

Destination Logo Design for Lake Aur Branding at Musi Rawas Regency, South Sumatra Province

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ABSTRACT

Lake Aur is a popular tourist destination in Musi Rawas Regency, with an increasing number of visitors every year, mainly from the Musi Rawas area. Despite its popularity among locals, Lake Aur lacks visibility outside the region and needs better branding. The focus is on designing a logo to visually brand Lake Aur, using methods like consultation, observation, interviews, and logo development. The designed logo incorporates colors, slogans, elements, and ideas, and has been successfully applied to merchandise like mugs, key chains, and t-shirts. The aim is to introduce Lake Aur to a wider audience.

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INTRODUCTION

The tourism industry in Musi Rawas Regency has been rapidly growing, with significant developments in human resources and infrastructure (BPS, 2024). The Culture and Tourism Office of the Musi Rawas Regency Government is actively working on building and providing tourism facilities across different areas. Lake Aur is a well-known destination in Musi Rawas Regency and has been a significant attraction for a considerable period.

In the beginning, this lake was a river that flowed swiftly from the hills called Bukit Gatan and Bukit Cogong. The name Aur itself comes from the Aur bamboo plant around the river. The river is a source of water used by the surrounding community, seeing the very swift water conditions the government through the Musi Rawas Regency Irrigation Office made a dam project that was used to irrigate rice fields in the area. The dam was made in 1982 named Air Deras II Aur River Dam, at the construction stage of the Aur Dam it turned out that the existing water discharge did not meet the requirements to be used as a dam, so it only irrigated the surrounding rice fields and the Aur Dam was declared a failed dam. The area of Lake Aur is about + 53 hectares.

The government through the Musi Rawas Regency Fisheries Service sowed thousands of fish seeds into the dam, so that the surrounding community often came to the lake to look for fish. The year 2002 was the forerunner of tourism activities at Lake Aur, there was the first boat used by the community to fish. Initially, the boats were also trawlers, not the boats that exist today. In addition, that year there was also a floating restaurant for the first time. Subsequently, the surrounding community often came to visit to enjoy the sunset, shop for fish, fish, or eat at existing restaurants. In 2005, Lake Aur was officially made a tourist attraction managed by the community in the form of a cooperative management that lasted 4x management.

In 2020, the COVID-19 pandemic occurred which resulted in all tourism activities coming to a halt. Lake Aur managers are experiencing anxiety because this pandemic is quite long, so the cooperative is unable to manage and hand over to the Office of Culture and Tourism about the management of Lake Aur until now. The Musi Rawas Regency Culture and Tourism Office carried out the construction of facilities and amenity so that it was closed for tourist visits from 2023 and only reopened in early January 2024 for the convenience of tourists.

The main attraction of Lake Aur is that tourists can eat on the boat while traveling around the lake. There are currently around 16 tourist boats. These boats are businesses owned by the local community. Tourists will be invited to go around the lake with a duration of about 30 minutes with a fee of Rp 10.000,- per person. In addition, tourists can enjoy the sunset in the afternoon with views of the hills and rice fields. In addition, many tourists who have a hobby of fishing also come to look for fish at a rate of Rp 10.000,- per fishing rod. Lake Aur has a lot of fish that are the target of anglers such as baung fish, toman fish, kelemek fish, tembakang fish, and many others. Currently, these types of fish are rare fish that are only found in a few areas in Sumatra.

Easy accessibility to get to the destination makes Lake Aur a favorite destination for tourists. Accessibility and infrastructure at Lake Aur have been considered by the management, but currently there is no lodging available for tourists. Tourists visiting the destination must return to the city with a distance of 32 km with a time of about 40 minutes. There are quite a number of lakes around the Musi Rawas Regency area, such as Lake Dendam Tak Sudah, Lake Gegas, and Lake Ranau. These lakes have the potential to become competitors of Lake Aur.

As a result of observation, Lake Aur is managed directly by the Musi Rawas Regency Culture and Tourism Office. Tourist visits from year to year always increase, but the most dominant tourist visits occur

when there are certain events, at the end of the year or during holidays. The number of tourist visits to Lake Aur can be found in Table 1.

TABLE 1. Number of Tourist Visits in 2020 – 2023

Year	Total Number of Visits
2020	7.100
2021	2.167
2022	9.775
2023	10.655

Source: Internal Data Disbudpar Musi Rawas Regency (2024)

Based on the data in Table 1, it can be seen that the number of tourist visits at Lake Aur increases regularly every year. Tourists who visit mostly come from the Musi Rawas Regency and surrounding areas. There are no foreign tourist visits at all. Initial observations show that most destinations in Musi Rawas Regency do not have strong branding, so many tourists outside the region do not recognize tourism in Musi Rawas Regency. Lake Aur needs a strong branding because Lake Aur is a favorite destination, as evidenced by the large number of tourist visits compared to other destinations.

