

# Design of Visual Identity Guidelines and Its Implementation in Socialization and Promotion Media for New Student Admissions at Polimedia PSDKU Makassar

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**Abstract.** Politeknik Negeri Media Kreatif PSDKU Makassar (hereinafter referred to as Polimedia PSDKU Makassar) is one of the vocational colleges in Makassar City. In presenting socialization and promotion, Polimedia PSDKU Makassar often experiences difficulties. Therefore, through the design of the Polimedia PSDKU Makassar Visual Identity Guidelines, then applied to socialization and promotion media, New Student Admissions Committees of Polimedia PSDKU Makassar have the same knowledge, perceptions and actions and are in accordance with the researcher regarding the creation of the Polimedia PSDKU Makassar Visual Guidelines and the ease of promoting Polimedia PSDKU Makassar through promotional media created based on the Polimedia PSDKU Makassar Visual Guidelines.

**Keywords:** Visual Guide, Promotion, Media

## 1 Introduction

Politeknik Negeri Media Kreatif PSDKU Makassar (hereinafter abbreviated as Polimedia PSDKU Makassar) is one of the vocational colleges under the Ministry of Education, Culture, Research, and Technology located in Makassar City, South Sulawesi. With the status of PSDKU (Study Program Outside the Main Campus), the State Polytechnic of Creative Media campus is also located in two other places, namely in the city of Jakarta and in the city of Medan which is also a PSDKU. The existence of three different campuses in terms of location, profile and study program majors, to the background of students and educators certainly requires a differentiator in terms of branding. The similarity of the three can cause misperceptions and difficulties in distinguishing one institution from another. The existence of a brand identity built through visual identity guidelines will also help strengthen the branding of the Polimedia PSDKU Makassar campus, which not only differentiates it from the other two Polimedia campuses, but can also give a decent aesthetic impression, especially in campus promotional activities.

As we know, the lack of consistency in branding a brand can damage the visibility of an institution. This can create confusion and misperception in viewing an educational institution. Not only that, inconsistent branding can also affect the reputation of the institution. Institutions that have a clear and consistent visual identity tend to attract more attention from their audience, and can affect the number of enthusiasts in the long term sustainability.

Visual Identity Guidelines play a crucial role, especially in building image and consistency. This is what distinguishes it from regular promotional materials that can continue to change and are flexible according to campaigns or offers or other interesting things at a certain time. Visual Identity Guidelines are used as a long-term investment to improve the strategic goals of an institution.

This is what motivated us to raise a research entitled "Designing Visual Identity Guidelines and Their Implementation in Socialization and Promotion Media for New Student Admissions at Polimedia PSDKU Makassar" to facilitate socialization and promotion activities both during New Student Admissions and other activities. This research also produces a product in the form of a book of Visual Guidelines for Polimedia PSDKU Makassar which will be registered with HAKI and published in a national journal with ISSN as a mandatory output.

## 2 Methodology / Materials

The research method used for this research is qualitative descriptive research by following the following stages:

### 2.1 Research Stages

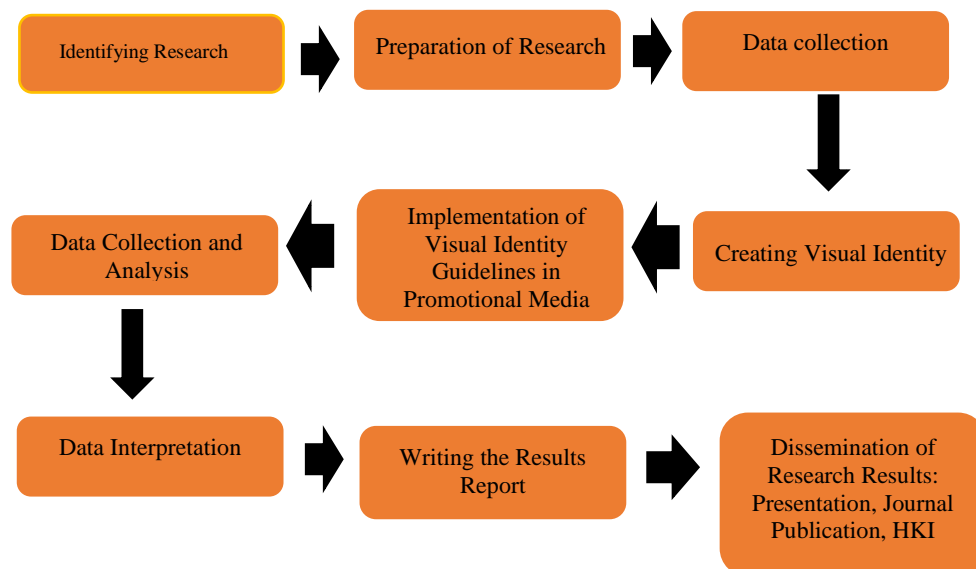


Fig. 1. Research Stages

## 2.2 Research Location

This research is located at Polimedia PSDKU Makassar as an object to identify and observe to make Visual Identity Guideline and the research respondent sample is from Polimedia PSDKU Makassar New Student Admission (PMB) Executive Committee.

## 2.3 Observed / Measured Variables

The variables observed are the Polimedia PSDKU Makassar New Student Admission (PMB) Executive Committee by assessing the level of ease in promoting and socializing Polimedia PSDKU Makassar with the new media promotion based on Visual Identity Guideline.

