



LOGO DESIGN WERDHA PRIYAMITRA ELDERLY GROUP NORTH KUTA DISTRICT

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Abstract:

Purpose: The elderly are a part of society that deserves to be honoured. Various service activities have been carried out during the productive age. The logo design requested by the Werdha Priyamtira elderly group is a tribute to its role in mobilizing other elderly people in North Kuta District.

Research methods: The method in designing the logo of the Werdha Priyamtira elderly group was carried out with the stages of observation, interviews, digital literature review and evaluation. Observation is intended to explore the activities of the elderly group. The interview is a process of extracting deeper data from the beginning of its establishment until its existence in 2023. Digital literature review to gain knowledge and inspiration in logo design.

Findings: Every design stage constantly evaluates by the management of the Werdha Priyamtira elderly group so that the logo design is as expected. Based on the final logo design results, design elements in lines, fields, and colours represent the culture and activities of the Werdha Priyamtira elderly group.

Implications: These design elements are supported by text that contains the slogan of the Werdha Priyamtira elderly group. The logo design is made by considering the proportion of design elements and text to keep the intensity of complexity manageable.

Keywords: elderly, Werdha Priyamtira, logo, design elements.

INTRODUCTION

Growing old, or what is termed as elderly, is part of the life process. The Elderly is a people who have an age of more than 65 years, so they can be said to have entered the final stage of the life process. Some of the decline in body functions during the elderly is not a disease but an advanced process [1]. In principle, older people need attention, especially from families, biological children, in-laws, and even relatives from close families. Lately, older adults have begun to get attention from the family environment and the government, in this case, the Regency. Badung Regency is one of the districts that pay attention to the elderly as reported by the Bali Puspa News digital media. The elderly of Badung Regency initially received an allowance of one million rupiahs. However, the funding was reduced by 50 per cent due to pandemic conditions. In addition, the Badung Regency Social Service will assist in the form of 26 units of wheelchairs [2]. The Badung Regency Government also facilitates the elderly in terms of the Tirtha Yatra. Two hundred elderly people from various regions in Badung Regency participated in Tirtha Yatra activities at



Masceti and Watu Klotok Temples. Attention to the elderly concerning religious activities is also expected to be able to provide and improve spiritual health [3]. The attention from the government made many elderly groups formed in Badung Regency. This elderly group has a variety of activities such as gymnastics, yoga, training related to hobbies and various activities that are fun so that they have a positive impact on health.

Elderly groups in Badung Regency exist at the district level and at several lower levels, namely sub-districts, one of which is the Werdha Priyamtira elderly group. The Werdha Priyamtira elderly group was formed in 2013, which is also a combination of village and banjar / hamlet level elderly groups in the North Kuta sub-district. Various activities have been carried out by the Werdha Priyamtira elderly group, such as gymnastics, yoga, tirtha yatra, dance training, farming and fruit tree cultivation.

In 2023 the Werdha Priyamtira elderly group reached the age of almost ten years, with the most activities carried out being yoga and health exercises. Yoga activities interspersed with gymnastics are held every Sunday morning for 2 hours. In its growing age, some of its administrators want a symbol or logo that is expected to be able to visualize the identity of the Werdha Priyamtira elderly group as well as yoga activities that can be said to be characteristic. The logo printed on the shirt design is expected to be a unifying element and attract other elderly people in North Kuta District to join.

Based on this expectation, the Werdha Priyamtira elderly group considered it necessary to have a logo that can represent activities and as a marker and reminder of identity. Margo Chase explains that a logo can be successful if someone who needs help understanding design or art can understand the communication of the elements in the logo. Visual communication of the design elements in the logo is essential so that ordinary people can appreciate the symbol [4].

This article will describe the logo design process for the Werdha Priyamtira elderly group based on the wishes of the management. The initial message of the logo design is a movement representing a yoga position. The second message is a sign that visually shows the presence of the elderly but does not dominate. This consideration is based on the formation of the Werdha Priyamtira elderly group not only because of fellow elderly but also because of the desire to be friends and carry out activities that can provide physical and spiritual health. The logo design will focus on explaining the wishes of the management as a client and describing design elements such as lines, fields and colours. In addition, design principles will also be used to present a simple and understandable form. In a company, the logo becomes the product's identity offered to consumers. It is in the form of a small and straightforward symbol or design [5]. This explanation provides an understanding that the design elements that will later be applied to the logo must be able to represent the wishes of the management and represent the Werdha Priyamtira elderly group.