Branding plays a crucial role in enhancing marketing effectiveness by creating a lasting impression on consumers. Visual branding, in particular, is a vital marketing process that involves the use of visual elements such as logos to convey a brand's identity and values (Luffarelli et al., 2019). A well-designed logo can significantly improve the quality of a destination and become an invaluable asset, shaping brand identity and influencing consumer perception (Deloitte, 2020).

Visual branding is essential for attracting tourists and can be achieved through the strategic use of logos. A logo serves as a symbol that represents the overall product of a company, differentiating it from competitors and helping to achieve specific targets (Yu et al., 2024). In addition to visual branding, other promotional activities are necessary to introduce destinations to a wider market. Developing a creative and effective visual branding strategy can increase the attractiveness of a destination and reach a broader tourist market (Ünvan & Yardimici, 2023).

Branding and visual branding are crucial elements in marketing and business. Effective branding helps establish credibility and trust with customers, fostering loyalty and advocacy. Brands that are intensively marketed tend to perform better, as customers prefer familiar and trustworthy brands. Strong branding helps businesses differentiate themselves from competitors, showcasing unique attributes and values that set them apart in the market. This differentiation can lead to increased market share and revenue. Additionally, branding creates an emotional connection with customers, which increases customer loyalty and retention. This emotional bond is critical for building a strong and loyal following. Effective branding provides a competitive edge in the market, helping businesses stand out and attract new customers. This edge can lead to increased market share and revenue.

Visual branding is essential for attracting tourists and creating a consistent brand experience. It helps to establish a brand's reputation and credibility. A well-designed logo can significantly improve the quality of a destination and become an invaluable asset, shaping brand identity and influencing consumer perception. Visual branding helps customers recognize and differentiate products from competitors, which is critical for building brand loyalty and customer retention. It also creates an emotional connection with customers, increasing customer engagement and loyalty. Furthermore, visual branding helps businesses position themselves in the market, showcasing their unique attributes and values. This positioning is critical for differentiating a business from competitors. By consistently delivering a visually

appealing and consistent brand experience, companies can foster long-term customer loyalty and drive repeat business.

Destination branding involves the strategic use of various elements, including logos, to create a distinct identity for a destination. A logo is a crucial component of a destination brand, as it serves to enhance recognition and differentiate the destination from others (Kasapi & Cela, 2017). Recent research has emphasized the importance of a well-designed logo in destination branding. For instance, a study by Kladou et al., (2017) highlights the role of brand elements, including logos, in forming a destination brand. The study suggests that logos play a significant part in creating a sense of identity and consistency for a destination, which is essential for building a strong brand image.

The design of a destination logo should be carefully considered to ensure it effectively communicates the destination's unique characteristics and values. A qualitative and quantitative approach can be employed to develop a destination logo that resonates with the target audience (Hem & Iversen, 2004). This approach involves combining both theoretical and practical aspects of logo design to create a logo that is both visually appealing and meaningful to the destination's brand identity. By following a structured framework for logo design, destination marketers can create a logo that effectively enhances the destination's brand and contributes to its overall branding strategy.

METHOD

For the Lake Aur Branding at Musi Rawas Regency, South Sumatra Province, a comprehensive method for community service through Destination Logo Design can be implemented (see Figure 1).

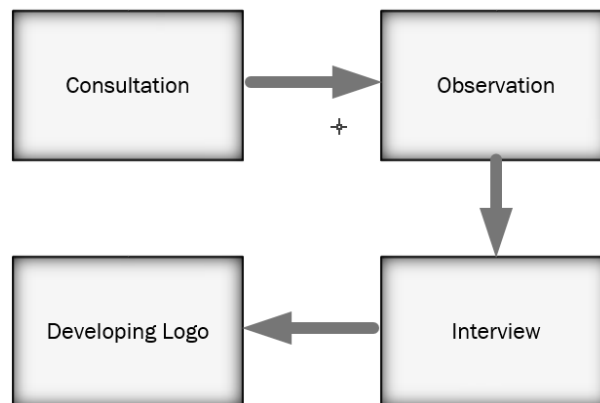


FIGURE 1. Community Service Method

The process begins with consultation sessions to understand the needs and expectations of the local community, stakeholders, and the regency administration. This involves gathering feedback through surveys, interviews, and focus groups to identify the key values and themes that the community associates with Lake Aur. Next, an observation phase is conducted to analyze the existing branding and visual identity of the region, including the lake's natural beauty and cultural significance. This information is then used to inform the design process, ensuring that the logo effectively communicates the community's identity and values. Interviews with local residents, business owners, and community leaders provide additional insights into the community's aspirations and goals, which are incorporated into the logo design. Finally, the logo is developed through a collaborative process involving local designers and stakeholders, ensuring that the final design is both meaningful and visually appealing. This community-driven approach not only results in a unique and effective logo but also fosters a sense of ownership and pride among the community members, enhancing the overall branding and marketing efforts for Lake Aur.