## 2.4 Data Collection Technique

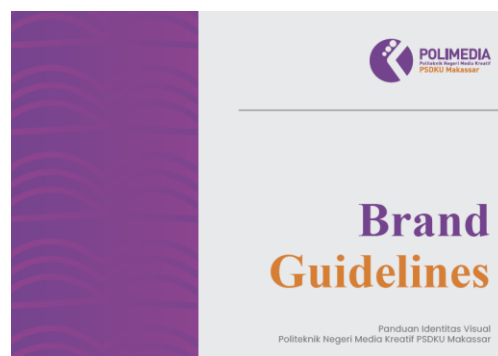
Data was collected using Forum Group Discussion with Polimedia PSDKU Makassar New Student Admission (PMB) Executive Committee year 2023/2024 consisting 15 people.

## 2.5 Data Analysis Techniques

The data analysis technique used is descriptive qualitative with forum group discussion. The result will be used to produce a percentage of the level of ease in promoting and socializing Polimedia PSDKU Makassar with the new media promotion based on Visual Identity Guideline.

## 3 Result and Discussion

Based on the planned stages, this research produces a Visual Guide Book product Polimedia PSDKU Makassar which is designed based on the results of observations. This book will then become a reference in creating promotional materials and media for New Student Admissions at Polimedia PSDKU Makassar.



**Fig. 2.** Visual Guide Book of Polimedia PSDKU Makassar Cover

Thereafter, publication and promotional materials are made based on the Visual Guide Polimedia PSDKU Makassar. Promotional materials are focused on types of printed media such as posters / banners as above the line media.



**Fig. 3.** Few Components Visual Guide Book of Polimedia PSDKU Makassar

The knowledge, perceptions, and actions of the Polimedia PSDKU Makassar New Student Admissions Committee explored through Focus Group Discussions are grouped into 2 main topics. The first topic focuses on the procurement of the Polimedia PSDKU Makassar Visual Guide in general, while the second topic focuses on the ease of promoting Polimedia PSDKU Makassar using promotional media created based on the Polimedia PSDKU Makassar Visual Guide. Questions created to help the Focus Group Discussion (FGD) include:

Topic: Making of Visual Guidelines for Polimedia PSDKU Makassar

1. What do you know about Visual Guidelines for a brand or company?
2. What is your benchmark for assessing a product / company / agency in its promotional media?
3. In your opinion, how important is it for Polimedia PSDKU Makassar to need Visual Guidelines?

Topic: Implementation of Visual Guidelines in Polimedia PSDKU Makassar PMB Materials

1. After seeing the design of the Polimedia PSDKU Makassar PMB promotional media based on the Visual Guidelines, what is your response regarding its aesthetic value and uniformity?
2. In your opinion, does the promotional media created based on the Polimedia PSDKU Makassar Visual Guidelines make it easier for you to promote Polimedia PSDKU Makassar? Explain your answer
3. What other things can be done to increase the ease of promoting Polimedia PSDKU Makassar besides implementing Visual Guidelines in its promotional materials?

Through questions from these two topics, results can be obtained stating that the entire New Student Admissions Committee of Polimedia PSDKU Makassar understands the importance of Visual Guidelines as a reference for creating promotional media, which prioritizes consistency, visual appeal, and clarity of message in its creation. In addition, another topic also concluded that with the existence of the Polimedia PSDKU Makassar Visual Guidelines, it makes it much easier for the Polimedia PSDKU Makassar New Student

Admissions Committee to recognize and promote Polimedia PSDKU Makassar because it is considered aesthetic, there is a clear message and uniformity in it.

The results of the reconciliation for the Focus Group Discussion (FGD) regarding the ease of promoting Polimedia PSDKU Makassar using promotional media created based on the Polimedia PSDKU Makassar Visual Guide can be seen in Table 1.

**Table 1.** Reconciliation of FGD Results

	Knowledge	Perception	Action	Finding
Topic: Making of Visual Guidelines for Polimedia PSDKU Makassar				Knowledge, perception, and action very correspond
Topic: Implementation of Visual Guidelines in Polimedia PSDKU Makassar PMB Materials				Knowledge, perception, and action very correspond

Information :

	Very Correspond
	Correspond
	Not Correspond
	Very Not Correspond

The table above illustrates that all New Student Admissions Committees of Polimedia PSDKU Makassar have the same knowledge, perceptions and actions and are in accordance with the researcher regarding the creation of the Polimedia PSDKU Makassar Visual Guidelines and the ease of promoting Polimedia PSDKU Makassar through promotional media created based on the Polimedia PSDKU Makassar Visual Guidelines.

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## 4 Conclusion

Based on the research results, it can be concluded that the promotional media created based on the Polimedia PSDKU Makassar Visual Guidelines makes it easier for the Polimedia PSDKU Makassar New Student Admissions Committee to promote Polimedia PSDKU Makassar. It is better to provide a separate time and program to introduce and socialize the Polimedia PSDKU Makassar Visual Guidelines so that it not only makes it easier for the New Student Admissions Committee to promote, but also makes it easier for prospective new students to study and get to know the Polimedia PSDKU Makassar promotional materials. This Visual Identity Guideline can also continue to be utilized by Polimedia PSDKU Makassar as a reference in implementing various promotional materials, especially in new student admission activities, which can also be distributed indirectly through its implementation in various media and institutional materials.

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