

## Mascot Design as a Visual Icon for Janti Park Tourist Attraction

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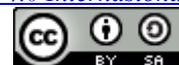
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### Abstract

*This study aims to design a visual icon for Janti Park as a community-based identity for a local tourism destination. Although Janti Park has been widely recognized in the Solo Raya region, it has not yet established a consistent icon to represent its identity. The research employed a qualitative descriptive approach, involving in-depth interviews with the management of Bumdes Jaya Janti, direct field observations, and consultations with stakeholders. Academically, this research highlights the importance of community participation in visual identity design and contributes to the literature on local tourism branding. Practically, the icon serves as a branding strategy to strengthen Janti Park's promotional efforts and ensure consistency in its visual identity. Socially, the icon reinforces community ownership of Janti Park and symbolizes appreciation for local stakeholders' contributions.*

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## 1. INTRODUCTION

Janti Park is a community-based tourist destination managed by Bumdes Jaya Janti Klaten together with the local community located in Janti Village, Polanharjo Subdistrict, Delanggu District, Kab. This tourist attraction not only functions as a recreational space but also as a means of social interaction and strengthening local identity. However, various visual elements in this tourist area still stand alone and have not been designed in a single integrated concept. This condition makes the image of Janti Park not yet have consistent visual strength to distinguish itself from other similar tourist destinations spread throughout the Polanharjo area.

To address these needs, this study focuses on designing a visual icon that involves community participation. The developed icon is expected to unify existing visual elements and serve as a branding strategy that strengthens Janti Park's appeal. More than just an aesthetic symbol, this icon is expected to represent a social identity that fosters a sense of shared ownership. Consistent with previous research findings, participatory visual identities have been shown to increase brand recognition and strengthen the image of a tourist destination. As emphasized by Yusuf Faisal et al. in their study, “*Visual identity design plays an important role in increasing brand recognition and building audience perception of a destination.*”

## 2. RESEARCH METHODS

This research uses a descriptive qualitative design, which aims to provide a comprehensive overview of the community-based visual icon design process for Janti Park. This approach was chosen because it highlights social dynamics, stakeholder experiences, and the meaning inherent in the creative process. According to Thabroni (2022), qualitative descriptive research serves to describe phenomena as they are in a real

context without manipulation, making it suitable for documenting community-based design processes.

Research object: the process of designing the visual icon of Janti Park and Research subjects: internal parties of Bumdes, Janti Park management, and local communities involved in the icon selection process. Creswell (2018) emphasized that subject selection in qualitative research is done purposively, namely based on relevance and direct involvement in the phenomenon being studied.

Observation: Used to directly observe design activities and community interactions in the icon selection process. According to Rossi & Visconti (2023), observation in community-based visual identity design is important for capturing social dynamics and citizen participation.

Interview: Conducted with Bumdes managers, creators, and staff representatives to explore their perspectives and experiences. Lelis & Kreutz (2021) emphasize that qualitative interviews in visual identity design help understand community narratives that shape social legitimacy.

Documentation: Collecting visual evidence in the form of design sketches, activity photos, and archives of icon selection decisions. Yli-Junnila (2025) shows that visual documentation is an integral part of building community identity through visual communication.

Research Instruments Semi-structured interview guidelines, Field notes from observations, Visual documentation (photos, sketches, logbooks).

Data was analyzed using thematic analysis, with the steps: Data reduction: selecting relevant information from the results of observations, interviews, and documentation. Categorization: grouping data by theme (design process, community participation, election results). Interpretation: linking findings to theories of visual identity and participation-based branding. Triangulation: comparing results from multiple data sources to increase validity.

Data Validity To ensure the validity of the data, this study uses triangulation of sources and methods and member checks with the stakeholders involved. This is in line with contemporary qualitative research practices that emphasize credibility through cross-source verification (Febriyanto et al., 2025).

### 3. RESEARCH RESULTS AND DISCUSSION

The initial design phase for Janti Park's icon was conducted through in-depth interviews with the management, namely Bumdes Jaya Janti, represented by the treasurer as the main resource person. The interviews revealed that Janti Park currently lacks an icon that fully represents its tourism identity, despite its widespread recognition in the Solo Raya region. Previous attempts to create vector-based graphic elements have been made, but these elements have been kept for documentation purposes and have not been consistently implemented in the branding strategy.

To enrich the data, a direct review of the tourist location was conducted. Field observations revealed a variety of complementary visual elements scattered throughout, such as a dragon statue and water fountain in the standard athlete pool, a statue of the Panakawan puppet character at the entrance, a penguin statue and a snowman in the snow bath area, and a large elephant statue in the waterboom area. In addition, there are also statues of marine animals such as orca whales and dolphins placed on a monumental scale. During the observation process, Janti Park staff also explained the existence of a special element dedicated to the tourist train association (*rabbit train*), as a form of appreciation for their contribution in increasing the number of visitors through tour packages to and from Janti Park.



