

Gulo Puan Visual Brand: Medium Promotion of Gastronomic Tourism Destinations, Pampangan District, South Sumatra

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Gulo Puan is a traditional food from the Pampangan sub-district, South Sumatra Province. Its existence has sunk into the ages. Gulo Puan does not yet have a visual brand that can represent her existence. The absence of a visual brand makes people less aware of the existence of this gastronomy. The purpose of this study is to present the Gulo Puan visual brand as a promotional medium for the gastronomic tourism destination "Guwan" Gulo Puan in the Pampangan sub-district. This study uses a qualitative method with a five-stage approach to design thinking according to Tim Brown's version: empathy, define, ideate, prototype, and test. The data collection process was carried out by interviews, observation, literacy, documentation, and questionnaires. The data obtained were then analyzed using the Triadik Sumbo Tinarbuko design concept approach. The results of this synthesis form the basis for designing the Gulo Puan visual brand. The results of the synthesis are also positioned as a solution for the Gulo Puan visual brand for visual communication problems found at the Gulo Puan production center, Pampangan sub-district, South Sumatra Province. The novelty of the results of this design puts forward the concept of Gulo Puan's visual branding as a promotional medium that represents the Gulo Puan gastronomic tourism destination in the Pampangan sub-district. The theory used in this study: visual branding for strategies to design visual branding, sociology theory of design to determine the needs of target audiences, theory of tourist destinations to design tourist destinations, and visual communication design theory is used to design the form of messages and the contents of verbal and visual messages. Conceptually, this research also contributes theoretical and practical knowledge to the development of visual communication design science.

Keywords: visual brand, medium promotion, tourist destinations, gastronomy gulo puan

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INTRODUCTION

South Sumatra Province is dubbed as one of the areas that has the potential for unique agrarian culinary delights. This is in line with the culinary records of South Sumatra published by the Culture and Tourism Office in 2017, "Palembang has a variety of traditional culinary delights with a distinctive taste, one of which is Gulo Puan". Meanwhile, Sartika et al (2019: 213) define Gulo Puan as a food made from granulated sugar and buffalo milk which is processed into caramel with a sweet and savory taste. "Gulo Puan comes from Baso Palembang, namely Gulo which means sugar and Puan Dalam which means the original milk liquid of dairy animals, where in general Gulo Puan can be known as milk sugar," wrote Sartika.

Based on Angkut's statement, Head of Ward Pampangan Village, Pampangan OKI District, Gulo Puan's agrarian culinary is a culinary that has existed since the Palembang Sultanate era. "The presence of Gulo Puan is positioned as a tribute from the people of the Pampangan sub-district, South Sumatra, to the Sultan of Palembang for being exempt from paying taxes."

Based on data from the website of the Central Bureau of Statistics for Ogan Komering Ilir Regency in 2014, the Pampangan sub-district of South Sumatra, including in the Ogan Komering Ilir (OKI) district, has 22 villages. Four of the 22 villages are active producers of Gulo Puan. The four villages include Bangsal Village, Kuro Village, Pampangan Village and Pulo Layang Village. According to Talha, the making of Gulo Puan in Bangsal Pampangan Village was held in rotation. "Every day, according to the agreed schedule, Gulo Puan is made. In making Gulo Puan always applies a special recipe from ancestral heritage. That is why Gulo Puan's agrarian culinary in Bangsal Pampangan Village has a distinctive taste.

The Gulo Puan distribution pattern in Palembang City is carried out every Friday. Location: courtyard of the Great Mosque of Sultan Mahmud Badaruddin Jayo Wikramo Palembang, starting at 11.00 - 15.00 WIB. The price offered ranges from Rp. 80,000 to Rp. 140,000 for each kilogram.

Selling Gulo Puan, which is only done one day a week by distributors, becomes an obstacle for the target audience to buy Gulo Puan. This obstacle is proven from the results of questionnaires distributed randomly via WhatsApp and Instagram social media regarding what obstacles were encountered when buying Gulo Puan, namely as many as 50.3% of 107

respondents answered they did not know the selling location and as much as 25.1% of 52 respondents answered only sold on certain days. The problem is further strengthened by the many issues circulating in many news networks such as the *Kumparan*, *Liputan6*, *Palembang Tribune*, *Sumatra Ekspres* sites and various blogs which state the difficulty in finding Gulo Puan sellers.

