

Logo Redesign of Kampung Lali Gadget in Sidoarjo Regency

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Abstract

Kampung Lali Gadget is an educational space that emerged as a solution to the high dependency of children on gadgets, by introducing traditional games and activities rooted in local culture. The absence of a strong and representative logo has made the visual identity of this community less recognizable. This study aims to design a logo that reflects the spirit, educational values, and local character upheld by Kampung Lali Gadget. The research uses a qualitative method with data collection techniques including direct observation and in-depth interviews with the community manager, activity companions, and participating children. Observation was conducted to understand the activities and atmosphere in the field, while interviews explored the vision, mission, and core values of the community. The logo design is inspired by the expressions and movements of children while playing, which represent joy, freedom, and closeness to nature.

Keywords: Kampung Lali Gadget, Logo, Visual Identity, Traditional Games

1 INTRODUCTION

Every region in Indonesia has a unique cultural identity, one of which is reflected in traditional games. As a valuable cultural heritage, these games help children develop imagination, recreation, creativity, and physical activity, while also fostering social skills, manners, and agility [1]. However, traditional games are increasingly being abandoned by children, and many are no longer familiar with them [2]. In the current digital era, almost all human activities are closely connected to the use of technology, particularly smartphones. This phenomenon is reflected in data from 2021 showing that 89.63% of Indonesia's population uses smartphones, with daily usage durations ranging from 3–4 hours, 5–6 hours, to more than 7 hours [3].

To address the challenges of children's dependency on digital devices and the declining interest in activities based on local cultural values, Kampung Lali Gadget was established as an educational space as well as a social movement in the fields of education and culture. Located in Bender Hamlet, Pager ngumbuk Village, Wonoayu District, Sidoarjo Regency, Kampung Lali Gadget seeks to revive interest in traditional games, arts, and culture through fun and participatory activities. Since its establishment in August 2018, this initiative has served not only as a place for activities but also as a

symbol of resistance against the negative impacts of digitalization on children. Kampung Lali Gadget has received various forms of appreciation and support from practitioners, academics, youth organizations, as well as government and private sectors, making it a real example of a community-based cultural movement that grows from grassroots initiatives.

In order to strengthen the visual identity of Kampung Lali Gadget, a logo design is required that is capable of representing the educational, cultural, and social values promoted by this initiative. As the primary face of a brand, a logo plays an important role in shaping the image and attractiveness of a program or institution in the eyes of the public.

The existing Kampung Lali Gadget logo has several weaknesses that make it less optimal in representing its identity and values. From a visual perspective, the use of a windmill symbol is considered too generic, while the layout and composition of elements appear less balanced, which affects readability and application across various media. The bright color palette does reflect the children's world; however, it is not well structured to form a strong and consistent identity. In addition, the use of neutral typography and inconsistent clear space further reduce the professional and communicative impression of the logo.



As an effort to strengthen visual appeal and improve the communication of educational values, a redesign of the Kampung Lali Gadget logo is required.



Figure 1. Kampung Lali Gadget Logo

This rebranding aims not only to improve visual quality but also to ensure that the logo and other visual elements are able to represent the spirit of cultural preservation and traditional games more strongly and relevantly. Therefore, this research focuses on the logo design of Kampung Lali Gadget as part of a strategy to strengthen the visual identity of this educational village.

The problem formulation in this design is how to redesign the Kampung Lali Gadget logo so that it achieves consistency across various media and usage situations, as well as how to design visual elements capable of building a comprehensive visual identity. The objective of this design is to update the logo in order to achieve visual consistency in communication while creating a design that represents educational character, child-friendly values, and local cultural strengths as the main identity of Kampung Lali Gadget. The scope of this design is limited to visual elements such as logo, typography, color, and basic applications across various media.

2 LITERATURE REVIEW

Branding is a unique element that functions as the identity of an institution, allowing the public to easily recognize it. Building a brand requires a strategic approach in order to produce a significant impact so that the brand can stand out and be widely recognized. Therefore, a brand is not merely a symbol but an important asset that must be maintained, nurtured, and strengthened by an institution in order to sustain its existence in the market and build long-term relationships with its audience [4].

