

Color Exploration in Djayanti Aprilia's Illustrations for 'The Body Shop' Store: An Analysis Using Shigenobu Kobayashi's Color Theory

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Abstract. The aims of this study to explore the use of color in an illustration displayed at 'The Body Shop' store, created by Djayanti Aprilia, which focuses on the depiction of environmental sustainability concepts. The research employs a qualitative descriptive approach to understand and analyze the colors applied in the illustration. The classification and analysis of colors are conducted based on the color theory from the book *Colorist* by Shigenobu Kobayashi, which provides detailed guidance in identifying the characteristics and psychological effects of various color combinations. This study is significant as it contributes to the theoretical and practical understanding of color usage in visual communication design, particularly in contexts that support sustainability initiatives. The findings reveal that the choice of colors in the illustration not only aligns with 'The Body Shop's brand image, which consistently adheres to environmentally friendly principles, but is also effective in creating a youthful and energetic impression, predominantly within the cool color quadrant. These results demonstrate how color selection can play a strategic role in reinforcing brand messaging while simultaneously capturing consumer attention through visual nuances that support the narrative of sustainability.

Keywords: Illustration, Colorist, Shigenobu Kobayashi, Color Theory, Environment Friendly, The Body Shop

1 Introduction

Illustration plays a crucial role in conveying thematic ideas through a visual language that diverse audiences can intuitively understand [1]. As a rich form of artistic expression, illustration distills complex messages and meanings into more focused and digestible content compared to text [2]. Strong visuals in illustrations forge direct connections with the emotions and personal experiences of the audience [3], making the embedded messages more memorable and easier to comprehend. Moreover, illustration's universal appeal transcends language barriers, positioning it as a valuable tool for communicating global messages or abstract concepts.

In the context of stores like 'The Body Shop', illustrations serve not only as decorative elements that enhance the visual appeal of the space but also as integral components of the brand's communication and branding strategies [4]. Store illustrations reinforce 'The Body Shop's' visual identity and support the brand's key messages and values, such as sustainability, environmental stewardship, and responsible business ethics [5]. By employing illustrations that reflect the brand's vision and mission, 'The Body Shop' creates a cohesive visual experience aligned with its brand image while highlighting its commitment to issues relevant to its audience.

Beyond mere decoration, in-store illustrations serve as effective communication tools for delivering educational messages and promoting social campaigns [6]. For instance, by incorporating illustrations that depict the recycling process or the concept of refilling, 'The Body Shop' educates its customers on the importance of environmental preservation and encourages more sustainable consumption behaviors. These illustrations play a crucial role in capturing the attention of passersby, enriching the store's atmosphere, and ultimately fostering a deeper emotional connection between the brand and its audience. This emotional connection is vital in building brand loyalty [7], as consumers who feel emotionally aligned with a brand's values are more likely to develop long-term relationships with it. Therefore, the illustrations in 'The Body Shop' stores function not just as visual ornaments but as strategic and functional communication tools that support the brand's marketing and branding goals.

In the 'Act Corner', 'The Body Shop' collaborates with local artists to create illustrations that are not only visually captivating but also convey powerful messages about the importance of sustainability and environmental preservation. The illustrations displayed in the 'Act Corner' stand out due to their unique materials, which are sourced from 'The Body Shop's' packaging waste and other ocean-collected debris. These plastic wastes can be recycled into the same or different forms and uses [8]. The use of recycled materials not only demonstrates a commitment to environmental care but also proves that art can be an effective medium for conveying important messages about sustainability and social responsibility.

This collaboration exemplifies how art can be harnessed as a powerful tool to educate and inspire positive societal change. By creating illustrations from waste materials, 'The Body Shop' and local Surabaya artists collectively demonstrate that what is often deemed useless can be transformed into works of high aesthetic value that also support environmental preservation campaigns. This waste management practice aligns with the 3R principles (reduce, reuse, recycle) as emphasized in the environmentally conscious Waste Management Act) [9]. The systematic and continuous waste management approach, which treats waste as a resource with economic value and addresses it from the source, is a priority highlighted by this act. Moreover, this collaboration underscores the creativity and skill of local artists, strengthening their role in supporting sustainability initiatives at both local and global levels. By partnering with local artists in this project, 'The Body Shop' not only reinforces its position as a brand committed to environmental stewardship but also provides tangible support to the local creative community, enriching Surabaya's cultural and visual identity.

