DESIGNING A MASCOT FOR PT. ARTERIA DAYA MULIA CIREBON CITY

Annisa, Tri; Rachmawati, Ine; Khodijah, Tiara

Visual Communication Design Study Program, Faculty of Information Technology, Catur Insan Cendekia University, Cirebon.

Article Info

Abstract

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PT. Arteria Daya Mulia is a fishing net manufacturing company established in 1982 in Cirebon. In the face of the challenges of globalization and market competition, companies need more modern visual strategies to strengthen brand identity. This research designs mascots as an effective visual communication medium through the *IDEO (Inspiration, ideation, implementation) design thinking model.* Mascots are designed to represent the company's core values such as quality, strength, and loyalty, while also increasing employee engagement and brand appeal. Implementation is carried out through *merchandise* media such as t-shirts, hats and totebags to expand market reach and build the company's image. The results show that appropriately designed mascots are able to increase brand awareness, strengthen visual identity, and become a strategic communication tool between companies and audiences.

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✉ Correspondence address:
Visual Communication Design Study Program, Faculty of Information Technology, Catur Insan Cendekia University, Cirebon.
trianns19@gmail.com

INTRODUCTION

PT. Arteria Daya Mulia is a fishing net manufacturing company established in Cirebon since 1982. For more than four decades, the company has been known as a provider of high-quality fishing nets used by fishermen and fishery industry players. However, increasing globalization and market competition according to the company to strengthen *the branding* strategy in order to be able to maintain market share, expand customer network, and increase product competitiveness.

One relevant approach to building a brand image is the use of mascots as a visual communication medium. Mascots serve as an easily recognizable representation of brand identity, while supporting promotional activities and strengthening the company's image in the eyes of consumers (Hafizh & Gumelar, 2024). More than that, mascots also have an internal role, which is to strengthen the emotional relationship between the company and employees (Abdurrohman et al., 2023). With the right character, mascots can represent the company's core values, such as quality, loyalty, and integrity, and support a sustainable visual communication strategy (Ariesta, 2020).

Previous research confirms the effectiveness of mascots as a medium *branding.* Such as, studies (Abdurrohman et al., 2023) shows that the design of mascots with the *Design Thinking* able to improve the recognition of a region's visual identity and support cultural promotion. The results of the study are the basis that similar strategies can be applied to companies to build brand image and increase audience loyalty.

Currently, PT Arteria Daya Mulia does not have a mascot as a means of promotion and visual identity. Internal observations and interviews show the need for visual media that can build a company's image while increasing employee engagement. One of the potential mascot implementations is in *Merchandise* companies, such as t-shirts, totebags, hats, and souvenirs, which are effective in strengthening brand visibility while increasing the loyalty of business partners (Ray & Islam, 2022).

Based on the analysis and study of previous researchers, this study aims to design the company mascot of PT. Arteria Daya Mulia as part of the company's visual identity and branding strategy. such as quality, loyalty, and integrity and implemented in various *merchandise media* to support promotion and employee engagement. Referring to previous studies that showed the effectiveness of mascots in strengthening brand image and public awareness, this research is expected to make a scientific contribution in the field of visual communication design while supporting the company's branding strategy in a sustainable manner.

RESEARCH METHODS

This research uses a qualitative design method with an approach *Design Thinking* IDEO model *Process*, which consists of three stages: Inspiration, Ideation, and Implementation. This method was chosen because it can produce a design solution that is systematic and relevant to user needs, making it suitable for designing mascots that represent the company's visual identity.
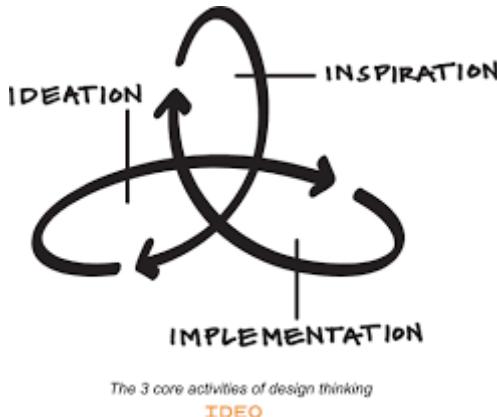
Figure 1. IDEO *Process* Design Thinking *Model* Method Source: Gonen (2019)

In the Inspiration stage, data is collected through field observations, visual documentation, and interviews with management and employees of PT Arteria Daya Mulia to understand the company's needs and the views of the target audience. The data obtained is then analyzed using SWOT Anlaysis to identify strengths, weaknesses, opportunities, and threats related to branding strategies and mascot design.

The Ideation stage is focused on developing the mascot concept based on the results of SWOT analysis and visual exploration. Several design alternatives are developed through sketches and concept evaluations, then assessed based on suitability with the company's vision, visual appeal, and potential implementation in *merchandise*.

The Implementation Stage, includes the selection of the final design, the creation of digital visualizations, and testing the application of mascots on promotional media such as hats, totebags, and keychains. This process ensures the resulting mascot is in line with the company's branding strategy and ready for implementation.

This method provides a clear framework for producing an objectively evaluable design, with a SWOT analysis that supports the reliability and validity of the findings.

RESULTS OF RESEARCH AND DISCUSSION

Based on observations and interviews with the management and employees of PT. Arteria Daya Mulia, found that the company currently does not have a mascot as an element of visual identity that can strengthen the company's image and communication. So far, the company has focused on product quality, but has not utilized mascot design as a medium *Branding* which is effective for both external marketing and internal communication.

