

## A VISUAL IDENTITY REDESIGN OF BIRD PARK WITH NATURAL AND MODERN CONCEPT

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### ABSTRACT

*Taman Mini Indonesia Indah (TMII) is a tourist attraction that strongly reflects Indonesia because it can show the wealth of Indonesian culture, art, and biological resources, especially flora and fauna. One of the most interesting tourist objects in TMII is the TMII Bird Park which is the oldest bird park in Indonesia. The TMII Bird Park currently has more than 1,000 birds with 147 species of birds, consisting of Indonesian endemic birds and exotic birds from outside Indonesia. Although the TMII Bird Park has many good points, this park has a drawback in terms of its visual identity which is no longer attractive. Therefore, TMII Bird Park requires a visual identity redesign to maintain its existence and be able to compete with its competitors. The process of creating a new visual identity was carried out using the observation method, interviews with the manager of the TMII Bird Park, and collecting relevant theories from books and other sources. The data obtained from these methods were then collected as a basic reference in creating a new visual identity for the TMII Bird Park. The new visual identity must be able to reflect the image of the Bird Park and match the target audience of the TMII Bird Park. Thus, it is expected that this new visual identity can make TMII Bird Park even more attractive to tourists and continue to exist in the midst of increasingly fierce competition in the tourism business.*

**Keywords:** Visual Identity, bird park, logo

### 1. PREFACE

TMII or Taman Mini Indonesia Indah is a tourist attraction that aims to show all about Indonesia, including art, culture, people, social aspect and economy, as well as its biological resources, especially its rich flora and fauna (Salim, 2016). Because many Indonesian people are still not fully aware of the variety of bird species in Indonesia, this has caused the bird's habitat to get narrower due to environmental damage.

The Bird Park at TMII is the oldest in Indonesia (Fida, 2021). With a land area of 6 hectares, it is a part of TMII that is highly relevant to the main mission of TMII, which is to introduce Indonesia more fully.

The TMII Bird Park has more than 1,000 birds with 147 species of birds, both endemic to Indonesia and exotic birds from outside Indonesia. Although TMII Bird Park is the oldest in Indonesia, it has many advantages.

Besides the advantages possessed by the Bird Park, it also has a drawback, in which its visual identity already seems unattractive because it has never carried out the rebranding stage. Rebranding is the right solution to renew an existing brand to make it better without ignoring the original purpose of the brand, as stated by Boer (2014).

Thereby, the TMII Bird Park requires a visual identity redesign so that it can maintain its existing existence, and be able to compete with other competitors. With the new visual identity, it is expected that TMII Bird Park can continue to maintain its quality and image and be able to compete with competitors.

## 2. RESEARCH METHOD

To gather information needed in this redesign process was by using the observation method, which was through direct visits. The second was using the interview method with the manager of the Taman Mini Indonesia Indah Bird Park, Dr. Kenda. The last was using the technique of searching for related theories, and thus, these theories can be used as a source for this design, such as through books or other sources as a guidelines in this design.

The data obtained were then collected and would be used as a reference for the process of creating a new visual identity for the TMII Bird Park.

## 3. RESULT AND DISCUSSION

Based on the results of the interviews conducted, the authors obtained various kinds of information, including that Taman Mini Indonesia Indah Bird Park is the oldest bird park in Indonesia, the target audience for the bird park is students and families, and has an open aviary concept. The bird park has various kinds of iconic bird species, such as the Yellow-crested Cockatoo, Wreathed Hornbill, Javanese Eagle, and Pelican. In the future, the Bird Park also aims to be a place of conservation as well as education, and the Taman Mini Indonesia Bird Park has never been re-branded.

Based on the data obtained through the interview process, the authors conclude that it is necessary to conduct a visual identity redesign. The main concept in this design is modern, natural, and friendly, but still reflects the vision and mission of the Bird Park. From this concept, the Bird Park logo was made which consists of a logogram and logotype, in which the logotype uses sans serif typography to make it look more modern.

