

ENVIRONMENTAL GRAPHIC DESIGN OF MPU TANTULAR MUSEUM

Masnuna

Faculty of Architecture and Design, University of Pembangunan Nasional “Veteran” Jawa Timur
Jl. Rungkut Madya – Gunung Anyar, Surabaya, East Java, Indonesia

masnuna.dkv@upnjatim.ac.id

Abstract: The museum is the storage and preservation of cultural heritage and historic objects for the benefit of the study, research, or entertainment. A museum should be able to provide accurate information and adequate facilities. In order for the historical objects and museum facilities to be optimally enjoyed by visitors, the museum requires environmental graphics to assist the course of the visit. Mpu Tantular Museum which is located in Sidoarjo does not yet have sufficient signposts and information boards, causing the visitors to be confused. Then there is the need for environmental graphics to assist the visitors in finding and getting the maximum information. This paper will design the environmental graphics of Mpu Tantular Museum with a design concept called "Lontar Majapahit". The method used is the preparation stage and the creation phase with 5W + 1H analysis. Thus, visitors get two advantages, namely clear information and environmental graphic design that convey the characteristic of Mpu Tantular Museum.

Keyword: *Graphics, environment, Museum, Mpu Tantular*

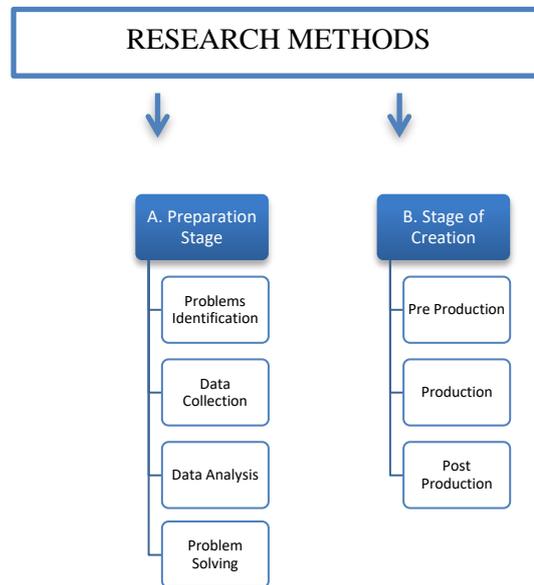
INTRODUCTION

In today's rapidly evolving technology development era, the museum is expected to be able to actively took part in collecting, maintaining, and preserving the objects that are concrete proof of the cultural development process. In general, people still see the museum as an ancient place, but this notion should not be an obstacle for people not to visit the museum. People can enjoy their trip to museum as a form of recreation, as well as expanding their knowledge and getting information about the history of events in the past. Collection of objects owned by Mpu Tantular Museum in majority consist of the historical objects from the Majapahit kingdom era. But the collection is not limited to the objects of Majapahit kingdom alone. There are also historical objects from remote areas in Indonesia with high historical and cultural value that can be utilized as research materials . The name Mpu Tantular itself is taken from the name of a poet who lived during the Majapahit kingdom's era, under the rule of Hayam Wuruk. Mpu Tantular once created a work called “Kakawin Sutasoma” and “Kakawin Arjuna Wiwaha”. Both books are very popular. The slogan "Bhinneka Tunggal Ika" which was made as the national slogan of Indonesia and also Museum Mpu Tantular itself, was written inside the Kakawin Sutasoma. Therefore Museum Mpu Tantular's collection theme is dominated by Majapahit kingdom.

A museum should be able to provide accurate information and adequate facilities. In order for the visitors to optimally enjoy the collection and facilities within the museum, the place needs environmental graphics to inform about the course of the visit. Mpu Tantular Museum located in Sidoarjo does not yet have adequate directions and information boards, so there is a need for environmental graphics to aid the visitor in finding and getting the maximum information. With the environmental graphics, visitors will acquire two advantages, namely accurate information and sign system design with the characteristics of Mpu Tantular Museum. Mpu Tantular Museum's environmental graphic design will be designed in accordance with the ambience of Majapahit, so that the visitors who enters the Museum can feel the ambience of the Majapahit kingdom from the era. But the design will also took consideration of the targeted audience's current trends. The concept is expected to be the uniqueness of the Museum. The environmental graphics are being stationed at the strategic points within Mpu Tantular Museum area. An ergonomic environmental graphic enhance the readability to the visitors The designed logo will make the signage's visual more dynamic according to the image and character of the Mpu Tantular Museum. So that the signage would be able to inform each area in Mpu Tantular Museum to the audience.

Method

The research method basically divided in two stages, namely: (1) preparation stage; (2) creation process' stage. The preparation stage includes problem identification, data collection, analysis, and problem solving. While the stage of the creation process includes preproduction, production and postproduction.



