



## BRANDING DESIGN OF “THE 39<sup>TH</sup> ANNIVERSARY OF MEDAN STATE POLYTECHNIC”

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**Abstract**--Branding is one of the ways to create good image of a company to be recognized by customers. This is a kind of promotion using distinctive design. It is believed that branding can develop customers' brand awareness to recognize a company. This study aimed at designing visual information as branding of “the 39<sup>th</sup> Anniversary of Medan State Polytechnic”. The branding activity was one of important parts in the celebration which was designed to create visual information with the company spirit to be an excellent higher education. This research applied qualitative research method with researchers as the key instrument. The data were collected through literature study, observation and interview. The result of this study was branding design of “the 39<sup>th</sup> Anniversary of Medan State Polytechnic”. The designed brand has been used in the company's anniversary celebration on September 20, 2021. Through this branding, it is assumed that the customers' brand awareness on Medan State Polytechnic increased.

**Keywords:** *branding, anniversary, design*

### INTRODUCTION

Vocational education plays a vital and strategic role in efforts to improve the quality of human resources (HR). Through vocational education, there is a power of influence that is fully generated in the economic growth of a nation, increasing the standard of living of its people, to the welfare of all human elements in it.

On the other hand, National Education is currently still facing problems, including quality issues, the absence of equal opportunities, and the limited budget available, all of which must be shared jointly by the government, organizations, communities, parents and students.

As a vocational education organization, Medan State Polytechnic has been present as an educational service institution, specifically in the vocational field since 1979. In that year, the University of North Sumatra became one of six universities or institutes that received the Phase I Polytechnic Education development project from DIKTI. Initially it was called as Polytechnic of University of Sumatra Utara (USU Polytechnic) Medan. Funded by the World, phase I began with the development of engineering education assisted by experts from Switzerland. In 1986, phase II was built with education in the field of trade administration supported by facilities and experts from Australia.

USU Medan Polytechnic changed to be an independent Polytechnic under the name Medan State Polytechnic officially through the Minister of Education and Culture's Decree No. 084/O/1997 concerning the Establishment of the Medan State Polytechnic, the contents of which were updated by the Minister of National Education's Decree No.: 130/O/2002 concerning the organization and working procedures of Medan State Polytechnic ([www.polmed.ac.id](http://www.polmed.ac.id)).

In 2021, Medan State Polytechnic will welcome its 39<sup>th</sup> anniversary. Anniversary for every Educational Institution is an important event as a manifestation of gratitude that marks the beginning of life. Medan State Polytechnic's early life, which has grown to an adult age, is in line with the analogy of the age of human. Not only that, the anniversary also has its own meaning for each organization.

At the age of 39, the meaning of Medan State Polytechnic Anniversary is certainly different from previous years. The process of meaning must be disseminated to the entire academic



community of Medan State Polytechnic and also to the general public through Branding. By branding, the entire academic community of Medan State Polytechnic and the public can better interpret this 39<sup>th</sup> Medan State Polytechnic Anniversary. Strategies to strengthen a branding can be applied to both profit and non-profit organizations such as educational institutions (Modi & Patel in Farida, 2019, 30).

According to Kotler (2009: 332), branding is the giving of names, signs, terms, symbols, designs, or a combination of all of them. Branding is created for the purpose of identifying goods, services or groups of sellers and to differentiate them from competitors' goods or services.

The communication activities or processes that will be carried out later by the researchers are in the process of creating the logo symbol for the 39<sup>th</sup> Anniversary of Medan State Polytechnic, Medan State Polytechnic Anniversary's slogan, the Graphic Standard Manual (GSM) using the 39<sup>th</sup> Anniversary of Medan State Polytechnic Anniversary's logo, and also the document guidelines for program plans to accompany Anniversary of Medan State Polytechnic activities.