**Figure 1**

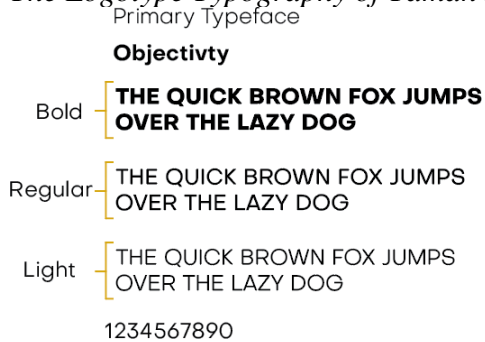
*The New Logo of Taman Mini Indonesia Indah Bird Park*



This logogram was inspired by one of the iconic birds from the Bird Park, which is the Yellow-crested Cockatoo. This logo was created using the gestalt closure theory so that it produces a modern design and is also easy to remember. The concept of this logo is the use of bright and warm colors so that it can symbolize a friendly place of entertainment and education for the targets of the Bird Park itself, families and children. This color is obtained from the use of analogous color theory.

## Figure 2

### *The Logotype Typography of Taman Mini Indonesia Indah Bird Park*



The typography used is sans serif type. Objectivty is the font used. This font is used because it has a high level of legibility. Besides, this font also has good geometry and a natural personality.

## Figure 3

### *The Logo Grid System of Taman Mini Indonesia Indah Bird Park*



For the process of making the logo for the Taman Mini Indonesia Indah Bird Park, the authors used the golden ratio technique which was shaped to resemble the Yellow-Crested Cockatoo without removing the characteristics of the Yellow-Crested Cockatoo.

## Figure 4

### *The Logo Layout of Taman Mini Indonesia Indah Bird Park*



The Bird Park logo uses the shape of the Yellow-crested Cockatoo as the logogram, and is accompanied by an objectivity sans serif font as the logotype which has high legibility and good geometry. The use of color also uses bright colors, including green, yellow, and orange.

## Figure 5

### *Logo Zooms In and Out of Taman Mini Indonesia Indah Bird Park*



The use of the Bird Park logo is only limited to the use of a minimum size, particularly for each application of the media used. The smallest size is 3 x 1.8 cm.

**Figure 6**

*Minimal Use of Clear Space for The Logo of Taman Mini Indonesia Indah Bird Park*



The minimum spacing used is determined so that the appearance of the logo is not distracted by other objects placed around the logo.

**Figure 7**

*The Letterhead of Taman Mini Indonesia Indah Bird Park*



**Figure 8**

*The Envelope of Taman Mini Indonesia Indah Bird Park*



**Figure 9**

*The Folder of Taman Mini Indonesia Indah Bird Park*



**Figure 10**

*The Business Card of Taman Mini Indonesia Indah Bird Park*



**Figure 11**

*The Name Tag of Taman Mini Indonesia Indah Bird Park*



**Figure 12**

*The Company Clothing of Taman Mini Indonesia Indah Bird Park*



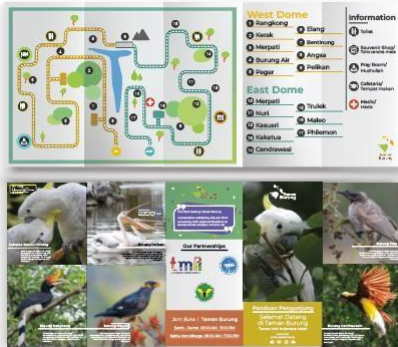
**Figure 13**

*The Folding Brochure of Taman Mini Indonesia Indah Bird Park*



**Figure 14**

*A4 and B2 Poster of Taman Mini Indonesia Indah Bird Park*



**Figure 15**

*The Ticket of Taman Mini Indonesia Indah Bird Park*



**Figure 16**

*The Merchandise of Taman Mini Indonesia Indah Bird Park*



#### 4. CONCLUSIONS AND RECOMMENDATIONS

Redesigning the visual identity for the Taman Mini Indonesia Indah Bird Park, can attract the attention of the main target audience of the Bird Park, including children and families. With new and fresher innovations, visitors can be more interested in visiting and trying the new concepts presented by the Bird Park.

The process of redesigning this visual identity includes creating a new logo for the Bird Park that is adapted to the facts collected during the interviews, as well as adjusting to the vision and mission of the Bird Park so that it still reflects the original goals of the Bird Park. In addition, this design also plans application media for promotional media. The concept used in this design

is modern, natural, and friendly. This concept was chosen because the Bird Park has never done a rebranding before so the redesign maintains the natural concept as a place of conservation as well as a tourist spot for children and families. This is supported by the use of a modern design in the form of a flat design in the shape of the Yellow-crested Cockatoo. Besides, the use of color also used warm colors.

The resulting media is the new logo of the Taman Mini Indonesia Indah Bird Park and the application media that are included in the GSM (Graphic Standard Manual) book of the Taman Mini Indonesia Indah Bird Park.

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