Gestalt is a psychological theory which states that individuals perceive what they see in their environment as a unified whole. This theory was developed by Max Wertheimer (1880–1943) and his colleagues and explains perceptual tendencies formed in human cognition [5]. The principle of similarity refers to objects that share similar shapes or elements being perceived as part of the same group. Closure refers to the perception of an object as a complete form even when it is not fully closed or complete. Figure-ground refers to the perception of objects either as foreground or

background, or both as objects. Impossible figure refers to objects that cannot exist in three-dimensional reality.

A logo is clearly the main attribute that is physically visible, similar to a face in humans. Through a logo, all non-physical attributes that represent the essence of an entity can be reflected, such as vision and mission, organizational values, organizational culture, and overall characteristics. Designing a logo requires consideration of uniqueness, simplicity, and flexibility, which can be applied in form, color, and size [5]. Therefore, it is important to design a logo that is able to effectively reflect the character and essence of the brand [6]

Color plays an important role in design by influencing the emotions and perceptions of viewers. The appropriate use of color can strengthen visual messages, make them more attractive, evoke emotions, and create a lasting impression on the audience [7]. Primary colors are the three basic colors that cannot be created by mixing other colors. These primary colors serve as the basis for creating all other colors [7]. Secondary colors are produced by mixing two primary colors in equal proportions [7].

In general, typography can be considered as the discipline that discusses techniques for selecting and arranging typefaces as well as distributing text within a given space or medium. The purpose is to convey meaning and create a particular impression that enables readers to comfortably read and understand the text [8]. Serif typefaces have additional strokes at the ends of characters that are typically pointed in shape. These typefaces also have contrast between thick and thin strokes, which provides a relatively high level of readability [9]. Sans-serif typefaces, on the other hand, do not have additional strokes at the ends of characters and tend to have uniform or nearly uniform thickness. Sans-serif typefaces reflect simplicity, clarity, a contemporary character, and a futuristic impression [9].

3 RESEARCH METHODS

This research employs a qualitative approach. The qualitative method is used to obtain a deeper understanding of social and cultural contexts through direct observation and in-depth interviews. This qualitative research aims to understand phenomena based on real-life situations in the field without manipulation of conditions [4]. The data used in this research consist of primary and secondary data collected from various sources to support the analysis and design process.

The subjects of this design include Mr. Achmad Irfandi as the initiator and main manager of Kampung Lali Gadget, as well as accompanying visitors and participating children as supporting informants. The object of this design is Kampung Lali Gadget as an

educational medium and a place for preserving traditional children's games.

The data used in the logo design process of Kampung Lali Gadget were obtained from primary and secondary sources. Primary data were collected through direct field observations and in-depth interviews with the management. Observations were conducted by examining activities at Kampung Lali Gadget, including interactions between managers and children, traditional game activities, and available facilities. Meanwhile, in-depth interviews were conducted with the initiator of Kampung Lali Gadget, Mr. Achmad Irfandi, in order to explore information regarding the vision, mission, background of establishment, and core values to be conveyed. Secondary data were obtained through literature studies, including scientific journals, online articles, and internal documents such as the Brand Identity Book.

The design procedure carried out in this study is as follows:

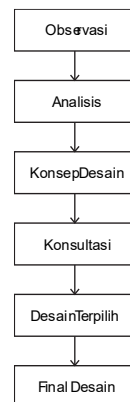


Figure 2. Design Process Flowchart

1. Observation

At the initial stage, direct observations were conducted at Kampung Lali Gadget to collect information regarding ongoing activities, interactions between the management and visitors, as well as available facilities. This observation aimed to obtain a clearer understanding of how the programs at Kampung Lali Gadget are implemented.

2. Analysis

After the data were collected through observation and interviews, an analysis was conducted to gain a deeper understanding of the conditions at Kampung Lali Gadget. The findings obtained from the field were then processed to identify important aspects that could serve as the basis for developing a visual identity strategy for the logo that aligns with the character and needs of the community.

3. Design Concept

Based on the analyzed data, several visual identity design concepts for the Kampung Lali Gadget logo were developed. These concepts include logo design, color selection, and typography that reflect the character of Kampung Lali Gadget.