In the end, the branding process aims to increase public awareness of the Medan State Polytechnic brand and the values that will be built and achieved this year and next year. So, the researchers tried to manage the design of the 39<sup>th</sup> Anniversary Branding of the Medan State Polytechnic as part of the effort to contribute to the scientific research team in order to raise the vocational institution where the researchers took shelter.

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### **Research Problem**

The formulation of the problem in this study is as follows.

1. What is the attractive branding in welcoming the 39<sup>th</sup> Anniversary of Medan State Polytechnic?
2. How are the stages of branding design in increasing brand awareness of Medan State Polytechnic?

### **Research Limits**

Limitations of the problem in this study are as follows:

1. Design of visual information in the form of a 39<sup>th</sup> Anniversary of Medan State Polytechnic's logo along with the words (slogans or taglines).
2. The branding design will be adjusted to the values of Medan State Polytechnic in the next few years through a process of discussion and interviews with related parties.
3. The design of the Graphic Standard Manual (GSM) is included as part of the official guideline document in the use of Medan State Polytechnic's 39<sup>th</sup> Anniversary branding.
4. Official document of program plan policy for ANNIVERSARY in collaboration with the unit optimization process under the auspices of Institute.

### **Research purposes**

The aims of this research are as follows:

1. Produce interesting and targeted visual information in order to welcome the 39<sup>th</sup> Anniversary of Medan State Polytechnic.
2. Become an official orientation and guideline for institutions in enlivening the 2021 Anniversary program.



## LITERATURE REVIEW

### Anniversary

Anniversary according to online KBBI (2021) is the exact anniversary of a higher education institution's establishment. In 2021, Medan State Polytechnic will welcome its 39<sup>th</sup> Anniversary. For every Educational Institution, anniversary is an important event as a manifestation of gratitude that marks the beginning of life. Medan State Polytechnic's early life, which has grown to an adult age, is in line with the analogy of the age of a human. Not only that, in anniversary.

### Branding

According to Fazarinc (in Qeis, 2014: 50), branding is the management of the concept regarding the promise given and the public's expectations of a brand that is carried out consistently. So, branding and brand are two very different things.

Branding is categorized as a communication activity carried out by whoever owns the brand (whether in the category of business, organization, community service, government agency or education). Branding is not just an ordinary activity, but also as a means of increasing brand awareness of an organization. The function and purpose of Branding according to Amanah (2011: 226) are as follows.

1. As a differentiator
2. Become a promotion and attraction
3. A means of building love to convince people of quality and prestige
4. Market controller

This research focuses on organizational branding (branding of the anniversary's logo of Medan State Polytechnic institution), with the hope of explaining what the institution wants to do through the 39<sup>th</sup> anniversary of the momentum.

### Logo

Kusrianto (2007: 240), states that logos have various types, divided into four groups based on their constituent elements, namely as follows.

- a. Logo in Alphabetic Shape  
This logo consists of an arrangement or combination of letters as the main element.
- b. Logo in the Form of a Concrete Object  
This logo group uses concrete objects such as human shapes (a character, face, attractive body shape), animal shapes, plants, equipment, and other objects.
- c. Logo in Abstract Shape, Polygon, Spiral and So on  
This group has elements that are abstract shapes, geometric shapes, spirals, arcs, triangles, squares, polygons, dots, lines, arrows, curved shapes, and three-dimensional expression forms.
- d. Symbols, Numbers and Other Elements  
This group uses familiar shapes to describe things like hearts, crosses, plus signs, lightning bolts, musical notation signs, and so on.

According to Alina Wheeler in Rustan (2009: 22), the author of 'Designing Brand Identity' book, logos can be divided into several categories, but the boundaries between categories are flexible. One logo can belong to several categories at once. Yasaburo Kuwayama in Rustan (2009: 22) divides trademarks into four types, namely:

- a. Alphabet (shaped letters).
- b. Symbols, numbers (symbols, numbers).
- c. Concrete forms (shapes similar to the original object).
- d. Abstract forms (abstract forms).