One of the local artists from Surabaya collaborating with 'The Body Shop' is Djayanti Aprilia, a visual artist known for her mural works. Djayanti Aprilia's distinctive style incorporates decorative elements and contrasting colors, often drawn from contemporary decorative art references. In her collaboration with 'The Body Shop' for the 'Act Corner' at

Pakuwon Mall Surabaya, she created illustrations made from recycled materials, including packaging waste as shown in Figure 1. This collaboration between Djayanti Aprilia and 'The Body Shop' for the 'Act Corner' at Pakuwon Mall Surabaya not only reflects a commitment to art and the environment but also applies the "Triple Bottom Line" principle, emphasizing not just profit but also people and the planet[10]. Through the use of recycled materials from packaging and ocean waste, this work reinforces 'The Body Shop's' image as an innovative and environmentally responsible brand that prioritizes financial gain (profit) while also delivering positive impacts on society (people) and the environment (planet). Djayanti Aprilia's work encourages consumers to adopt environmentally friendly habits, such as using refillable bottles, while empowering local communities and reducing ecological footprints. By integrating aesthetic values with sustainability, this collaboration illustrates how art and business can synergize to achieve broader sustainability goals.



Fig. 1. Djayanti's Illustration at The Body Shop store at Pakuwon Mall Surabaya

In this collaboration, Djayanti Aprilia successfully created an illustration that not only showcases visual beauty but also delivers a powerful message about the importance of environmental sustainability. This work specifically embodies the spirit and courage of the Surabaya community, or *arek-arek Suroboyo*, in supporting eco-friendly initiatives through simple actions like using refillable bottles at 'The Body Shop'. The visual elements prominently feature fire, symbolizing the passionate spirit and unwavering determination of the people of Surabaya in addressing environmental preservation challenges. The fire also represents the positive energy that drives change, aligning with the characteristic boldness of *arek-arek Suroboyo*.



Fig 2. Final Illustration in Digital
(Source: Djayanti's Document)

This illustration also incorporates the silhouettes of Sura and Baya, two legendary creatures that symbolize the city of Surabaya as figure 2. By using these symbols, Djayanti Aprilia reinforces the local identity of the artwork while emphasizing the importance of preserving the Earth, with a particular focus on protecting the beloved city of Surabaya. The combination of the fire element with the silhouettes of Sura and Baya imbues the artwork with deep meaning, creating a memorable visual narrative for the audience. Throughout the creative process, Djayanti Aprilia carefully considered color use. She drew the color palette from the distinctive hues of Surabaya, particularly green, which represents freshness and hope, alongside the natural and eco-friendly tones associated with 'The Body Shop'.

When designing an illustration, an illustrator or artist must consider principles of art and design [11], particularly the strategic use of color. Shigenobu Kobayashi, a Japanese designer and color psychologist, is renowned for his contributions to understanding how color influences emotions, moods, and perceptions. In his theory, Kobayashi emphasizes that color possesses not only aesthetic value but also psychological power[12], capable of evoking specific emotions and shaping an individual's response to their environment. His insights have broadened the understanding of how color combinations can be strategically applied across various disciplines, from interior design and fashion to visual arts, to create desired emotional experiences.

One of Kobayashi's most significant contributions is the development of the "Color Image Scale" [13], a system that categorizes colors based on the emotional effects they evoke in people. This system not only classifies colors visually but also links them to specific psychological responses triggered by certain color combinations. By employing this systematic approach, Kobayashi created a widely used guide that designers across various fields apply to evoke specific moods or emotions in their work.