4. Consultation

At this stage, consultations were conducted with related parties such as the Kampung Lali Gadget management as well as visitors or members of the surrounding community in order to obtain feedback on several design alternatives that had been developed. This consultation aimed to ensure that the resulting design corresponds with the needs and identity of Kampung Lali Gadget.

5. Selected Design

After receiving input from various parties, revisions were made to the selected design. These revisions aimed to improve the quality and suitability of the design with the intended concept, as well as to ensure that the final design represents the values promoted by Kampung Lali Gadget.

6. Final Design

At the final stage, the refined design was applied to various media required by Kampung Lali Gadget, such as billboards, brochures, and other promotional materials. The final design is expected to strengthen the visual identity of the logo and enhance the attractiveness of Kampung Lali Gadget in the public's perception.

4 RESULTS AND DISCUSSION

4.1 Observation

The observation results indicate that Kampung Lali Gadget possesses strong visual identity potential through elements such as bamboo gateways, signage with vernacular typography, and authentic cultural activities. However, inconsistencies are still found in the application of visual identity, particularly in signage that is less informative and souvenirs that do not fully reflect the brand image. In addition, the use of overly soft natural colors has not been effective in attracting the attention of the main audience, namely elementary and junior high school students.



Figure 3. Site Observation

4.2 Analysis

The logo design of Kampung Lali Gadget in this project is limited to the development of the logo as the primary element representing the character and values of the community. The design does not include the development of supergraphics, icons, or a comprehensive visual system. The logo concept was derived from observations of children's activities while playing freely within the village environment. Their dynamic, expressive, and joyful movements became the main inspiration in forming a visual logo that represents the spirit of freedom, happiness, and the educational atmosphere offered by Kampung Lali Gadget.

4.3 Logo Concept

The logo combines a pictorial mark and a wordmark. The wordmark uses the name "Kampung Lali Gadget," while the pictorial mark represents the spirit and uniqueness of Kampung Lali Gadget. This combination creates an identity that is easily recognizable and reflects a cheerful, educational, and culturally based local atmosphere. The initial stage of the logo development process involved creating sketches.

4.4 Icon Study

The first stage in designing the Kampung Lali Gadget logo was conducting an icon study as the basis for developing the logo form. This study was carried out to explore various visual forms that are relevant to the character and values of Kampung Lali Gadget, such as educational and child-friendly qualities. The designed logo illustrates children playing together in a circle with enthusiasm. The spiral formation represents a process of growth and enjoyable learning, in line with the mission of preserving traditional games.



Figure 4. Icon Study

After completing the icon study, the next stage involved creating alternative logo sketches as a means of visual exploration. These sketches include various styles, compositions, and formal approaches to identify the most appropriate and communicative visual solution. This process aimed to develop initial ideas into several design alternatives that could be compared, evaluated, and selected based on their suitability with the character

of Kampung Lali Gadget. These sketches served as the foundation for refining the logo before entering the digitalization stage.

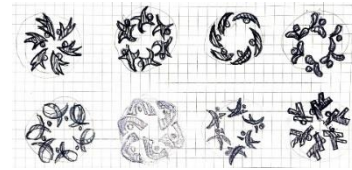


Figure 5. Alternative Logo Sketches

After the alternative sketching stage was completed, the next process was digitalization. At this stage, the sketches were developed digitally using graphic design software. The digitalization process allowed the logo to achieve greater precision in terms of form and proportion.

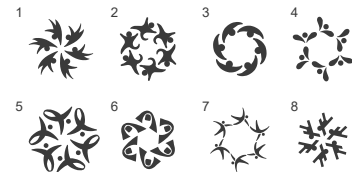


Figure 6. Digitalization of Logo Alternatives

The Kampung Lali Gadget logo applies principles from Gestalt theory in order to create a cohesive and easily recognizable visual impression. One of the most relevant principles is similarity, in which hand-like shapes arranged in a circular formation share uniform colors and forms. This makes the elements perceived as a single visual unit rather than as separate objects. In addition, the principle of proximity is reflected in the distance between the hand elements, which are placed close to each other to form a coherent graphic unit. The arrangement of the text "Kampung Lali Gadget," although divided into two lines, is still perceived as a single name due to consistent spacing between letters and words. The logo also reflects the principle of closure, in which the arrangement of hands forming a circle is not completely closed but is still recognized as a unified form due to the human tendency to mentally complete incomplete shapes. The application of these principles makes the logo visually accessible and capable of conveying a sense of togetherness and joy in accordance with the values promoted by Kampung Lali Gadget.