In this research, the category carried out by the researcher is the use of numbers as a form of age for the Medan State Polytechnic Institute's Anniversary.

## FINDINGS AND DISCUSSION

### Design Stage



**Figure 1.** 35<sup>th</sup> Anniversary of Medan State Polytechnic  
Sumber: [www.polmed.ac.id](http://www.polmed.ac.id)

The researchers seek to explore information and insights from stakeholders, as well as programs based on the institution's vision and mission conditions, work plans and future expectations which will later be realized or poured into the 39<sup>th</sup> Anniversary's logo of Medan State Polytechnic. The presence of vocational education institutions is in line with the function of the purpose of branding itself, namely as a differentiator. In terms of age, of course, an organization will always present a differentiator. Currently the presence of the Medan State Polytechnic has entered the age of 39 years. The activity of designing the anniversary logo begins with a concept briefing as the basis for creative thinking. The research team looked for primary data related to the needs and targets of the institution through RENSTRA document and academic activities. From the brainstorming process, the researchers obtained key information, namely:

### 39<sup>th</sup> TOWARDS EXCELLENT ACCREDITATION IN 2023.



Based on this key information, the research team looked for references and collected similar logos to identify things related to the visual information of the Anniversary. Some of them are as follows:



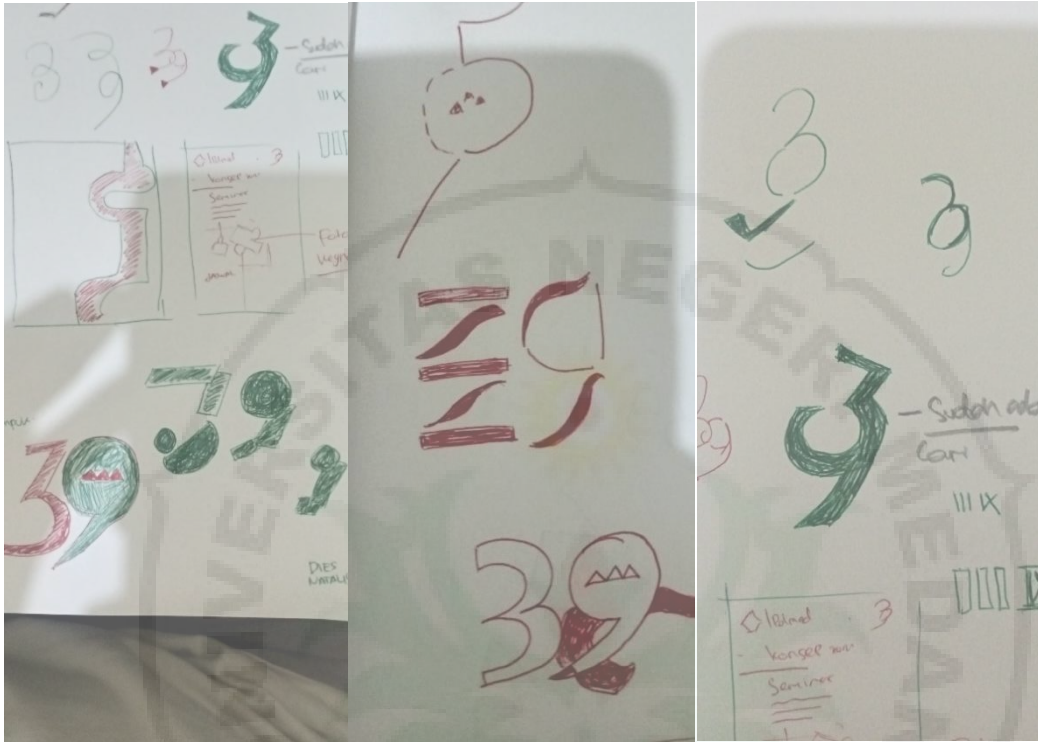
### Rough Sketch Stages



**Figure 2.** Some references of University Anniversary's logo in Indonesia  
source: google.co.id





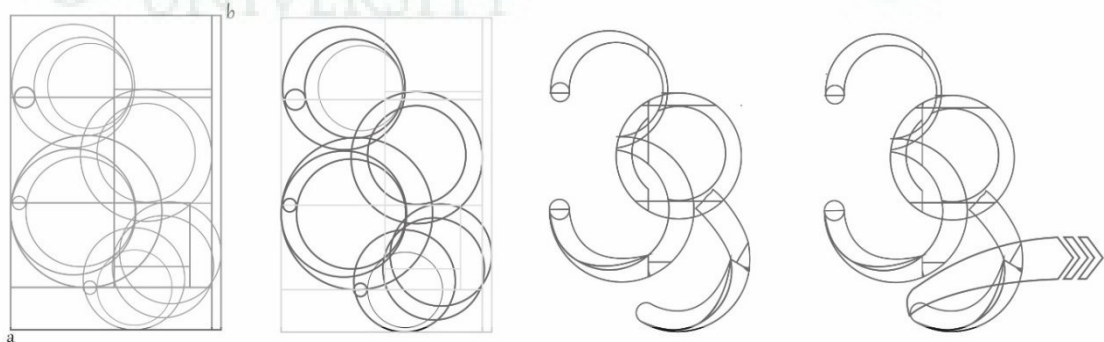


**Figure 3.** Rough Sketch of the 39<sup>th</sup> Anniversary of Medan State Polytechnic's logo processing

From the stages of making a rough sketch, one core idea was formed which the researcher limited, namely that the emphasis on the logo was on number 39, as a form of anniversary activities that occurred, and also focused on the numbers 3 (three) and 9 (nine) which must intersect each other, because later they will be processed through a digital sketch process using a grid system technique.