In his book, Kobayashi provides practical guidance that can be applied across different design contexts to achieve both aesthetic and emotional goals. His theory underscores that color is not merely a decorative element but also a powerful communication tool that shapes human perception and experience [14]. Consequently, Kobayashi's color theory has become a foundational element in modern design, aiding professionals in creating works that are not only functionally effective but also convey deep and meaningful messages.

This study will use Shigenobu Kobayashi's color theory as the foundation for analyzing the colors used in Djayanti Aprilia's illustrations at the 'Act Corner' of 'The Body Shop.' By applying Kobayashi's color chart, each color in these illustrations will be categorized and evaluated to understand how they collectively contribute to the desired visual impact.

By applying Kobayashi's color theory, this study will analyze how color combinations in the illustrations can evoke specific emotional effects that align with the messages and image intended by 'The Body Shop.' Kobayashi's theory will serve as an effective analytical tool to connect visual elements with brand communication strategies, providing in-depth insights into how color reinforces visual narratives and branding.

This research is crucial for enhancing understanding of the role of color in visual communication design, especially within the context of sustainability-oriented branding. As consumers become increasingly aware of the environmental impact of the products they consume, effective use of visual elements becomes key to strengthening brand messages and identities. This study will not only contribute theoretically to color studies in design but also offer practical insights into how color can be strategically employed to support social campaigns and sustainability values promoted by brands like 'The Body Shop.' By analyzing colors based on Shigenobu Kobayashi's theory, this research will offer new understanding of how color can create emotional impressions that align with visual communication goals.

This study serves two main purposes: academic and practical. Academically, it contributes to the literature on color theory and visual communication by examining how color combinations influence consumer perception and emotion within a sustainability-focused branding context. The research will also enhance discussions on applying Kobayashi's color theory to the analysis of visual artworks in retail environments. Practically, the findings will guide designers, artists, and marketing professionals in making more strategic decisions about color selection, ensuring that choices are both aesthetically pleasing and aligned with brand values and messaging.

By focusing on illustrations used in branding at 'The Body Shop,' this study provides a relevant case study for understanding how visual elements can reinforce brand communication strategies. Additionally, it serves as a reference for academics and researchers interested in exploring the application of color theory in various design and visual communication contexts. Thus, this research offers both theoretical insights and practical applications applicable in real-world scenarios.

2 Methodology

This study employs a qualitative descriptive method as outlined by Miles and Huberman[15] to analyze the use of color in Djayanti Aprilia's illustrations at 'The Body Shop'. This approach enables the researcher to explore the meanings behind color choices and their connection to the messages and image that 'The Body Shop' aims to convey. The research involves data collection through direct observation of the illustrative works and an examination of theories related to Shigenobu Kobayashi's color theory, as illustrated in Figure 3.

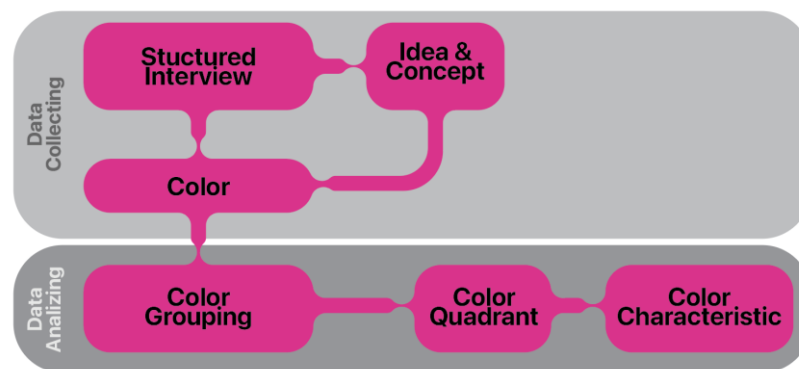


Fig 3. Research methodology path

2.1 Data Collection

The data collection process for this study began with structured interviews conducted with Djayanti Aprilia, the artist behind the illustrations. These interviews aimed to gain a deeper understanding of the background behind color selection and design concepts used in the artwork, as well as how the illustrations were crafted to support 'The Body Shop's' sustainability campaign. Additionally, the interviews explored how the use of recycled materials, the primary component of the illustrations, influenced the available color choices.