4.5 Typography Study

The typography used in the visual identity of the Kampung Lali Gadget logo is a sans-serif typeface, which is known for its high readability and its ability to convey a professional yet friendly impression. The primary typeface used is Hore, which has a modern,

cheerful, and approachable character that reflects the spirit of play and exploration associated with the world of children.

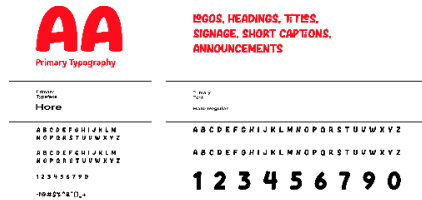


Figure 7. Logo Identity Typography

The wordmark in the Kampung Lali Gadget logo is a modified version of the Hore typeface that represents an educational, cheerful, and friendly character. In the initial version, the typography still maintained the original form of the Hore typeface, with a separated appearance between the words “KAMPUNG” and “LALI GADGET.” In the modified version, adjustments were made to the proportions and spacing between characters in order to create a more unified appearance. The letter heights between the two lines were balanced to produce a more solid and harmonious visual impression. A significant change can be seen in the letter “L” in the word “LALI,” which was shortened to create a more open visual space so that the composition does not appear too dense. Meanwhile, the letter “A” was positioned slightly outside the alignment of the letter “L.”



Figure 8. Wordmark Development Process

4.6 Logo Synthesis

Through the design and visual exploration process, the final Kampung Lali Gadget logo was developed as a combination of an icon and a logotype. The pictorial mark consists of six child figures jumping in a spiral formation within a circle, representing dynamism, growth, and togetherness in a joyful traditional play environment. The logotype “Kampung Lali Gadget” uses playful typography while maintaining clear readability, reinforcing the friendly and educational character promoted by the program.



Figure 9. Pictorial Mark and Wordmark Results

The composition between the icon and the text is arranged in a balanced side-by-side layout, showing a harmonious relationship between visual and verbal identity. This synthesis results in a communicative logo that is adaptable across various media and capable of strengthening the image of Kampung Lali Gadget as a safe, inclusive, and culturally rich play environment.



Figure 10. Combination of Pictorial Mark and Wordmark

4.7 Color Study

The Kampung Lali Gadget color palette reflects the spirit of play, education, and cultural preservation. Bright colors such as red, orange, yellow, and purple emphasize cheerfulness and creativity, while green and blue convey peace, balance, and closeness to nature. These colors attract children as the primary audience and stimulate curiosity and excitement.

Green symbolizes balance with nature. Green lies in the middle of the color spectrum, so the eyes require minimal adjustment to perceive it. Therefore, green is considered a calming color that reflects balance and harmony [10]. Blue represents peace, stability, and trust. Some positive characteristics associated with blue include logic and clarity of thought. Lighter shades of blue are often associated with mental calmness, peace, and reflection [10]. Orange adds energy and enjoyment. Orange has a playful yet warm character and is a color that stimulates social interaction and friendly conversation. In addition, orange symbolizes abundance [10]. Purple or violet is a combination of the strength of red and the calmness of blue. As a color with the shortest wavelength, purple is often associated with spirituality, reflection, and the search for deeper meaning [10].



Figure 11. Color Palette

The next stage involved exploring various logo variations using different color combinations derived from the predetermined color palette. This exploration aimed to find the most appropriate color harmony to represent the character of Kampung Lali Gadget, such as cheerfulness, warmth, closeness to nature, and local cultural values.