A. Preparation Stage

1) Problems Identification

Problem identification is the question of design issues, as mentioned in the research background and then written in the formulation of the creation idea, which is "How to design Environmental Graphics that can provide information about the location, facilities and everything within the Museum Mpu Tantular". Data collection and data analysis is required to solve this problem.

2) Data Collection

Data collection technique is done through three ways, that is observation, interview, and collecting documentation data related to Museum of Mpu Tantular. Data documentation can be in the form of photos, videos, newspapers, magazines, etc. Here is the explanation of data collection.

- a) Observation: Gathering all the data by observing all the events that occur, from listening, watching, and feeling is a much needed observation to get the materials that support this research. In this case the author will actually visit the Mpu Tantular museum.
- b) Interview: direct communication with the interviewees. Data in the form of verbal information is required to complete the literal data. The interviewees were selected based on the research's interest. The interviewees that directly related to this research are the stakeholders in the Museum Mpu Tantular.
- c) Data Documentation: Another helpful source are documentation, either in the form of photographs, videos, or sound recordings from cassette tapes. These data are collected through data documentation method.

3) Data Analysis

Analysis is a strategy used to recognize Mpu Tantular Museum in details. The analysis technique used is 5W + 1H analysis. By answering the questions about what, where, when, who, why, and how the designer will be able to identify the uniqueness, advantages, and even the lacking aspect of Mpu Tantular Museum. After learning the details about the Museum, the results of such analysis can then be used as a reference in determining the right visual strategy.

4) Problem Solving

The next process is to solve the design problem consisting of three stages, namely determining the target audience, the form of design, and the design media.

B. Stage of Creation

1) Pre Production

In this stage, the creation process consists of the classification of the existing environmental graphic in the museum based on the historical objects, rooms in the museum, the types of sign system required, as well as all forms of information in the museum.

2) Production

a) Design Concepts

Logo design is created based on the requirements, because Mpu Tantular Museum does not have a special logo. Logo made in accordance with the concept of design that has been obtained.

b) Logo design

Logo design is created based on the requirements, because Mpu Tantular Museum does not have a special logo. Logo made in accordance with the concept of design that has been obtained.

c) Sign system design

After creating the logo design, the sign system design is then derived from the logo. Sign systems are classified into three form namely information sign, direction sign, and identification sign.

3) Post Production

Postproduction stage includes the execution of environmental graphics that have been designed in accordance with the character of Museum Mpu Tantular. The sign system materials are adjusted to the environmental conditions surrounding the Mpu Tantular Museum, and then the media is implemented into the Museum Mpu Tantular.

Result and Discussion

Target Audience

Demographic

- Sex : Male / Female
- Age : 6 – 21 years' old
- Status : Students
- Social Class: Middle

Psychographic

- Active
- Interested in history
- Interested in Art
- Social butterfly
- Likes travelling

Geographic

- East Java

Design Concept

This research titled Mpu Tantular Museum's Environmental Graphic , which encompasses any form of graphic exist within the perimeter of Mpu Tantular Museum's environment. The environmental graphic's element are taken from the Majapahit culture of the 14th century, of which Mpu Tantular was a renown poets famous for writing the book of Sutasoma and Arjuna Wiwaha. The

books were written on lontar leaves using Kawi alphabet. The books made of lontar leaves are rolled up when being stored away. This characteristic of rolled up Lontar leaves will be used in the design concept named "Lontar Majapahit". The environmental graphic's production process will revolved around the Majapahit theme, because the subject was a poet named Mpu Tantular. Mpu Tantular lived on the age where Hayam Wuruk ruled over the Majapahit kingdom, so it is concluded that the environmental graphic's design must have the characteristic derived from Majapahit.

In order not to stray from the existing history and culture, the graphic design of the Museum Mpu Tantular Environment derived from the symbol of Majapahit. It is also a reminder as well as information for those who do not know Mpu Tantular. As already explained earlier that Mpu Tantular is a poet of the Majapahit kingdom. And the collection of objects Mpu Tantular Museum are mostly relics from the kingdom of Majapahit. The Majapahit logo is then being stylized once again to make it appear more simple. The basic idea comes from the shape of Sutasoma and Arjuna Wiwaha that was written on the lontar leaf, as well as the cultures of the past empires that write on rolled lontar papers. The combination of both ideas will be simplified to create a simple environmental graphic's design according to its characteristics.