Figure 1. Several statues are scattered around the swimming pool area

### **3.1 Community and Stakeholder Participation**

A follow-up interview with the village-owned enterprise (BUMDES) treasurer revealed the idea to commemorate a village figure who played a key role in the establishment of Janti Park. Furthermore, input from multimedia staff emphasized the importance of highlighting the signature "snow bath" attraction, considered a pioneer of its kind in the local tourist area. This attraction, essentially sprayed with soap bubbles to resemble snow, is a major draw for young visitors.



Figure 2. Janti Park Snow Bath Ride

### 3.2 Icon Selection Results

Based on interviews, field observations, and input from various stakeholders, the designer then compiled several initial sketches. These sketches included representations of village figures as historical figures, a tourist train as a symbol of community contribution, and a snow bath as an icon of the featured attraction. This stage served as a crucial foundation in the visual identity design process for Janti Park, as it integrated historical, social, and recreational aspects into an icon concept that was expected to strengthen the image and branding strategy of the tourist destination.

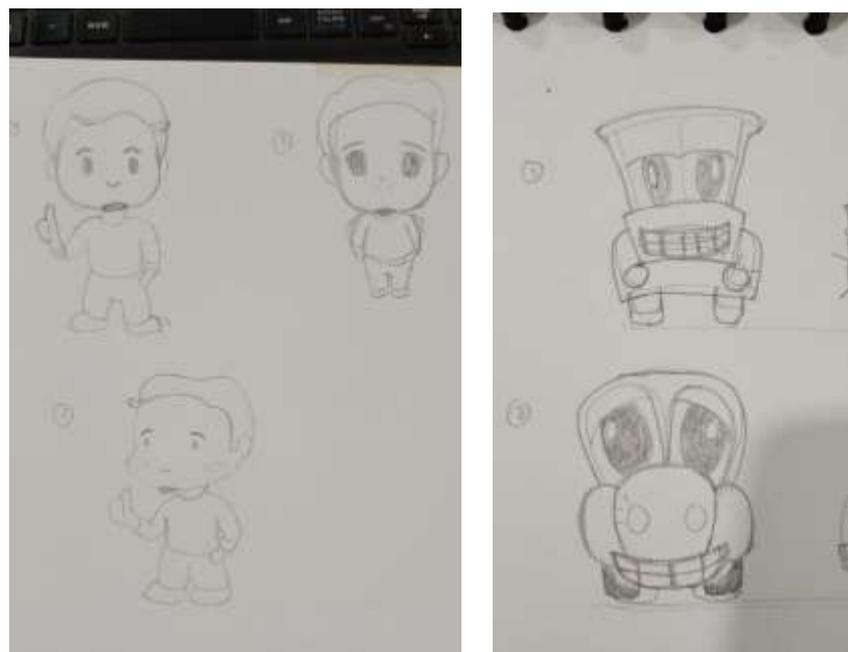


Figure 3. Alternative sketch of village character icon and tourist train

During the initial consultation stage, a selection process was conducted to determine the characters that would become Janti Park icons. The creators initially proposed several alternative sketches, including a village figure as a historical figure, a tourist train (*rabbit train*) as a symbol of community contribution, and a snowman as a

representation of the featured attraction. After discussions with the Village-Owned Enterprise (BUMDES) and management staff, it was agreed that the icon to be developed should focus on the featured attraction, the snow bath, as it was considered to best represent Janti Park's unique appeal.



Figure 4. Alternative sketches of snow and ice block elements

This agreement then became the basis for the creators to develop a series of alternative sketches that were more in line with the character of the snow bathing attraction. Some of the proposed designs included a snowman with a scarf with a small head and a large body, a block-shaped ice doll, an ice cube-shaped head, a snowman with a scarf with a large head and a small body, and a soap foam figure combined with water elements and a scarf. Of these various alternatives, the final result was the design of soap foam with a scarf with a large head and a small body. This choice was considered the most appropriate because it was able to integrate the visual elements of the snow bathing attraction with a communicative identity, while also presenting a unique and easily recognizable symbol as an icon of Janti Park.