The results of these interviews were integrated into the data analysis, providing additional perspectives that enriched the understanding of color usage in the illustrations. This interview data was combined with theoretical analysis based on Shigenobu Kobayashi's color theory. Thus, the analysis not only examined the visual aspects of the illustrations but also delved into the deeper meanings and objectives achieved through color usage in the context of 'The Body Shop's' sustainability campaign.

2.2 Data Analysis

The subsequent step in the data analysis involved identifying and categorizing the colors used in the illustrations based on the guidelines from the Color Image Scale. This scale provides a systematic tool for understanding how different colors and color combinations evoke specific emotional responses, including moods, physical reactions, and feelings[16]. In this study, each color and its combinations were thoroughly evaluated to determine the emotional impressions or responses elicited by these color choices. The analysis focused not only on the individual

impact of each color but also on how these color combinations collectively support the visual narrative of the illustrations.

The findings from the color analysis were then linked to 'The Body Shop's' sustainability message and brand identity. This connection aimed to assess how the use of color in the illustrations could reinforce the intended message, particularly in relation to the sustainability campaign central to 'The Body Shop'. Additionally, the data from visual observations were compared with relevant literature, specifically studies addressing the relationship between color and perception, to strengthen the validity of the findings. By integrating visual observation results with theoretical insights, this study seeks to make a meaningful contribution to understanding the role of color in visual communication focused on sustainability and brand identity.

This study also examines the technical aspects of using recycled materials in the illustration production process, which influence the choice of color palette. Therefore, the research analyzes data on the production process of materials by the Bali-based vendor Ecolabo and the technical constraints encountered in achieving specific colors. This analysis helps to understand how these factors affect the final outcome of the illustration. The results are interpreted to assess the alignment between the selected colors, the intended message, and the existing technical limitations.

By employing this descriptive qualitative method, the study aims to provide a comprehensive overview of how color usage in illustrations serves as a tool for visual communication and contributes to achieving the branding objectives of 'The Body Shop'.

3 Finding and Discussion

3.1 Visual Illustration

The study initially gathered data through in-depth interviews with Djayanti Aprilia, the artist responsible for the illustration at 'Act Corner' in 'The Body Shop'. The interviews aimed to provide an overview of the visual composition and key elements within the illustration. Djayanti detailed that the central concept of her work is to express the spirit and courage of the people of Surabaya in supporting environmental sustainability through simple actions, such as using refillable bottles. She also shared that the initial idea for the illustration emerged from a desire to blend traditional and modern elements into a powerful visual narrative. The visual composition prominently features flame elements, symbolizing the fiery spirit of Surabaya's community, and the silhouettes of Sura and Baya, iconic symbols of Surabaya, placed centrally in the artwork to emphasize the importance of environmental preservation.



Fig 4. The color results produced from plastic waste processing
(Source: Djayanti's Document)

The green color, inspired by the characteristic hues of Surabaya and 'The Body Shop,' forms the foundation of the color palette used, creating a visual impression that harmonizes with the brand identity. However, the production process faced several technical challenges, particularly related to the materials used. The illustration comprises 60 kilograms of plastic waste, including packaging from 'The Body Shop' and other oceanic debris. Recycling these materials imposed specific limitations on color saturation, resulting in colors that appeared more muted compared to conventional colors, as illustrated in Figure 4. Djayanti had to address these constraints when selecting the color palette, adjusting it to fit the recycled material's technical properties while ensuring that both the message and visual aesthetics were preserved despite these challenges.



Fig 5. The color combination used in the illustration

The color analysis of the illustration created by Djayanti Aprilia reveals a carefully chosen color palette that considers both emotional impact and the intended message. The gradient from green to yellow predominates the composition. Green, inspired by the characteristic colors of Surabaya, serves as the visual base, symbolizing fertility and hope. The transition to yellow adds warmth and energy, reflecting optimism and vitality. This combination of green and yellow not only creates visual harmony but also represents the concepts of sustainability and growth, aligning with 'The Body Shop's' environmental campaign.