Another obstacle can be seen from the lack of knowledge of Generation Z, who is the respondent of this research, about Gulo Puan. Generation Z's low knowledge of Gulo Puan is caused by aspects of Gulo Puan's sales that are not technology-based, which is in direct contrast to the life of Generation Z who are already faced with technology. There was a drastic decline in Gulo Puan buyers, causing several Gulo Puan distributors to leave their jobs and look for more promising jobs. The decline in the number of Gulo Puan buyers resulted in a lack of Gulo Puan distributors in Palembang City. As a result, there is an imbalance between producers, distributors and consumers. Talha's Gulo Puan business is not running smoothly and generation Z as consumers have difficulty getting Gulo Puan due to the lack of Gulo Puan distributors.

Regarding the problems above, this study aims to answer the problems: first, the lack of knowledge of Generation Z regarding the existence of Gulo Puan as an agrarian culinary asset in South Sumatra Province, especially Pampangan sub-district, Ogan Komering Ilir (OKI) district. Second, the Gulo Puan brand is unknown to Generation Z. This is due to the way Gulo Puan's promotion and sales method does not take advantage of the greatness of internet technology and social media networks. Thus, the purpose of this research is directed at how to build a visual brand Gulo Puan as the spearhead of promoting the Gulo Puan gastronomic tourism destination, in Pampangan District, South Sumatra.

Theories used to strengthen research objectives include: branding theory from Wirania Swasti in the book *Branding* (2016), visual branding theory from Marty Neumiere in the book "The Brand Gap" (2003), communication theory from Kavaratsiz in the journal "From City Marketing to City Branding: Towards A Theoretical Framework for Developing City Brands" (2004), visual communication design theory from Sumbo Tinarbuko in the book "Visual Communication Design" (2015), perceptual psychology theory from Alizamar and Nasbahry Couto in the book "Psychology of Perception & Information Design" (2016), sociological theory of design from Agus Sachari in the book "Sociology of Design" (2018), theory of tourist destinations from

Rimsky K. Judisseno in the book "Branding Destinations and Tourism Promotion" (2019), theory of reading signs and the meaning of visual communication design from Sumbo Tinarbuko in the book "Reading Signs and Meanings of Visual Communication Design" (2008) and gastronomic theory from Serdar Eren in the journal "Gastronomic Identity and Gastronomic Image In Tourism Destinations: A Local Food Perspective" (Chapter 38, 2018). Meanwhile, this research method uses qualitative methods referring to the treatise Research Design Edition 4 (2019) John W. Creswell. To bring out the Gulo Puan visual brand design using the Triadik Sumbo Tinarbuko approach (2017) and Tim Brown's version of design thinking (2009). Starting from the stages *empathize, define, ideate, prototype, and test*.

This research makes a very significant contribution to the development of the science of visual communication design in the form of new theoretical knowledge on the concept of the visual brand Gulo Puan as a promotional medium for Gulo Puan's gastronomic tourism destinations in the Province of South Sumatra, especially in Pampangan District, Ogan Komering Ilir Regency.

CREATION METHODOLOGY

The material object of the research is a representation of the visual brand Gulo Puan as a promotional medium for Gulo Puan's gastronomic tourism destinations. Location: Pampangan District, Ogan Komering Ilir Regency, South Sumatra Province.

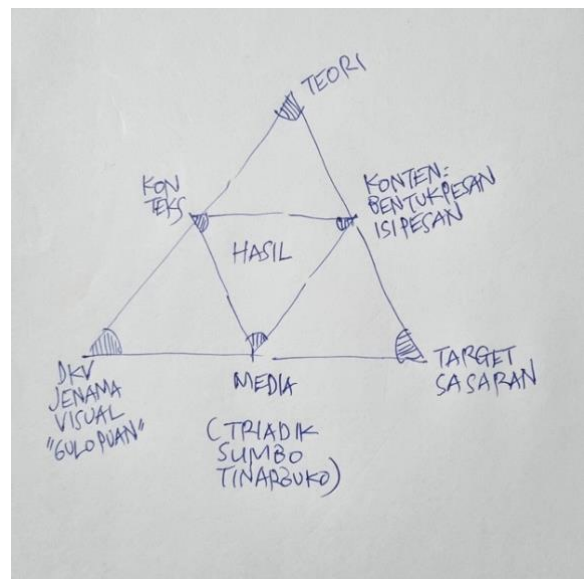
The research design used in this study uses qualitative research methods by describing and interpreting meaning Gulo Puan's visual brand as a promotional medium for Gulo Puan's gastronomic tourism destinations.

The source of information for this study was obtained from direct observations at the location where Gulo Puan was made, accompanied by direct interviews with several informants plus documentation from online sources.