The kingdom of Majapahit is known to be the most adept at using red bricks in its time. This is proven by the architectural heritage that uses red brick and still survive until now. The architecture of Majapahit Kingdom also has been an inspiration for many buildings in Java and Bali. Therefore, the red stone color is being used in the Mpu Tantular logo's design, to enhance the impression of Majapahit as well as to introduce and remind the target audience about the Majapahit Kingdom. The red color has a strong, energetic, positive, and aggressive characteristic. This is also in accordance with youngster's characteristic, and to evoke the spirit of the audience to be more active just like the red color that symbolizes spirit and confidence.

In the 14th century the writing system used the Kawi alphabet. The book of Kakawin Sutasoma and Kakawin Arjuna Wiwaha written by Mpu Tantular also use Kawi script. "Owah Tagu Siam NF" is a font that has a body and decoration similar to Kawi script. Majapahit kingdom under Hayam Wuruk reign was using Kawi script, and so does Kakawin Sutasoma authored by Mpu Tantular.

Media Concept

1. Logo

The following are some of the important elements to generate Mpu Tantular Museum logo;

- a) Incorporating the ambience of Majapahit to subtly implies that Mpu Tantular Museum is a place where historical objects from the Majapahit kingdom is being stored. Majapahit element incorporated in the logo is the shape of sunlight from the Majapahit logo.
- b) Presented in simplified forms
- c) Applicable to all product components (labels, tickets, stickers, uniforms, sign)
- d) Can be easily read by the audience.

2. Direction Sign

Direction sign serves to navigate directions. Direction Sign is the signage with arrows to make it easier for visitors to find locations. The Direction Sign usage starts from the entrance to the parking area, and then forwarded to the payment counter. There are 4 signposts within the Mpu Tantular Museum area. Given that Kakawin Sutasoma is written on the lontar leaf, the direction sign is made of wood which shape is designed like striped lontar leaves. At the top of the sign also included the upper side of the Mpu Tantular Museum logo.

3. Identification Sign

The main point of identification sign is the text that informs the name of the building. The identification sign uses the "Owah tagu" font, taken from the logo typeface of the Mpu Tantular Museum. The typeface

is chosen to relate the identity of Museum Mpu Tantular to the name of the building. Visitors will be easier to recognize or identify a particular object. Identification sign can be placed either outdoor or indoor.

4. Information Sign

Information Sign is the sign system that contains warning, whether it is an information or a prohibition. The Information Sign form takes the shape of the sign system's middle part. Information sign uses the red color that symbolizes the prohibition. The Information sign contains an image as a symbol. The image is placed in the middle of the circle to redirect the focus to the image instead of the writing, because images are generally captured faster than text / writing. The circle is made centered as the cue that the image inside the circle is forbidden to do. Information sign will often be encountered from the entry counter to the inner part of the Mpu Tantular Museum area

Conclusion

Research entitled environmental graphic design of Mpu Tantular Museum is expected to assist the visitors to explore the entire area of Museum Mpu Tantular comfortably with less hesitation in identifying the direction and destination. The material used to create the sign system is environmentally friendly and durable. With the environmental graphics, the number of Mpu Tantular Museum visitors is expected to increase because the Museum is no longer as confusing as it was before. The Environmental Graphic design created for the museum would be able to make the visitors seeing the Mpu Tantular museum as the museum of Majapahit relics and cultural objects. The ambience will be delivered to the visitors through the logo, visual and the form and shape of the sign system that has been designed according to the characteristic of Majapahit identified as "Lontar Majapahit". A large building with many visitors supposed to be equipped with environmental graphics that are designed according to the concepts related to the building's functions, so that even the visitors who entered the building for the first time will be able to easily identify each room and facilities in the building.

Acknowledgment

All praises for Allah SWT Rabb armies, because of His grace and mercy so that the author can finish this report. The campaign report with the title "Graphic Design Environment of Museum Mpu Tantular" can be finished with the assistance of many people who have helped in the preparation of this report. Through this opportunity, with all humility, the author would like to thank profusely to:

1. Dear husband, Dody Oktavian, S.Sn., M.Sn
2. My parents, H. Abdul Rochman – Hj. Siti Nalifah
3. UPN "Veteran" of East Java
4. The staffs and employee of Mpu Tantular Museum.

Reference

- Ardaya W, Okky. (2008). Environment Graphic Design - Ketika Grafis tak Sekedar Pelengkap. Vol 04 Edisi 23. Concept.
- Tinarbuko, Sumbo. (2010). Semiotika Komunikasi Visual. Yogyakarta : Jalasutra.
- Salmi, Ph.D, Patricia. (2005). Wayfinding Design: Hidden Barriers to Universal Access. Implications vol 05. By the Regent of the University of Minnesota.
- <http://www.museummputantular.com//>
- Vanderklipp, Mark. (2012). Wayfinding Return on Investment.

Attachment

Logo Mpu Tantular



Sign System



Direction Sign



Identification Sign



Information Sign



Implementation