The use of red in the illustration of the fire contrasts sharply with the green and yellow gradient. Red, symbolizing energy, strength, and passion, effectively highlights the fire element that embodies the fiery spirit of the people of Surabaya. This intense red not only adds visual

dynamism but also reinforces the message that sustainability requires enthusiasm and courage. The vivid red draws attention and introduces a dramatic element, emphasizing the urgency of the message conveyed.

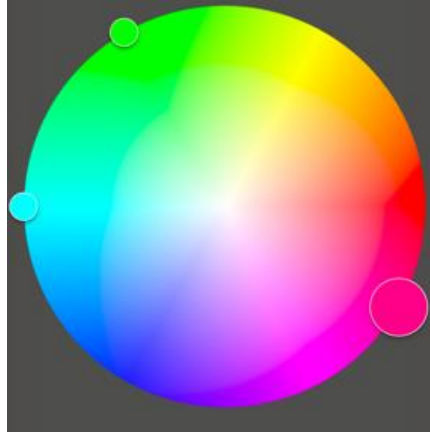


Fig 6. Complementary split colors used in the illustration

Further analysis based on the color wheel diagram reveals that the colors used in this illustration adhere to a split-complementary color scheme, where a primary color is combined with two colors adjacent to its complementary color on the color wheel [17]. In this case, the primary green color is paired with yellow and red, which are positioned opposite each other on the spectrum, as shown in Figure 5. This scheme creates a harmonious contrast; despite the sharp differences between the colors, the combination maintains a balanced and aesthetically pleasing effect. The split-complementary scheme allows the artist to explore both contrast and harmony, offering a rich visual dimension without causing excessive visual tension.

In Djayanti Aprilia's illustration, employing the split-complementary scheme serves not only as an aesthetic choice but also as a strategy to enhance the visual narrative. The soft gradient from green to yellow provides a calming and natural backdrop, while the splashes of red in the fire elements introduce a touch of vitality, conveying urgency and enthusiasm. The harmony achieved through this combination illustrates the balance between the simplicity of sustainable actions and the intensity of the passion required to implement them. The result is a visually engaging work that effectively communicates a profound message aligned with the identity and campaign of 'The Body Shop.'



Fig 7. (a) Use of green color gradation (b) Use of red color gradation

After analyzing the hue used in Djayanti Aprilia's illustration, the next step is to evaluate aspects of saturation, tint, and chroma, which play crucial roles in enhancing the visual message of the work. Each color element in the illustration exhibits varying levels of saturation, significantly impacting the visual impression and emotional response generated. Saturation, or color intensity, refers to how pure or vivid a color appears[18]. In this illustration, the gradient from green to yellow, as shown in Figure 7a, displays a medium level of saturation, creating a calm and stable atmosphere that aligns with the theme of sustainability. The moderate saturation allows the colors to blend softly, producing a harmonious transition and avoiding any overly striking or disruptive effects. In contrast, the red used in the fire elements has high saturation, as depicted in Figure 7b, providing a sharp contrast and highlighting this element as a strong visual focal point in the overall composition. The high saturation of the red color intensifies the emotional impact, emphasizing the message of courage and enthusiasm intended.

Additionally, the analysis must consider the use of tint in the illustration, which renders certain areas lighter and softer. The gradient from green to yellow includes areas that appear to employ tints to achieve a lighter and brighter tone. This use of tint adds visual dimension and depth without compromising overall harmony. The lighter colors evoke positive feelings and hope, which resonate with the sustainability and growth themes championed by 'The Body Shop'. By incorporating tints, Djayanti Aprilia effectively creates a visual balance that is not only engaging but also aligns with the brand's narrative and identity.

Chroma, also referred to as chroma, measures the purity of color by evaluating its intensity or brightness relative to a neutral color of the same brightness. In this illustration, varying levels of chroma create a rich visual dynamic. The green and yellow hues in the background exhibit lower chroma, imparting a softer and more grounded impression. This reduced chroma adds depth and stability, establishing a strong foundation for the overall visual message. In contrast, the red used in the fire elements displays higher chroma, producing a vivid and dynamic visual effect. The high chroma of the red ensures that the fire elements capture immediate attention, underscoring the urgency and importance of the passion required for sustainability efforts.