The implementation of the Destination Logo Design for Lake Aur Branding at Musi Rawas Regency, South Sumatra Province, is guided by a set of criteria that serve as benchmarks for achieving the desired logo design. These criteria include the timely and efficient execution of activities within the designated time frame and number of meetings, thereby ensuring that the project stays on track and meets its objectives. Additionally, the criteria emphasize the importance of recognizing the potential of Lake Aur and showcasing creativity in crafting a logo that effectively represents the destination, thereby capturing its essence and unique characteristics. Furthermore, the criteria stress the need for the logo design to fulfill the needs of the organization and be well received by the management, thereby ensuring that the final product aligns with the organization's goals and objectives and is perceived positively by stakeholders.

RESULT AND DISCUSSION

The community service activities at Lake Aur are centered around assisting managers in creating a destination logo as branding. The implementation of this activity spanned over 18 days, divided into three key activities. Initially, an information search activity was conducted to explore the history and identity of Lake Aur, its unique values, and cultural significance. This was achieved through direct observation of the destination and interviews with the current manager, community members, and previous management. The gathered information was then summarized into a narrative providing an overview of the basic concepts for the logo design. The second activity involved the implementation of design making, which was carried out within a predetermined time frame. This activity was divided into four stages: developing the basic design concept in coordination with the manager, logo coloring, detailing or finishing the logo, and trial applications on real products. The final stage involved the submission of design results to the Lake Aur manager, marking the culmination of the project. The submission included destination logo designs, various merchandise designs, and examples of designs used for promotional activities, aiming to support the manager in the branding process.

The community service activity program focused on logo design aims to assist managers in forming a branding for destinations. The implementation is divided into seven stages, including empathy, meaning, colors, slogan, elements, ideation, and submission.

The empathy stage involves understanding the company's values by conducting interviews with parties involved with activities at Lake Aur, such as the Culture and Tourism Office, the former community, the former Lake Aur manager, and the Lake Aur management when it was still officially the Air Deras II Dam, as well as several tourists regarding their expectations of Lake Aur before and after visiting. This activity is carried out to find out and explore the historical information and identity of Lake Aur, which will be used to get an overview of the creation of the logo that will be created.

The meaning activity is carried out to see what distinguishes Lake Aur compared to lakes that have the potential to become competitors. Each element in the logo that will be created will have a meaning that can describe the value expected by the manager. This meaning is also done in coordination with stakeholders at Lake Aur.

The logo design includes several elements, including colors, slogan, and elements. The colors used in the logo have specific meanings: green represents the coolness of unspoiled nature, orange symbolizes the warmth of a relationship, and blue represents lake water, making the atmosphere calm and relaxed. The slogan in the logo is "Payo Ngelong ke Aur," which is a short invitation to travel to Lake Aur using the regional language of South Sumatra. This is done to introduce the local language to a wider audience and appreciate the local language more.

The elements in the logo include *hills*, symbolizing the beauty of the hills and nature around Lake Aur; *sun and clouds*, symbolizing the beauty of the sunset at Lake Aur; *trees*, symbolizing the history of Lake Aur; *a ship*, symbolizing the main attraction offered to tourists and the history of tourism activities on Lake Aur; *a bridge*, symbolizing the change of management from cooperatives to the management of the Culture and Tourism Office; *lake or water*, symbolizing unity and hospitality; and *fish*, symbolizing the natural wealth hidden in the Musi Rawas Regency area, especially in the Lake Aur destination.

The ideation stage is carried out with the collaboration of the management of Lake Aur. This stage produces an overview and ideas in logo making. The idea of the logo that will be made is to reflect the Lake Aur destination. At this stage, a sketch of the logo was drawn. The initial image of the ideation that has been made can be seen in Figure 2.