Figure 5. Sketch of the selected icon



Figure 6. The finished Janti Park icon

### 3.3 Design Concept

The following is a description of the visual icon of Janti Park:

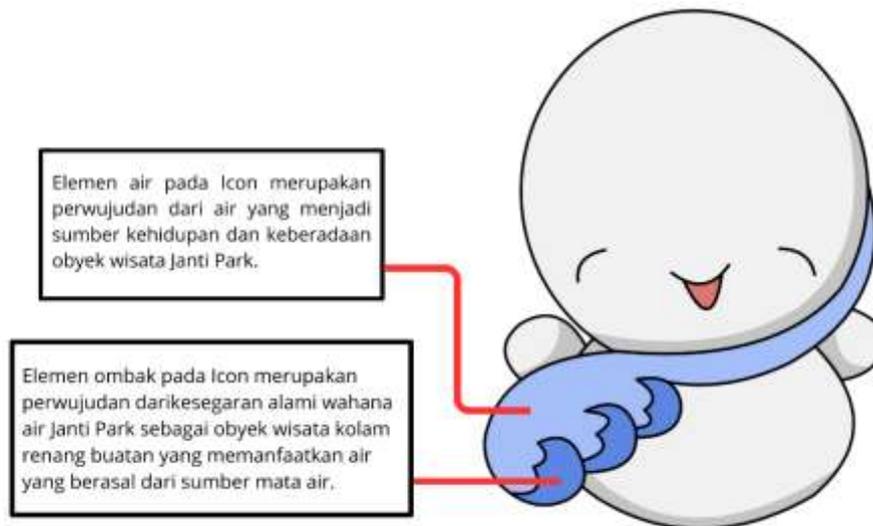


Figure 7. Janti Park Icon Concept



Figure 8. Janti Park Color Concept

### 3.4 Academic Analysis

The decision to make the snow bath a central icon for Janti Park can be understood through the perspective of visual identity and branding theory. According to Lelis & Kreutz (2021), community participation in the visual identity design process

plays a crucial role in building social legitimacy and strengthening the connection between the symbol and the audience. This aligns with the context of Janti Park, where the Village-Owned Enterprise (BUMDES) and management staff actively agreed on the most representative icon.

Furthermore, Rossi & Visconti (2023) emphasize that icons born from a destination's unique experiences have high differentiation value in branding strategies. The snow bath, as a distinctive flagship attraction, provides visual uniqueness while enhancing tourist appeal. Therefore, selecting an icon based on a flagship attraction is not merely an aesthetic decision, but also a branding strategy that affirms Janti Park's identity amidst competing tourist destinations.

Yli-Junnila (2025) added that visual communication in public spaces serves as a means of building community identity. The icon chosen for the snow bathing attraction can serve as a symbol connecting recreational experiences with shared values, thereby strengthening the community's sense of ownership of Janti Park.

### **3.4 Research Implications**

The results of the research on the design of the visual icon of Janti Park have a number of implications that can be seen from practical, academic, and social dimensions.

#### **3.4.1 Practical Implications**

The icon resulting from this participatory process can be used as a more consistent branding strategy for Janti Park. The icon allows management to present a unified visual identity across various promotional media, from official Janti Park staff nametags and event vouchers to digital channels. Thus, the icon serves not only as an aesthetic symbol but also as a communication tool that strengthens the tourist appeal and increases destination recognition in the Greater Solo area.



Figure 9. Application of icons for 2D media on plywood as markers



Figure 10. Application of icons as official Janti Park staff nametags

### 3.4.2 Academic Implications

This research contributes to the study of visual communication design, particularly in the context of community-based identity design. Using a descriptive qualitative approach, this study demonstrates how the creative process can be systematically documented and produce visual products relevant to local needs. These findings enrich the literature on tourism destination branding and emphasize the importance of stakeholder involvement in building the legitimacy of visual symbols (Lelis & Kreutz, 2021; Rossi & Visconti, 2023).



Figure 11. Application of icons as markers at certain spots in Janti Park

### 3.4.2 Social Implications

The Janti Park icon also has a social impact. The icon, chosen through mutual agreement, strengthens the community's sense of ownership of the tourist destination. This symbol not only represents the flagship attraction but also serves as a token of appreciation for the contributions of internal staff and the Jaya Janti Village-Owned Enterprise (Bumdes). Thus, the icon serves as a social identity that fosters community pride while strengthening the Bumdes' legitimacy as a public space manager (Yli-Junnila, 2025).

## 4. CONCLUSION

This study successfully documented the visual icon design process for Janti Park through a descriptive qualitative approach involving Bumdes Jaya Janti and relevant stakeholders. The results showed that although Janti Park is widely known in the Solo Raya region, the area lacks an icon that consistently represents its tourism identity. Through interviews, field observations, and community consultations, it was agreed that the flagship attraction, "snow bath," was the most appropriate symbol to serve as the main icon.

The design process produced various alternative sketches, and finally, the design of a soap bubble with a scarf with the proportions of a large head and a small body was chosen. This icon was considered the most suitable because it was able to integrate the visual elements of a superior ride with an identity that was communicative, unique, and easily recognizable.

Academically, this research emphasizes the importance of community participation in visual identity design and adds to the literature on locally-based tourism destination branding. Practically, the resulting icon can be used as a branding strategy for Janti Park to strengthen promotion and visual identity consistency. Socially, the icon strengthens the community's sense of ownership of Janti Park and serves as a symbol of appreciation for the contributions of local stakeholders.

## 5. ACKNOWLEDGEMENT

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