RESEARCH METHODS

The design process will start with finding data related to the board's wishes through interviews. The interview will be conducted with the board, represented by the chairman, deputy and several members with the same views regarding creating the logo. The following procedure is to process the data that has been collected to determine and connect the desires with design elements and principles. After getting the design elements, the process will continue with the search for inspiration from digital media. In the process of finding inspiration, we will also examine logos that are similar to the board's wishes. After that, the process continues by combining ideas, desires and studies of symbols obtained on digital media. Pictures will be visualized using a computer through the AUTOCAD tool. After getting the initial design, discussions will be held again with the management of the Werdha Priyamitra elderly group. The aim is to get feedback or evaluation so the design will stay within expectations. After getting suggestions, the method continues with refinement or development, which will arrive at the final plan later. At this stage, adjustments will also be made to the colour and proportion of each element in the logo.

FINDINGS

Badung is one of the regencies in Bali that is known to pay a lot of attention to the elderly. This attention can be seen from the regency government and has reached the sub-district level government, even at the Banjar / hamlet level. The government accommodates various activities such as garden cultivation training, janger competitions, gymnastics, yoga and religious activities at each level. This awareness is a form of appreciation from the government and the community involved in the activities that the elderly have served the community at a productive age. The elderly group proves that increasing age is not a barrier to remaining active and showing self-existence. Even in its development, each elderly group, especially in Badung Regency, has its characteristics, one of which is shown through logos, shirt colours and various other accessories.

The Werdha Priyamitra elderly group is one of the groups formed from a combination of elderly groups in several villages such as Dalung, Kerobokan Tengah, Kerobokan Utara, Kerobokan Selatan, Canggu and Tibubeneng. The Werdha Priyamitra elderly group originated from the initiative of Dhyana Pura University's research and service institution in collaboration with the North Kuta sub-district head to try to mobilize the community in positive activities. Based on the request of Dhyana Pura University's research and service unit, Anak Agung Putu Yuyun Hanuraeni was the head of the North Kuta sub-district at that time called the village head of each village in the North Kuta sub-district. The initiative began in 2013, instructing each village head in the North Kuta sub-district area to find 15 elderly representatives at the Banjar/hamlet level. At that time, the number of elderly people who were successfully collected was 20. Members of this elderly group began to establish a board and plan programs guided by a team from Dhyana Pura University's research and service unit.



Figure 1. Gymnastics and Yoga Activities of the Werdha Priyamitra Elderly Group
[Source : Research Team Document, 2023]

The name Werdha Priyamitra was proposed by Mr I Ketut Oka Sudana, who appointed the head of the elderly group. Werdha or werda in the Sanskrit dictionary means old, and priyamitra means family [6]. Based on the explanation of Mr I Ketut Oka Sudana, the choice of the name was inspired by the tight brotherhood that existed for several years from the formation of the Werdha Priyamitra elderly group. The joys and sorrows experienced during activities such as gymnastics and yoga illustrate that through the Werdha Priyamitra elderly group, a sense of brotherhood can indirectly be established. The desire for one of the members to voluntarily bring consumption in the form of fried bananas and boiled sweet potatoes, as well as the use of several tools used in gymnastics and yoga activities, is also proof that the elderly group can present a familiar atmosphere so that it indirectly affects health. In addition, the name Werdha Priyamitra also proves that age is not a barrier to staying active and making friends. The elderly group not only has an impact on health through gymnastics and yoga activities but also on life outside the group. The name chosen also follows how the government, in this case, the North Kuta District, views the elderly not as someone who is just elderly but as someone who must be embraced.