Data collection techniques were carried out through direct observation of the process of making Gulo Puan. Also equipped with literature review, and documentation taken from print and online mass media.

The stages of this research analysis use qualitative research methods. Whereasto bring up Gulo Puan's visual brand plan using methods *Design Thinking*

version of Tim Brown (2009), starting with the stages *empathize, define, ideate, prototype, test* as well as approach planning concept Triadic Sumbo Tinarbuko (2017).



This concept was created to identify, create and interpret the Gulo Puan visual brand as one of the visual communication design works.

The existence of the Gulo Puan visual brand as one of the visual communication design works aligned with the intended target audience. In the Triadik Sumbo Tinarbuko image, a straight line can be seen between the visual communication design work in the form of "Visual Brand Gulo Puan" and the choice of "Media". The placement is aligned with the corner of the "Target Target". All three are placed on the underside of the Triadic Sumbo Tinarbuko line.

On the left side of Sumbo Tinarbuko's Triadic there is a straight line that reads "Visual Brand Gulo Puan". On it there is the diction "Context". The diction of "Context" is positioned as a process of agreement in order to plan or create a work of visual communication design in the form of "Visual Brand Gulo Puan" in the form of problem formulation. The top corner is "Theory" used as a reference to help carry out the planning process or the creation of visual communication design works in the form of "Ms. Gulo Puan's Visual Brand".

On the right side of the Triadic Sumbo Tinarbuko line starting from the bottom corner "Target Target", then moving up to the middle corner "Content" (containing the form of the message and message content "Visual Brand Gulo Puan") and in the upper corner it meets again with the angle "Theory" which

is used as a reference to help design and create the object of this research.

The tangent between the left side of the Triadik Sumbo Tinarbuko line named "Context" will be connected by a straight line with the right side tangent named "Content". Then descend downwards to connect the tangent angle of the design work "Visual Brand Gulo Puan" with "Target Audience" and "Media". The tangents of the three points ("Context" - "Content" - "Media") form an inverted equilateral triangle. It was at this point that the flow of the process of discussing the design and creation of the "Visual Gulo Puan Brand" found verbal and visual design forms as well as verbal and visual messages from the "Visual Gulo Puan Brand" which became the object of this research (Tinarbuko, 2017:55 -56).

DISCUSSION

The visual brand Gulo Puan as a promotional medium is directed at one main goal to develop the Gulo Puan gastronomic tourism destination which so far has been considered not widely known by the general public. The visual brand "Guwan" Gulo Puan is designed to represent an educational recreational adventure experience. This means that the overall visual branding process has a unity between, logo, color, headline, tagline, and activation media. The branding process went through five stages referring to the Design Thinking method by Tim Brown, namely: empathy, define, ideate, prototype, and test.

At the prototype stage, the selected design has a specific elaboration which includes concepts and meanings. The selected logo is clarified with the logo concept, typeface, color, meaning and meaning of the tagline, in order to clarify the application of the logo and the rules specified in the GSM (Graphic standard manual). The logo of the gastronomic tourist destination "Guwan" will be visualized together with other logos as benchmarking, and continued with implementing the logo and its components in documentary animation videos, mapping, folding posters, buses, sign gates, infographics, t-shirts, cellphone cases, pop sockets, and stickers.

The visual brand "Guwan" Gulo Puan begins with designing a logo design as the main foundation of the brand. This logo design was selected and designated as the visual branding process for the gastronomic tourist destination "Guwan" Gulo Puan. Technically the Jelajah Pampangan logo is designed horizontally with a minimum width of 8

cm and a following height, and a vertical logo that has a minimum width of 4 cm and a following height.



Figure 1. The horizontal logo "Explore Pampangan"
(Source: Risvi Pangestu, 2020)



Figure 2. Vertical logo "Exploring Pampangan"
(Source: Risvi Pangestu, 2020)

Logo Concept

The concept for the visual brand logo for the gastronomic tourism destination "Guwan" Gulo Puan has 4 points. Visualized through the representation of swamp buffalo and the Gulo Puan arch, swampland and doors. The visual concept of this logo is taken from the potential in the Pampangan sub-district as a Gulo Puan gastronomic tourism destination. The selection of visual objects in the Pampangan sub-district is the basis for the shape of the logo. The merging of the graphic elements of the arches is the repetition of the curves on the body of the swamp buffalo, swamp land, Gulo Puan, and doors. All of this means that the existence of Gulo Puan cannot be cut off by the times. So that the identity of Gulo Puan's products can always develop and become an everlasting agrarian culinary product.