### Digital Sketch Stage

In the next stage, the researcher made a digital sketch in three steps. The first step is to draw a digital sketch using the Golden Ratio Principle to obtain the best proportionality of results. The second step is the selection process of conceptual frameworks that are not needed to obtain an overview of the ideas that have been previously sketched. The third step is to add a sign element as a form of visualization of movement or direction as the implementation of information or keywords.





### 3.4. Coloring Stage

The coloring and selection of the color palette on the logo adapts to the theme of the activity. The use of color combinations refers to the Triadic Color Scheme (red and blue). Color combinations reflect beauty, luxury, and the courage to keep on updating. The choice of color represents how Medan State Polytechnic continues to maximize the vision and mission of Higher Education's Tri Dharma and accreditation targets.



Figure 5. Coloring Stage

### 3.5. Final Stages of Completion

At this stage, additional typographical elements are added in the form of the 'th' symbol and Medan State Polytechnic on the sign ribbon and the right side of the main logo. After finishing it, the logo is then given an example of applying a logo with a grayscale scheme.



Figure 6. Final Stages of Completion

## 4. Conclusion and suggestion

The need for visual communication of anniversaries is very important as a reminder of the presence of every institution. The visualization is also part of the dissemination of information and quality to reassure the institution's important position in society. In the process, designing the anniversary visual identity will certainly focus on the use of numeric elements that represent the age of the institution.

The logo number "39 th" is the main logo that explains the purpose of the Medan State Polytechnic's anniversary which is commemorated every September 20. The anniversary moment provides basic information that there will always be a 'differentiation' from each year. One of



them is the differentiator of its anniversary visual communication strategy. In addition, the anniversary number logo can be used as ammunition to strengthen the vision, RENSTRA and quality and competitiveness of institutions in the world.

The suggestion from this research is that the process of interpreting the institution's presence where we are sheltered can be carried out more planned and structured through visual communication strategies. The echo of changes in the age of the institution should be packaged with additional activities that can indeed be an image attraction for the community.

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