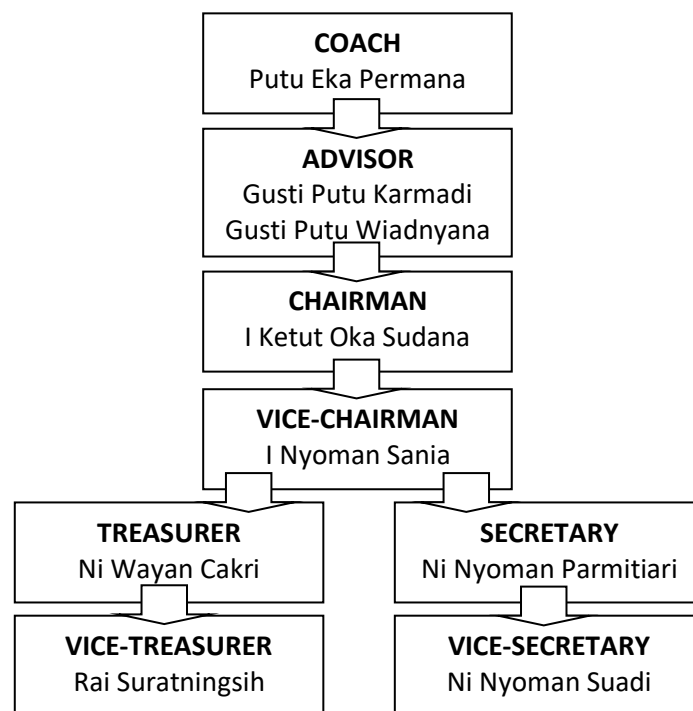


Diagram 1. The Composition of the Management of the Werdha Priyamitra elderly group
[Source : I Ketut Oka Sudana, 2023]

The management and members of the Werdha Priyamitra elderly group are retirees from various professions, such as doctors, teachers, midwives, nurses, to entrepreneurs. As the number of members grows, the management and some members want a marker from the group and a distinctive character when carrying out activities with other elderly groups in the Badung district or at the provincial level. In addition, this logo is expected to reflect the activities of the Werdha Priyamitra elderly group and its members.

Based on discussions with the management of the Werdha Priyamitra elderly group, the desired logo design is expected to reflect yoga activities, gymnastic movements or body flexibility and the presence of elderly figures but not dominate. A logo is a sign unique from its design elements, such as lines, patterns and colours. These elements become a marker or identification of products provided by a company, institution, or organization. The logo also represents the company's image, which is essential in maintaining the name of the company or institution [7]. The explanation can be understood that the logo is important as a marker; in this case, it is the Werdha Priyamitra elderly group. Increasing age but, on the other hand, a decrease in ability does not become a barrier that the elderly are no longer reliable. The elderly are often considered a burden in the family environment and nationally. This assumption is not entirely true. Utomo, in his book *Health Status of Empowered Elderly*, states that 51.06% of elderly people still work in urban areas. In comparison, in villages, as many as 80% are dominated by the agricultural sector. In addition to economic factors, physically and mentally, the human ability at 65 years and above can still be active [8].



Figure 2. Yoga Position
[Source : prosehat.com [9]]

Yoga and gymnastics are the activities most often carried out by the Werdha Priyamitra elderly group, so the first inspiration is yoga positions and dynamic movements. The Werdha Priyamitra elderly group has the slogan "hello n people", which means long, healthy life, intelligent people. The Research and service institute of Dhyana Pura University created this slogan. The representation of the motto "hello n people" is the empowered elderly. Increasing age but, on the other hand, a decrease in ability does not become a barrier that the elderly are no longer reliable. The initial design submitted to the board comes with design elements dominated by lines. The type of line used is a curve with variations in small circular fields at each end.