Figure 12. Color Application Exploration on Logo Alternatives

4.8 Logo Evaluation

The evaluation of several alternative logos for Kampung Lali Gadget was conducted by considering three main aspects: uniqueness, flexibility, and simplicity. This assessment aimed to select the logo that most effectively represents the character and values of Kampung Lali Gadget visually.

Alternatif Logo	Unik	Fleksibel	Simple
	••	•••	••••
	••••	••••	••••
	•	••••	••••
	•	•	•

Figure 13. Logo Evaluation

Based on the evaluation results, the second logo alternative showed the best performance. This logo received the highest scores in all aspects: unique, flexible, and simple. The visual form of the logo was considered capable of reflecting the joyfulness, togetherness, and educational values that form the core of Kampung Lali Gadget. Its simplicity makes the logo adaptable for various media applications, both print and digital.

The design validation was carried out by Prasetyo Adi, a branding practitioner from Kawakibi Digital Branding with extensive experience in brand identity development. His professional perspective strengthened the design direction to remain relevant, communicative, and aligned with the values upheld by Kampung Lali Gadget. In addition, the validation also involved Alfian, a partner and stakeholder of Kampung Lali Gadget who is directly involved in managing and developing the programs. His input was important to ensure that the resulting design truly represents the spirit, needs, and unique character of Kampung Lali Gadget authentically.

4.9 Selected Logo

Below is the main logo that has been selected and further developed with the addition of a logotype. This addition aims to strengthen the overall visual identity

while creating balance between the symbol and text elements.



Figure 14. Final Logo

4.10 Logo Philosophy

The Kampung Lali Gadget logo represents the spirit of freedom and joy of children playing without dependence on digital devices. The main visual features six children jumping happily, forming a spiral composition within a circle. Each figure represents expressions of happiness, curiosity, and the spirit of exploration, which are the core philosophy of Kampung Lali Gadget.

The circle in the logo symbolizes a safe, inclusive, and collaborative space, reflecting a positive play environment that supports children's growth and development. Meanwhile, the spiral movement formed by the children's positions illustrates the process of growth, continuous learning, and an enjoyable exploratory journey—aligned with Kampung Lali Gadget's mission to preserve local cultural values through traditional games.



Figure 15. Logo Philosophy

4.11 Logo Implementation

The selected logo was then implemented across various supporting media as an effort to strengthen the visual identity of Kampung Lali Gadget. These media include mugs, pencil cases, and keychains commonly used by children and visitors. This implementation aims to enhance visual recall and expand branding reach both functionally and emotionally.

The mug was designed as a souvenir for parents or companions visiting Kampung Lali Gadget. The consistent use of design elements strengthens the branding while also serving as a keepsake representing the educational and cultural values of Kampung Lali Gadget.



Figure 16. Logo Implementation on Mug

The pencil case design is one of the implementation media of the new visual identity of Kampung Lali Gadget. Elements such as the logo and colors are displayed to strengthen the visual image of Kampung Lali Gadget.



Figure 17. Logo Implementation on Pencil Case

The keychain design is also part of the implementation of Kampung Lali Gadget's new visual identity. The logo element is presented in a simple and attractive way, making it easily recognizable and representing the cheerful, educational, and nature-oriented character of the village. As a small and portable object, the keychain serves as an effective promotional medium as well as a distinctive souvenir that reinforces the visual impression of Kampung Lali Gadget.



Figure 18. Logo Implementattion on Keychain

5 CONCLUSION

Kampung Lali Gadget is an educational space established as a response to contemporary challenges, particularly children's dependence on digital devices. In this place, children are encouraged to rediscover the joy of direct play through traditional games and various activities that promote local cultural values. However, until now Kampung Lali Gadget has not had a strong logo capable of visually representing its identity. This condition has limited its broader recognition, especially in terms of branding.

This study aims to design a new logo that reflects the spirit, educational values, and local uniqueness that form the essence of Kampung Lali Gadget. Data collection was conducted through direct field observations and interviews with the program managers and activity facilitators. The logo design concept was inspired by the expressions and movements of children playing joyfully, representing freedom, cheerfulness, and closeness to nature. It is expected that the logo will become a communicative and easily recognizable visual symbol that can strengthen the image of Kampung Lali Gadget.

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