Figure 2. A survey at PT. Arteria Daya Mulia Source: Author's Documentation, 2025

Respondents expressed the need for a mascot that represents the company's core values, namely quality, strength, and loyalty. Professionally designed mascots are expected to increase brand recognition in the market, strengthen customer loyalty, and increase work motivation for employees. In addition, the use of *Merchandise* Such as t-shirts, hats, totebags, and souvenirs are considered to have the potential to

expand the reach of promotions and strengthen relationships with business partners and fisheries industry stakeholders.

Method *Design Thinking* with the IDEO model *Process (ideation, inspiration, and implementation),* used in the process of designing mascots. This stage involves collecting needs data, developing creative design concepts that are in accordance with the company's character, and realizing designs on promotional products.
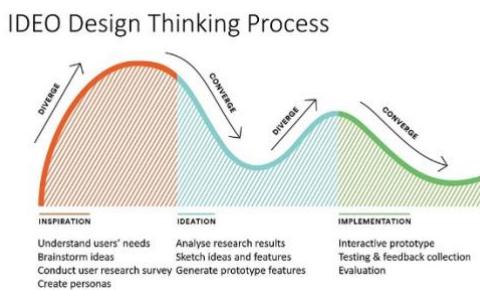

Figure 3. IDEO *Design Thinking Process Method*

Source: rnftechnologies.com, 2020.

At the inspiration stage, braisntorming is carried out which has the potential to answer the needs of users. The collected ideas are critically analyzed and produce *visual keywords* for the design of the mascot of PT. Arteria Daya Mulia, namely, loyalty, quality, and strength, which is derived from the company's logo and vision and mission.
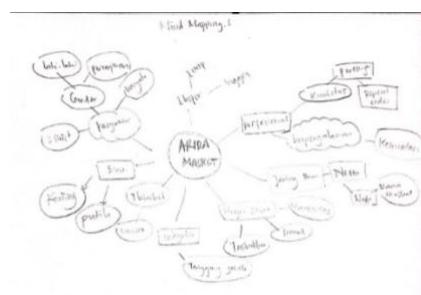

Figure 4. *Brainstorming*

Source: Author Documentation, 2025

Furthermore, at the *conduct user research survey stage, a* survey was conducted on a representative sample of users to validate the relevance and effectiveness of the idea. The survey results show that mascots will be more appropriate to use fictional characters with characters that are relevant to *the company's visual keywords* and identity. The *create personas* stage then generates a representation of user characters based on previous data analysis.
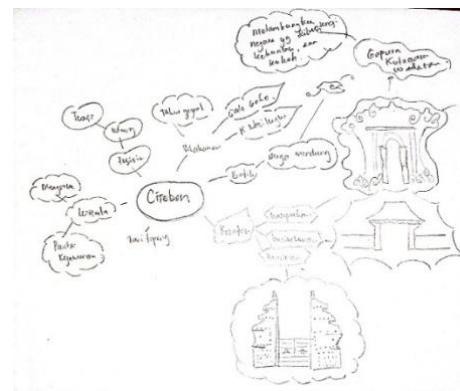

Figure 5. Analysis *of Research Survey*

Source: Author Documentation, 2025

The ideation stage in the design of the mascot of PT. Arteria Daya Mulia consists of three main steps, namely analyzing research results, sketching ideas, and developing prototypes. At this stage the analysis is focused on the identification of visual elements, local cultural characteristics, and psychological factors that support the effectiveness of mascots as representations of the company. The results of the analysis show that the use of wadasan motifs and light blue colors is relevant to represent the company's identity. In addition, the creation of sketches or ideas that combine the company's identity with the characteristics of the fish net product, then the development of mascot prototypes using digital graphics software. This prototype represents a validated sketch.

Figure 6. Prototype of the Net Mascot
Source: Author Documentation, 2025

Figure 7. Interactive Prototype Source: Author Documentation, 2025.

The implementation stage in the design of the PT. Arteria Daya Mulia includes three main steps, namely, interactive prototype development, testing and feedback collection, and evaluation. In the prototype development stage, visual keywords in the form of strength, loyalty, and quality are obtained. The wedasan motif, which originated from Cirebon, was also integrated into the mascot design as an element that represented local cultural values, thus strengthening the mascot's visual identity.

The designed mascot represents the company's values through the use of hats featuring the company's logo, shoes, uniforms that comply with the company's regulations. The mascot is named Neto which comes from the English word *Netto* which means net. The choice of this name is intended to be easy for the audience to remember.

The results of collecting feedback from the audience showed that the mascot design was well received and judged in accordance with the company's image. Respondents stated that mascot design, from the visual appearance to the selection of attributes such as uniforms and hats, has clearly reflected the company's identity. In general, the audience considers this mascot attractive, easy to recognize, and able to represent the company.

At the evaluation stage, the mascot design has met the set objectives, which are to strengthen the company's visual identity and make it easier for the audience to recognize the brand. Mascot designs are considered functional and representative of the company's values, although there are inputs related to improving proportions in some visual elements. Overall, this mascot has met the standards of eligibility to be used as a promotional medium and company representation.

CONCLUSION

This research succeeded in designing the mascot of PT. Arteria Daya Mulia is in accordance with the research objective of

forming a visual identity that represents the company's values, namely loyalty, strength, and quality. The mascot combines local elements of Cirebon through the motif of light blue wadasan as the company's identity, as well as effectively as a medium to strengthen the company's image. The application of the Design Thinking method proves that mascots designed based on local identity and corporate character can increase the visual appeal that supports the branding strategy.

Suggestions for further research, are to develop the use of mascots in various promotional, digital and *Merchandise* consistently, as well as conducting long-term evaluation of the influence of mascots public perception and strengthening the company's image.

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