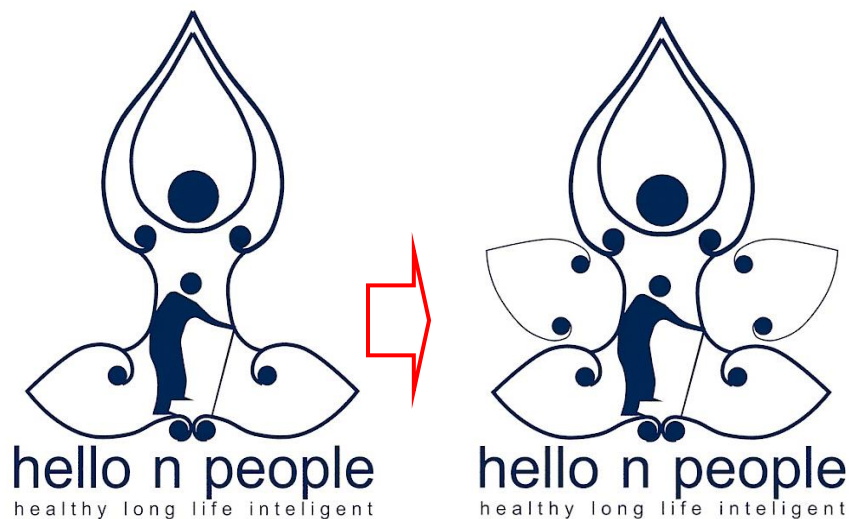


Figure 3. Initial Logo Design and 1st Development Design
[Source : Research Team, 2023]

Curved lines represent movement, energy and organic things. Some variations of curved lines can also visualize a dynamic and active movement [10]. The curved lines are used to form active and dynamic movements that represent gymnastics and yoga activities. Sitting cross-legged, body upright and hands clasped upwards, is one of the typical movements of yoga. Similar actions can also be found in the gymnastic activities that are carried out every week. The cross-legged human form is created through the design element of line. The

angled curve is the bend of the knee during the cross-legged posture. As a result of the discussion with the management, the representation of the yoga activity cross-legged sitting posture was appropriate. However, the application of lines still showed a simple visual. The suggestion was that Mr Gusti Putu Karmadi wanted a solid form. The fields formed from the lines are still possible, given colour. The discussion also talked about additional areas resembling the cross-legged posture on the right and left sides of the body so that the human object in the yoga position is more hidden. However, the idea was not approved because sitting cross-legged in a yoga position characterizes the movement that must be maintained.



Figure 4. 2nd Development Design
[Source : Research Team, 2023]

Based on the results of discussions with the management, the revised logo added colour to the fields that form the yoga sitting posture. The colours presented are requests from the administrators, namely light and dark blue and present yellow in the image of the elderly. So that the yellow colour does not dominate too much, the scale in the elderly vector is reduced. Colour strongly influences human perception, which is then supported by experience and an explanation. Some stains can provide perception or identification of expertise. Such as green, which can provide calmness, like being in nature. Red and yellow colours give the impression of feeling welcomed by the environment. Blue presents a psychology of peace and religion [11]. The second design is desirable because it can show the complete figure of the yoga sitting posture. The additional fields representing gymnastic movements on the right and left also support the unity of the overall form. The areas present in the logo, both primary and secondary objects, are all organic fields. Representing an organism's movement, more accessible and at the same time soft. Curvilinear areas can present the impression of warmth and welcome [12]. The addition of fields surrounding the main object is intended to support the dynamic impression and character of the thing through dimensions.

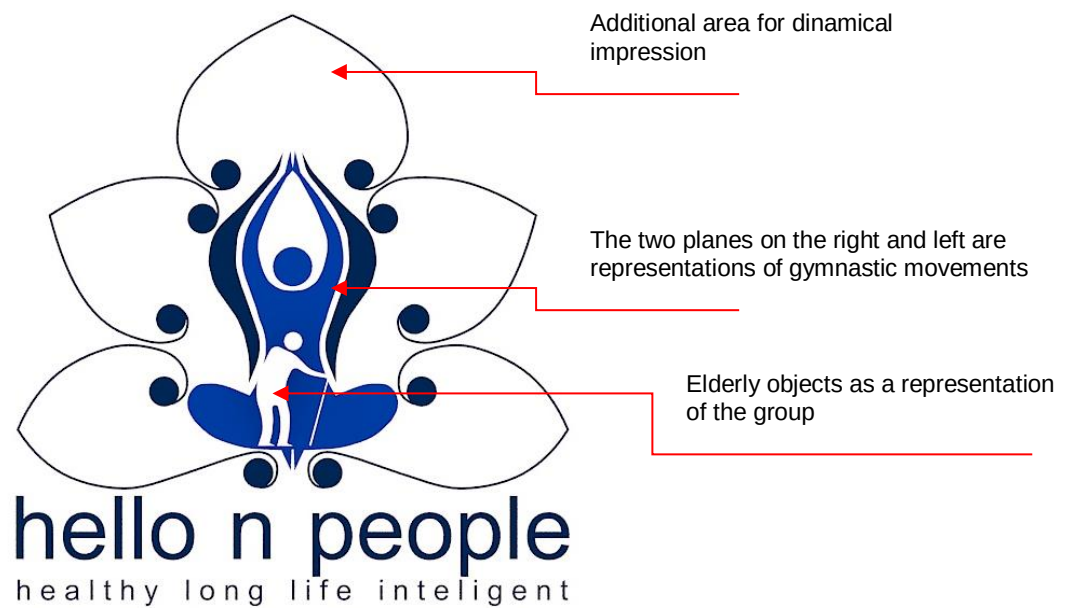


Figure 5. 3rd Development Design
[Source : Research Team, 2023]