FIGURE 2. a and b Initial design of the logo

The submission stage involves the submission of design results to the Lake Aur manager, marking the culmination of the project. The submission includes destination logo designs, various merchandise designs, and examples of designs used for promotional activities, aiming to support the manager in the branding process. It is hoped that the logo to be designed is a summary of the identity of Lake Aur that can be conveyed to the wider community.

The development of the Lake Aur logo involves several stages, each contributing to the refinement of the design. The initial concept, depicted in Figure 2, serves as the foundation for the logo's formation. This design is centered around the experiences tourists can enjoy at Lake Aur.

The prototype stage involves in-depth discussions with stakeholders, including the manager of Lake Aur. These discussions led to changes, particularly the addition or modification of the bridge on the logo, as seen in Figure 3. This new design reflects the manager's expectations for the sustainability of the Lake Aur destination.



FIGURE 3. Final Logo of Danau Aur

The trial stage involves presenting the design results to the manager, allowing for feedback and potential revisions. This stage also includes the creation of mockups for future use.

The implementation stage marks the final step in the logo design process, where the existing design is applied to merchandise. This stage aims to integrate the logo into various products.

The promotional activities conducted at Lake Aur in accordance with a mutual agreement for destination branding involve direct marketing through face-to-face communication between sellers and potential buyers. This includes selling merchandise in the form of souvenirs that describe Lake Aur. These souvenirs can be preordered or purchased at souvenir outlets provided by the Lake Aur manager. The merchandise includes bucket hats, key chains, mugs, t-shirts, and umbrellas.

The bucket hat design is a round shape suitable for open places like Lake Aur, made from materials such as cotton, canvas, or synthetic materials, and features the Lake Aur logo through embroidery (see Figure 4). This design aims to provide comfort for tourists during outdoor activities. The keychain design is practical and inexpensive, featuring the Lake Aur logo and a thick ring to prevent damage (see Figure 5). The mug design is made from ceramic materials and features the Lake Aur logo, aiming to become a memorable souvenir for tourists (see Figure 6). The shirt design includes polo and t-shirt models (see Figure 7). The polo shirt is designed for formal or casual activities, made from cotton with the Lake Aur logo displayed on the chest. The t-shirt design is simple, focusing on the existing logo, and uses cotton with quality screen printing techniques. The umbrella design (see Figure 8) is suitable for protection from the sun or rain, featuring a large surface to display the Lake Aur logo. It is designed with a yellow color and high-quality screen printing to ensure durability.



FIGURE 4. (a) Bucket Hat and (b) Hat Design for Lake Aur

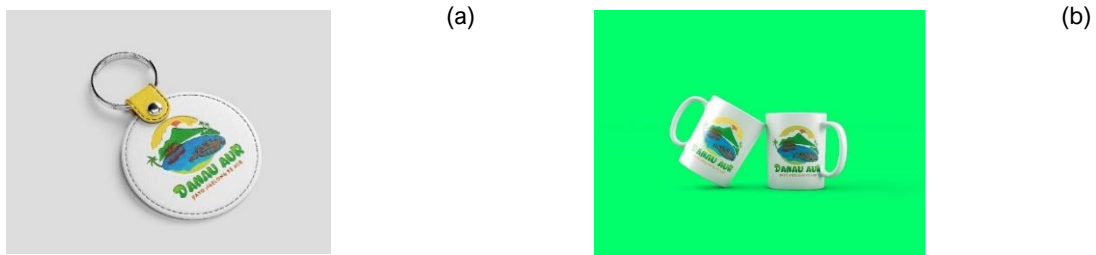


FIGURE 5. (a) Lake Aur Keychain Design, (b) Mug Design of Lake Aur



FIGURE 6. Lake Aur T-shirt Design



FIGURE 7. Design of Lake Aur Umbrella

Additionally, several templates are designed for promotional activities, including a brochure (see Figure 9) for social media platforms and banners (see Figure 10) for strategic locations. These designs aim to attract tourists and promote Lake Aur through various channels.



FIGURE 9. Lake Aur Promotion Brochure



FIGURE 10. Lake Aur Banner

These designs are intended to enhance the promotional value of Lake Aur and provide a memorable experience for tourists. They are designed to be practical, durable, and visually appealing, making them suitable for various activities and locations.

Destination branding is a crucial aspect of tourism development, as it helps to differentiate a region from others and attract tourists (Manhas et al., 2016). The Musi Rawas Regency in South Sumatra Province is rich in natural and cultural attractions, particularly Lake Aur, which offers a unique experience for tourists. This study aims to explore the concept of destination branding and logo design for Lake Aur,

focusing on the visual identity and branding strategy that can effectively promote the region. Branding involves creating a unique identity for a product, service, or destination that sets it apart from others. The concept of branding is rooted in psychology, as it taps into the emotional connections people make with a brand. In the context of destination branding, the goal is to create a memorable and appealing image that resonates with potential tourists (Campelo et al., 2014).

