mix with indigenous groups. In the 19th century, more and more Arab ethnic groups came to the Ampel area because the trade potential in Surabaya was very large. They bought a house in the Ampel area and settled there. From here the Arab village grew bigger with all its culture. In addition to the policy of grouping foreign immigrants regulated by the Dutch government, Sunan Ampel also took part in the grouping of ethnic Arabs in the Ampel area of Surabaya.

The attraction of this village is the atmosphere that is typical of the Middle East region. The buildings there are typical Middle Eastern buildings that have two doors and two supporting pillars, as well as a terrace in front of the house. The roofs of the buildings are triangular in shape. And there are many ornaments shaped like a mosque dome around Kampung Arab. This Ampel tourist area has several tourist spots, namely religious tourism, culinary tourism, shopping tourism, and historical tourism. There is the Sunan Ampel Mosque, the Tomb of Sunan Ampel and his relatives, and a traditional market. Most of the ethnic Arabs who live in this village make a living as traders. They sell various kinds of goods, such as Muslim clothes, prayer utensils, perfume, Arabic souvenirs, reading books, to dates and Arabic cuisine.

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 a visual identity design was held for the village. Visual identity in the form of typographical landmarks will attract more

visitors and can be a distinct impression for them. The existing landmarks must also have the characteristics of Ampel Arab Village. 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 observation and literature study. The method of observation was carried out by observing the environment of Ampel Arab Village. The purpose of the observations made is to observe the various characteristics found in Ampel Arab Village, ranging from the shape of the building, the ornaments that decorate the village environment, to the atmosphere felt when in Ampel Arab Village. The data collection instrument used was document analysis. The data collected through news, articles, and Youtube videos is the history of Ampel Arab Village, and the atmosphere in the village.

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 shop with Arabic ornaments on the top wall
(Source: personal documents, 2021)

The geometric ornaments on the upper wall of the shop were taken and deformed into the following shapes:

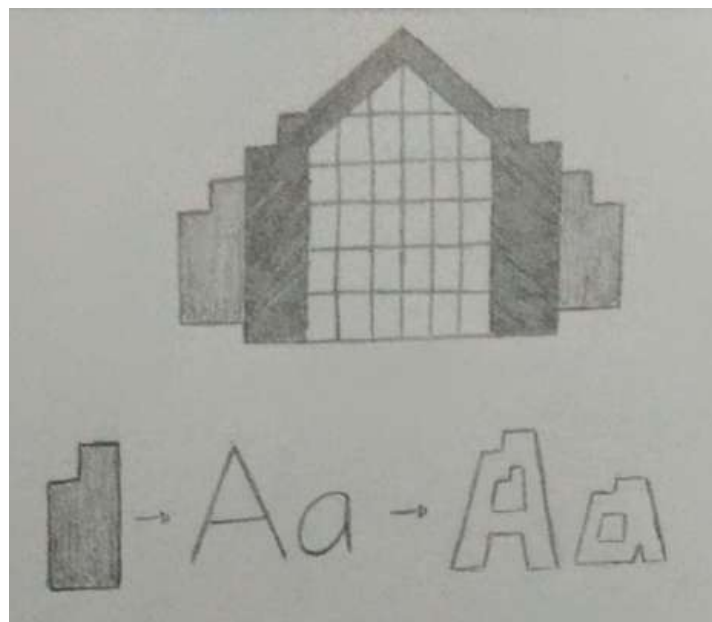


Figure 2. Deformation illumination typography process
(Source: personal documents, 2021)

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)

The 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

The visual concept in this design is taken from typical Middle Eastern buildings in Ampel Arab Village whose data has been obtained from observations and literature studies. The buildings in Ampel Arab Village have the characteristics of a mosque's domed roof, triangular roof, and the presence of pillars. And there are many gates that have geometric shapes that are typical of the Middle East. The colors that characterize Ampel Arab Village 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

The typography was designed from geometric ornaments on the upper wall of a shop in Ampel Arab Village. Typography has a characteristic that is in the form of boxes and looks stiff. The reference font that I use is a sans serif typeface, so the typography that is made does not have hooks at the ends of the letters. This typography is named "Arabic 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.

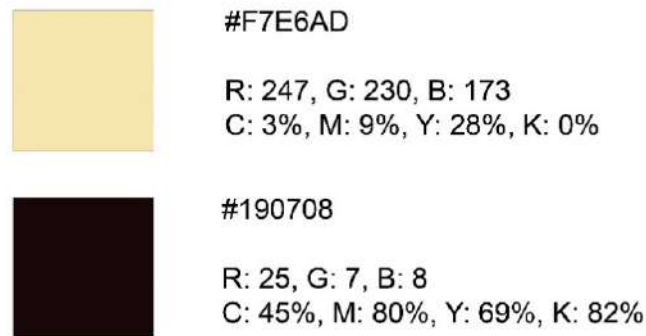


Figure 9. Colors used in typographic landmarks
(Source: personal documents, 2021)

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

Designing environmental graphics in the form of typographic landmarks must go through many stages. Such as observation, as well as conducting research and studies. These stages are needed in order to get a visual identity that is in accordance with the characteristics of the Ampel Arab Village. Typographical landmarks that have the characteristics of Ampel Arab Village can be a good visual identity for the village. So that the Ampel Arab Village can be better known and remembered by the wider community. Typographical landmarks can also be markers that make it easier for tourists to find Ampel Arab Village, which is in the Ampel Tourism area.

References

- Sudarman, Enggar Setyo. (2010). Peran Landmark Sebagai Sarana Promosi. Google Cendekia. Retrieved from <https://scholar.google.com/>
- Wijaya, Priscilia Yunita. (2004). Tipografi Dalam Desain Komunikasi Visual. Ojs.petra. Retrieved from <https://ojs.petra.ac.id/>
- idntimes.com. Kampung Arab Ampel, Wali Songo hingga Kisah Kakek Anies Baswedan. Diakses pada Juni 22, 2021, Retrieved from <https://www.idntimes.com/news/indonesia/ardiansyah-fajar/mengenal-kampung-arab-ampel-surabaya>
- surabaya.tribunnews.com. Suasana Unik Kampung Arab di Ampel. Diakses pada Juni 22, 2021, Retrieved from <https://surabaya.tribunnews.com/2020/04/13/suasana-unik-kampung-arab-di-ampel>
- jawapos.com. Hal Menarik di Kawasan Kampung Arab Surabaya. Diakses pada Juni 22, 2021, Retrieved from <https://www.jawapos.com/hijrah-ramadan/30/04/2021/hal-menarik-di-kawasan-kampung-arab-surabaya/>