This second stage of logo design development did not match the board's wishes. There was an idea to unify the first design with the result. The curved, angled lines that resembled leaves in the first design wanted to be used as a frame for the development design. Based on this suggestion, the design was developed again to accommodate the administrators' wishes.

The subsequent development presents the second development design framed with curved planes. Overall, the frame with a combination of curve shapes leads to the geometry of the triangle. In addition to the addition of the structure, changes also occurred in the colour of the elderly vector, which was previously yellow to white. The addition of circular fields is intended to support the presence of a fifth plane visually. Discussion related to the third stage of development design received a response from the head of the elderly group, Mr I Ketut Oka Sudana. Adding curved lines that indirectly form a field makes the logo too big and heavy. The proportion between design elements such as fields, lines, colours and other factors, namely text, dramatically affects the complexity of logo design. In principle, a logo should be designed as simply as possible so that it is easy to remember without reducing the identification of its meaning. The logo is expected to have a low complexity so that it is possible to present a balanced [13]. The presence of a frame in the form of curved fields with large proportions dominates the field in it. Another consideration is that the logo's dimensions are too large, making it challenging to apply to media such as clothes, hats and other accessories that the Werdha Priyamitra elderly group will make. These considerations finally made the frame decided to be eliminated so that the final decision was to revise the second development design again.

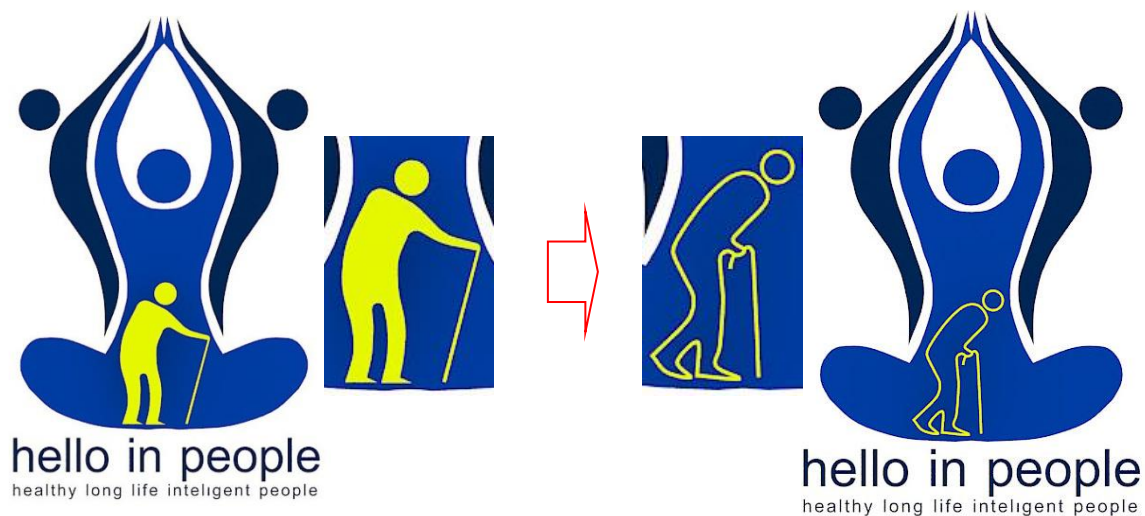


Figure 5. 3rd Development Design
[Source : Research Team, 2023]