Through the analysis of hue, saturation, tint, and chroma, it is evident how Djayanti Aprilia employs the full spectrum of color qualities to craft an effective visual narrative. By integrating colors with varied characteristics of saturation, tint, and chroma, she creates a work that is not

only aesthetically pleasing but also imbued with meaningful depth that supports the goals of ‘The Body Shop’ campaign. This comprehensive color strategy enhances the visual impact of the illustration and reinforces the core message of sustainability central to this collaboration.

3.2 Analyzing

Based on the detailed visual description, it is evident that Djayanti Aprilia's illustration is crafted not only for aesthetic value but also to convey key messages and concepts, such as courage, sustainability, and environmental preservation. When mapped using Shigenobu Kobayashi’s color diagram, the colors in this illustration fall into Quadrant 2, reflecting specific characteristics of the colors used.

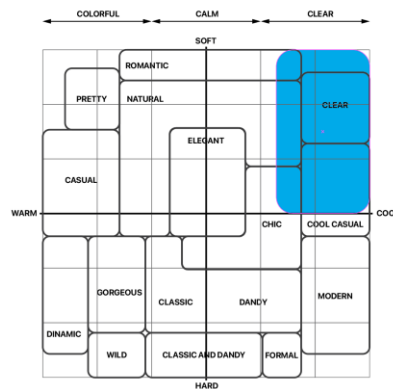


Fig 8. Color grouping in quadrant 2
(Source: Color Image Scale book)

In Kobayashi's color diagram, Quadrant 2 features colors that evoke feelings of calm, stability, and coolness. This quadrant predominantly includes hues of green, blue, and purple, which are often associated with nature, tranquility, and freshness. In the analyzed illustration, the colors green and yellow largely fall into this category, creating a harmonious and cool atmosphere that aligns with ‘The Body Shop’s’ sustainability and environmental conservation concepts. The cool impression produced by this color combination offers a tranquil yet impactful visual experience, reflecting the values the brand aims to convey.

Understanding this color grouping is crucial for comprehending how the illustration effectively communicates its message through visual language. Colors can serve as symbols or expressions[19], with cool tones like green and blue often used to create and express a calming ambiance. In the context of ‘The Body Shop,’ these colors underscore the brand’s commitment to environmental issues. Thus, the illustration functions not only as a decorative element but also as a medium for conveying a profound message about sustainability, in alignment with the brand’s identity and global aspirations for a greener and healthier future.

Djayanti Aprilia’s illustration displays a balanced combination of curved lines and strong angles, both sharp and gentle. The curved lines impart softness and fluidity, reflecting a natural and harmonious flow. Conversely, the dominant strong angles convey stability, robustness, and

decisiveness. This interplay between curved lines and angles creates an engaging visual balance, where softer, dynamic elements complement stronger, more structural components.