The visual identity of Lake Aur can be effectively communicated through branding by incorporating several key elements (Rowley & Hanna, 2020). Conducting a thorough analysis of the target audience, market trends, and competitors helps in understanding what resonates with tourists and what sets Lake Aur apart. This information is crucial in creating a unique brand identity that reflects the natural beauty and cultural heritage of Lake Aur. Developing a brand identity that incorporates elements such as water, mountains, or local flora and fauna into the logo design helps in creating a memorable and appealing visual identity that communicates the brand's message and values. This identity should reflect the essence of Lake Aur, making it appealing to tourists. Designing a logo that is simple, memorable, and versatile enough to be used across various platforms is essential. The logo should effectively communicate the brand's message and values, making it a critical element of branding. Utilizing digital platforms and special events to launch and introduce the brand to the target audience is vital (Huerta-Álvarez et al., 2020; Kamuri et al., 2024). This includes social media campaigns, promotional materials, and local festivals that showcase the beauty and cultural heritage of Lake Aur. Implementing the brand consistently across all marketing materials, including brochures, posters, and advertisements, ensures that the brand is well-represented and easily recognizable (Wattanacharoensil et al., 2020). This consistency is crucial in building a strong brand image. Using high-quality photography that captures the natural beauty and cultural heritage of Lake Aur is critical (Zhu et al., 2021). This includes images of the lake, surrounding mountains, and local flora and fauna, which play a significant role in communicating the brand's message and values. Using typography that is consistent and aligns with the brand's personality is important. This includes the use of specific fonts and color schemes to create a cohesive visual identity. Developing a color palette that reflects the natural beauty and cultural heritage of Lake Aur is essential. This includes colors such as blue for the water, green for the mountains, and earthy tones for the local flora and fauna. Ensuring consistency in the visual identity across all platforms is vital. This includes using the same logo, color palette, and typography in all marketing materials and communications. Consistency helps in building a strong brand image and making it easily recognizable. By incorporating these elements, the visual identity of Lake Aur can be effectively communicated through branding, attracting tourists and contributing to the region's economic growth and cultural preservation. This comprehensive branding strategy will help differentiate Lake Aur from other destinations and create a lasting impression on tourists, ultimately enhancing the region's reputation and tourism industry.

The logo design for Lake Aur plays a pivotal role in the destination branding process, serving as a visual representation of the destination's identity and essence. A well-designed logo effectively communicates the unique characteristics and experiences of Lake Aur, fostering an emotional connection with tourists and locals alike. This emotional connection is critical in building a positive image and reputation for the destination, making it more attractive to potential visitors (Rizqi Muttaqin et al., 2023).

The logo also serves as a differentiator, setting Lake Aur apart from other destinations and establishing a competitive advantage (Xiao et al., 2022). Consistency in the use of the logo across all marketing materials and platforms ensures a unified brand image, reinforcing the destination's identity and values. This consistency is vital in building trust and credibility with tourists, as it communicates a sense of professionalism and attention to detail.

Furthermore, a scalable logo design ensures that the logo remains effective and recognizable across various mediums, from business cards to billboards. This scalability is critical in ensuring that the logo

effectively communicates the brand's message and values across different contexts. Additionally, the logo can be designed to tell the story of Lake Aur, highlighting its natural beauty, cultural significance, and unique experiences (Slak Valek, 2020). This storytelling aspect is essential in creating an emotional connection with tourists and conveying the essence of the destination.

CONCLUSION

The Destination Logo Design for Lake Aur Branding at Musi Rawas Regency, South Sumatra Province is a critical step in enhancing the tourism industry in the region. A well-designed logo for Lake Aur is crucial in establishing a strong visual identity, creating an emotional connection with tourists, differentiating the destination from others, ensuring consistency across all marketing materials, being scalable across various mediums, telling the story of the destination, and contributing to brand recognition. By incorporating these elements, the logo design can effectively enhance the emotional connection between tourists and Lake Aur, fostering a deeper appreciation and loyalty to the destination. By following a structured process for logo design and considering key factors, a logo can effectively communicate the brand's message and appeal to the target audience. Case studies from other destinations can provide valuable insights into the logo design process and help in creating a unique and effective logo for Lake Aur branding. Additional considerations such as color scheme, typography, iconography, scalability, and future directions should also be taken into account to ensure the logo is effective and long-lasting.

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