The next stage of logo design development is the change in the image of the elderly. The previously solid picture of the elderly was replaced with a line application, but still yellow. This change is related to the designer's suggestion of the complexity of the logo design. The field that previously seemed stocky was changed to a more specific area. The hand movement accent has also changed. The elderly hand that once held the stick too far away was changed to be close to the body. The same thing is also done to the feet. The shape of the legs that were previously parallel was changed to a more dynamic one that gave the impression of movement. The logo must describe the cultural values of the institution or organization. In addition, the psychology of the community within the company or institution can be represented as much as possible. Design elements such as lines, fields and colours complemented by text are essential factors so that the logo can communicate and be identified by the public [14]. The explanation above shows that the complexity of the variation in the proportion of the fields in the logo is a significant factor to consider. Areas that seem heavy or dense can be changed to be more straightforward. Related to meaning, the institution's culture is an important characteristic to be visualized so that people can quickly identify it. This aligns with the change from the image of the elderly who were previously impressed as stocky to light through line elements. The third stage of development design is the final design approved by the Werdha Priyamitra elderly group management.



Figure 6. Logo Design Application on Clothes
[Source : Research Team, 2023]

Based on the explanation of Mr I Ketut Oka Sudana as the chairman, the logo design was desired in 2018 but could only be realized in 2020. In 2020 the logo design was filled in on the clothes obtained from the group's financial budget. In the following years, 2021 and 2022, the logo design filled two colours of the group's uniform. Blue is the preferred colour by most members of the Werdha Priyamitra elderly group. Still, because the colour of the clothes and the colour of the logo is similar, the logo could be more visible. In the following years, the colour of the shirt was finally agreed to be changed so that the logo became more dominant. Besides being active in gymnastics and yoga activities every week, the Werdha Priyamitra elderly group is also part of the Badung Regency elderly group. In every action the Badung Regency government carries out, the Werdha Priyamitra elderly group is always involved. In the Werdha Priyamitra elderly group, there are also members of the Werdhatama Republik Indonesia (PWRI) Association, which totals 75 people. These two groups are often combined in religious activities such as joint prayers and skills training.

An award in the form of a logo design for the Werdha Priyamitra elderly group is very appropriate to be given as an appreciation for the group members' dedication. As a retired community member, additional activities must be maintained with low time intensity and burden. The fact that can be seen until now is related to the members of the Werdha Priyamitra elderly group; not all of them are over 65 years, and some members are still under 55 years old. Based on interviews with several members, the understanding of the elderly is not limited to age but the condition of the family environment where someone has grandchildren. Based on data from the Directorate of Family Resilience Development (BKKBN), in principle, the age group of the elderly can be divided into three.

1. The early elderly group with an age range of 45 to 54 years. This age group is usually people entering the early stages of becoming elderly. If observed from the working age, the age of 45 to 54 is the period of entering the final step before retiring from government agencies.

2. The pre-elderly group is aged 55-59 years. One of the signs that can be observed is that the status that was previously parents has now changed to grandparents. Living conditions begin to be alone, and children already have families.
3. Age group 60 years and above. At this age, there is usually a desire for activity again. This condition creates a sense of wanting to return to groups or together in activities [15].

However, regardless of the conditions, interaction with the elderly is the best solution in various ways. In this case, the interaction was carried out by accommodating the wishes of the Werdha Priyamtira elderly group to create a logo design. The design process, from interviews and discussions to evaluation to get the final design is an interaction that gives a pleasant impression.

CONCLUSION

Werdha Priyamtira elderly group proves that age is not a limitation to remaining active and existing in society. Active participation in an organization or group, in this case, the Werdha Priyamtira elderly group, positively impacts health and other social consequences, including establishing friendships. The logo of the Werdha Priyamtira elderly group represents the group members and the various activities routinely carried out. The logo presents dynamic planes from a combination of design elements. The curved lines form a yoga sitting posture. In addition, the curved lines on the right and left sides of the central plane represent gymnastic movements. The image of an elderly person in the center is an easily identifiable marker related to the elderly group. The writing "hello in people" further emphasizes that the elderly can move dynamically and are still helpful in society. The blue colour presents a peaceful impression, like the atmosphere that is being felt by people over 65 years old. The yellow colour gives a dynamic and welcoming appearance to the environment. All fields in the logo represent the various activities of the Werdha Priyamtira elderly group—a Werdha Priyamtira to create a logo design. The design process, from interviews and discussions to evaluation to get the final design is an interaction that gives a pleasant impression.

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