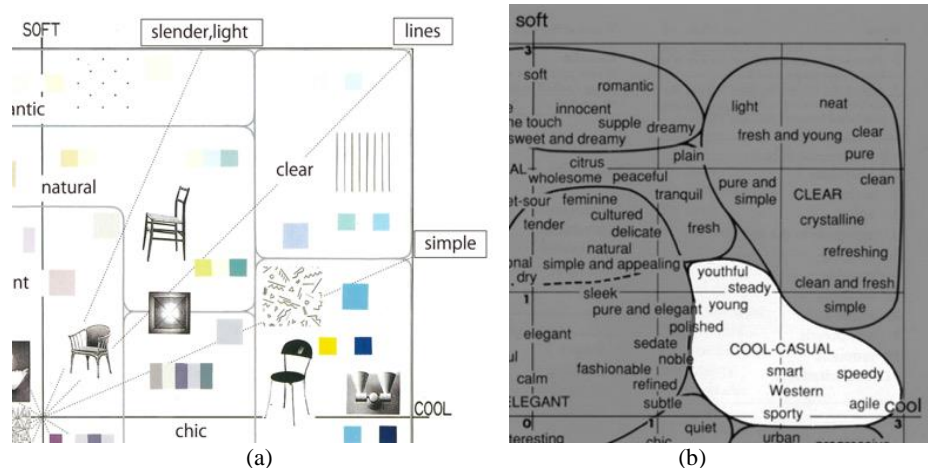


Fig 9. (a) Forms are classified in Quadrant 2 (b) Adjectives that appear in the Cool-Casual group (Source: Color Image Scale book)

The form of the illustration aligns with the shape categorization in Shigenobu Kobayashi's color diagram, particularly in the "Cool Casual" area (Figure 9a). In this diagram, shapes categorized as "Cool Casual" typically exhibit a calming yet modern and assertive character. The integration of curved lines with strong angles creates a cool and relaxed feeling while incorporating contemporary elements relevant to current design trends. This "Cool Casual" characteristic resonates well with the values that 'The Body Shop' aims to convey through its sustainability campaign, emphasizing the balance between natural beauty and modern technology.

Visually, the use of lines and angles in this illustration reinforces the message of courage and resolve in facing environmental challenges. Curved lines suggest a flexible and adaptive response to change, while sharp angles indicate a strong and unwavering commitment. This balance between these elements reflects the effort to maintain harmony between nature and modern life, aligning with sustainability principles.

A deeper analysis of the form reveals how visual elements synergistically work with color to enhance message communication. Flowing lines and sharp angles combine with the cool colors used, creating a composition that is not only aesthetically pleasing but also rich in meaning. The chosen "Cool Casual" shapes in this illustration serve as a medium to convey a message that aligns with 'The Body Shop's' image while offering strong visual appeal to the audience.

In the "Cool Casual" area of Shigenobu Kobayashi's color diagram, adjectives such as agile, speedy, sporty, smart, western, youthful, steady, fresh, and young are present (Figure 9b). These adjectives reflect the characteristics represented by the color and shape combinations in this category. When linking these traits to the ideas and concepts in Djayanti Aprilia's illustration, the most fitting descriptors are youthful, fresh, and young.

The color combination in this illustration, dominated by gradients of green and yellow with red accents on the fire elements, conveys a fresh and energetic impression that aligns well with the youthful and young characteristics. This color scheme reflects the spirit of youth and innovation that the sustainability and positive change concepts of 'The Body Shop' aim to communicate. The red fire elements inject a dynamic and fiery touch, enhancing the youthful and agile feel, which aligns with the theme of courage among the youth of Surabaya in adopting new habits for environmental preservation.

Additionally, the shapes in this illustration, consisting of a blend of curved lines and sharp angles, support the "Cool Casual" impression. This use of form adds a visually intelligent and modern dimension, making the work not only aesthetically relevant but also reflective of the sustainability values pertinent to the younger generation. Thus, this analysis confirms that Djayanti Aprilia's choices of color and form effectively mirror and support the "youthful," "fresh," and "young" concepts within Shigenobu Kobayashi's color diagram.

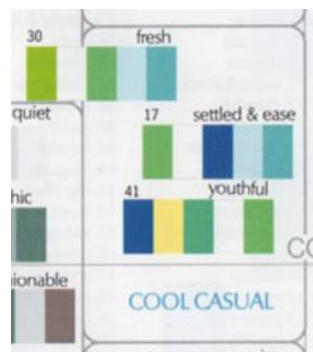


Fig 10. Color grouping based on youthful traits in the Cool-Casual group
(Source: Color Image Scale book)

Analysis of the color combination used in Djayanti Aprilia's illustration reveals that, according to Shigenobu Kobayashi's color diagram, the colors predominantly belong to the "youthful" group (see Figure 10). This conclusion stems from the dominance of green and yellow throughout the illustration, complemented by red accents on the fire elements. Green and yellow, commonly associated with nature, vitality, and positive energy, convey a sense of fresh renewal, which aligns with the key characteristics of the "youthful" color group in Kobayashi's diagram.