Typeface Logo

The primary typeface uses a sans serif font, namely "Caldina" with curved characters and sharpness at the corners of the letters which indirectly describe the shape of the Pampangan swamp buffalo horns. This typeface describes the activation of the visual brand to gain new experiences with new situations. The Caldina typeface as the primary typeface is used in the selected media headline sentence. The secondary typeface uses a sans serif font called "Museo Sans". This font has an open character in harmony with any font, this is also the same as the Z generation character as a target that has a character

that is open to new things. This font is used as a tagline font and bodycopy font for the text on the media used.



Figure 3. Logotype with a tagline without a logogram
(Source: Risvi Pangestu, 2020)

Logo Color

The colors used are the basic colors, namely RGB, which are combined to become Disco colors (R: 158, G: 32, B: 98). The Disco color is the identity color used in the logo. In the application of media using the Disco color, it is applied to the tint effect concept. This application causes the Disco color as the identity color to be mixed with white, giving rise to a pastel impression, this impression is useful for creating a shabby chic impression that describes the Z generation that follows trends. The use of Disco colors depicts the target characters who have the energy, enthusiasm and joy to do "Explore Pampangan" as an inspirational effort from the visual brand of a gastronomic tourism destination, Gulo Puan.

Meaning of Tagline

The tagline "Fun with Siguwan" describes the excitement of "Exploring Pampangan". It means the excitement you get while exploring Pampangan with Siguwan. This tagline was created to complement the headline and implement positioning by highlighting the character of the "Guwan" Gulo Puan gastronomic tourist destination in the Pampangan sub-district.

Siguwan's character

In Siguwan's mascot design, the character depicts brave targets, tough explorers, cheerful, up to date, and digital native. This mascot was introduced by the name Siguwan meaning Si Gulo Puan. The white shirt depicts the color of the target who lacks experience, while the use of denim pants on the Siguwan mascot depicts a gastronomic tourism destination that provides a new experience for the target. Siguwan's character as an introduction to "Exploring Pampangan" was introduced through the mass media and print media. For the mass media, the Siguwan character is an online sticker that can be used by the target audience with a size of 1.6 cm x 6.9 cm. In print media, the print is divided into two, namely the size of 27 cm x 10 cm to be printed as a miniature made of flannel, and the size of 2 meters

in height and width adjusts to be printed as an icon of the Pampangan sub-district. Placement of the Siguwan miniature, placed at the Gulo Puan production site as a souvenir from the Pampangan sub-district. Meanwhile, the Siguwan icon is placed at the position of the main gate when entering Pampangan District.



Figure 4. Siguwan character (Source: Risvi Pangestu, 2020)

T- Shirt

T-Shirt is a physical attribute. Used as a medium for activating the brand, which is given as a follow-up medium, it reminds us of the visual branding "Jelajah Pampangan" as an educational adventure destination. The logo is applied to the t-shirt to introduce the visual brand of the gastronomic tourist destination "Guwan" Gulo Puan in the Pampangan sub-district. The t-shirt uses white cotton combed 30s and disco.



Figure 5. "Exploring Pampangan" T-shirt
(Source: Risvi Pangestu, 2020)

CONCLUSION

Information difficulties regarding the existence of this cultural product caused Generation Z to not know about the existence of Gulo Puan. The visual communication problems above are increasingly becoming a threat, when other countries are interested in getting to know and learn about Gulo Puan products.

The purpose of this research is dedicated to solving visual communication problems related to the existence of Gulo Puan. For this reason, a design concept for the Gulo Puan visual brand was created as a promotional medium for the Gulo Puan gastronomic tourism destination.

The research in the form of designing visual branding for the gastronomic tourism destination "Guwan" Gulo Puan in the Pampangan sub-district, aims to represent visual branding in the Pampangan sub-district, South Sumatra to the target audience through the Gulo Puan gastronomic tourism destination. The main idea behind the Gulo Puan visual brand is "Explore Pampangan". The concept of "Jelajah Pampangan" is directed at introducing and promoting the visual image of an educative recreational destination through the tagline "Enjoyment with Siguwan".

Research in the form of this design significantly contributes theoretical and practical thinking to the development of the science of visual communication design. The form is in the form of practical theoretical and conceptual knowledge that collaborates visual branding with the Gulo Puan gastronomic tourism destination.

The novelty of this design can be seen from the design concept of Gulo Puan's visual brand with the ultimate goal as a promotional medium for Gulo Puan's gastronomic destinations in Pampangan sub-district, South Sumatra. The novelty offered in this study is an answer to visual communication problems in the form of unfamiliar Gulo Puan agrarian culinary products.

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