Fig 11. Color grouping based on youthful traits in the Cool-Casual group

Shigenobu Kobayashi's color diagram categorizes colors based on the emotional and psychological impressions they evoke, with the "youthful" group characterized by hues that impart a cool, clean, and energetic feel [20]. These colors are often associated with dynamism, youthfulness, and optimism, aligning perfectly with the sustainability theme and message conveyed by 'The Body Shop' through this collaboration. Thus, the analysis concludes that the color choices in Djayanti Aprilia's illustration, as shown in Figure 11, serve not only as visual aesthetics but also embody a strong concept: "youthful," reflecting a commitment to renewal, sustainability, and a better future.

By adopting this youthful concept, Djayanti Aprilia's illustration effectively supports 'The Body Shop's' campaign, where the focus is on promoting new, sustainable habits. These youthful colors not only provide a refreshing visual impression but also reinforce the moral message of the campaign, emphasizing the importance of lifestyle changes for environmental preservation. The alignment of colors with the youthful concept demonstrates that art functions not merely as decoration but also as a strategic tool in communication and message delivery to the audience.

This study also examines the technical aspects of using recycled materials in the illustration production process, which influence the choice of color palette. Therefore, the research analyzes data on the production process of materials by the Bali-based vendor Ecolabo and the technical constraints encountered in achieving specific colors. This analysis helps to understand how these factors affect the final outcome of the illustration. The results are interpreted to assess the alignment between the selected colors, the intended message, and the existing technical limitations.

By employing this descriptive qualitative method, the study aims to provide a comprehensive overview of how color usage in illustrations serves as a tool for visual communication and contributes to achieving the branding objectives of 'The Body Shop'.

4 Conclusion

This study analyzed the use of color in Djayanti Aprilia's illustration, created in collaboration with 'The Body Shop' at Pakuwon Mall Surabaya, particularly within the context of the sustainability campaign through ACT Corner. The analysis reveals that the color choices in this illustration embody a strong concept that aligns with the message conveyed by 'The Body Shop'. The gradient from green to yellow, accented with red in the fire elements, showcases a dynamic and energetic color composition. When mapped onto Shigenobu Kobayashi's color diagram, these colors fall into the "youthful" category, reflecting renewal, sustainability, and vitality, which are consistent with the campaign's sustainability theme.

This illustration serves not only as a visually appealing element but also as an effective communication tool for conveying messages about environmental preservation. The selection of colors within the "cool casual" category, characterized by attributes such as youthful, fresh, and young, demonstrates that the illustration successfully creates a visual impression that aligns with 'The Body Shop's' brand identity. The youthful concept derived from this color grouping reinforces 'The Body Shop's' commitment to promoting sustainability and responsible lifestyle changes.

Based on these findings, future research should explore color use in illustrations supporting other social or environmental campaigns. Further studies on how color affects audience perception and emotional responses to visual messages could offer additional insights for design and visual communication practitioners. Additionally, fostering collaboration between artists and companies to create artwork with social or environmental messages should continue, with an emphasis on choosing colors that are not only aesthetically pleasing but also meaningful and aligned with campaign goals. This study also suggests a broader application of Shigenobu Kobayashi's color diagram in visual analysis to ensure alignment between design elements and the intended message.

Acknowledgements. This research could not have been realized without the support and assistance of many individuals, notably Djayanti Aprilia. We extend our deepest gratitude to Djayanti Aprilia, a visual artist from Surabaya, who granted us the opportunity and permission to analyze her collaborative work with 'The Body Shop'. This work has been the primary focus of our study, particularly in the color analysis inspired by Shigenobu Kobayashi's theory. Djayanti Aprilia's permission to examine and delve into this artwork has been crucial in enriching this research and contributing to a deeper academic understanding of color and visual art. We greatly appreciate the cooperation and support provided by Djayanti Aprilia throughout this research process and hope that the findings offer valuable insights both to artists and to the development of more sustainable art practices in the future.

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