

Mascot Design as a Visual Icon of Janti Park Water Park

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Abstract

This community service initiative was carried out to strengthen the visual identity of Janti Park, a water-based recreational site that previously lacked an official mascot to distinguish itself from similar destinations. The program focused on designing an icon as visual ambassador and a symbol of local pride. The implementation adopted a participatory approach through field observation, interviews with Bumdes Jaya Janti, design consultation, and promotional media application. The outcomes included the creation of a 2D mascot illustration, its application on signage boards and merchandise, and official registration under Intellectual Property Rights (IPR). The program successfully enhanced community involvement, reinforced Janti Park's branding, and opened opportunities for creative economy activities. This project demonstrates that collaboration among academia, village governance, and local communities can produce sustainable innovations for tourism development.

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1. INTRODUCTION

Klaten Regency has community-based tourism potential that continues to grow, one of which is **Janti Park**, a water park with a family pool and a snow foam attraction as its main attractions. Since its inception, Janti Park has become a recreational destination for locals and tourists alike, but it has faced significant challenges in establishing a consistent and recognizable visual identity. The various decorative elements scattered throughout the area, from fantasy statues and sea creatures to Panakawan figures, have not been integrated into a strong branding concept. This has resulted in Janti Park's image being less prominent than similar destinations, resulting in suboptimal promotional strategies and tourist attractions.

The main problems faced by partners, namely Bumdes Jaya Janti as the manager, include:

1. There is no official icon that can represent the unique character of Janti Park.
2. Low understanding among the public and managers about the importance of visual branding in the tourism industry.
3. Minimal involvement of local creative communities in developing tourism identity.

To address this gap, the community service team offered a solution in the form of designing a mascot. The village-owned enterprise (BUMDes) management then named it "Janu" (Janti Banyu) as a visual icon and brand ambassador for Janti Park. The mascot serves not only as a visual element but also as a communication tool that builds emotional connection with visitors, especially children and families. The mascot serves as a brand ambassador, strengthening the visual identity of the tourist destination (Supriadi & Arianti, 2021).

This mascot was designed through a participatory approach, involving village-owned enterprise (Bumdes) managers, the community, and students in the observation process, design

consultation, and implementation of promotional media. Other studies have shown that character designs can be developed through a community-based creative approach (Farisakta & Narulita, 2020). With an official mascot, Janti Park is expected to strengthen its branding, increase visitor loyalty, and open up creative business opportunities through merchandise and thematic events. Consistent branding of local products has been shown to increase the competitiveness of MSMEs and tourist destinations (Suciarto, 2018).

2. RESEARCH METHODS

This community service activity was carried out at Janti Park Water Park, Janti Village, Polanharjo District, Klaten Regency, with Bumdes Jaya Janti as the main partner. The program ran from July to December 2025, involving lecturers, students, Bumdes managers, and the local community. Participants included Janti Park managers, village officials, creative communities, and vocational students who played a role in the design and documentation process. The mascot design process was carried out using a participatory approach, involving managers, the community, and students at every stage (Rahmasari & Nalendra, 2022).

The implementation method combines several approaches, namely:

- 1. Observation and interviews:** conducted to identify the characteristics of Janti Park, including the flagship snow foam ride, the rabbit train, as one of the supporters of achieving a significant number of visitors by offering tourist trips using tourist train transportation, and recycled statues in the form of dinosaurs.
- 2. Consultation and assistance:** the service team accompanies partners in the process of selecting design concepts, visual fixation, to implementation in print media and merchandise.
- 3. Diffusion of science and technology:** the application of digital technology in the design process using the Canva frame tool to make it easier for partners to choose the color of icon elements according to their taste, as well as the use of social media for promotion.
- 4. Public awareness:** through the launching of a mascot associated with the Independence Day celebrations, so that the wider community understands the importance of visual identity in developing tourist destinations.

The material presented includes: visual branding concepts, character design techniques, icon-based promotional strategies, and education about Intellectual **Property Rights (IPR)**. A participatory approach ensures partners are actively involved in every stage, from ideation to implementation. This approach aligns with collaborative visual design development practices already implemented in arts education institutions (Supriadi & Arianti, 2021).

The stages of activity can be explained as follows:

1. *Introductory Visit and Activity Permit*

The initial phase involved a first visit to Bumdes Jaya Janti to convey the program's aims and objectives. The team presented the urgency of a visual identity for Janti Park and plans to create a mascot. This activity resulted in the partner's approval to continue data collection and revealed that Janti Park had previously had a digital icon, but it was inconsistent and did not represent the water park's character.

2. *Interviews and Data Collection*

The team conducted field surveys, photographed and videotaped the rides, and interviewed village-owned enterprise (Bumdes) managers, social media staff, and village officials. The data obtained confirmed that the snow foam ride is a flagship attraction and a hallmark of Janti Park. Furthermore, feedback was gathered regarding partners' expectations for a mascot, which they hope will serve as a brand ambassador.

3. *Design Sketch Consultation*

Several alternative mascot sketches were submitted to the partners. Following the discussions, two designs were chosen to focus on. The partners emphasized the importance of incorporating local elements into the mascot's visualization. This was then addressed by adding water elements and a local frame to the icon's neck.

4. *Form Fixation and Media Application*

The next stage was finalizing the mascot design and selecting the implementation medium. After online coordination, it was decided that plywood was more suitable than a mascot doll for the initial stage, as it is more durable and easier to install in public areas. The final design files were then sent to be printed and installed in strategic locations in Janti Park.

5. *Mascot Preparation and Launching*

The soft launch coincided with a fun walk commemorating Indonesian Independence Day. The mascot, "Janu" (Janti Banyu), was introduced to the public on a 150 cm plywood board installed in the park. The event was officiated by the Director of Bumdes Jaya Janti and the Janti Village Head and was met with enthusiastic attendance.

6. *Digital Content Production: Podcasts and Social Media*

As part of the science and technology diffusion strategy, the team conducted a podcast with the Janti Village Head and the Village-Owned Enterprise (Bumdes) management. The recording took place at the Tiga Serangkai Smart Office (TSSO) Podcast Studio, with technical support from the PIKDI division and moderators from the Psychology Study Program. The podcast content was then uploaded to the official social media channels of Janti Park and Bumdes Jaya Janti, and published on YouTube and Instagram.

No	External Type	Achievements	Indicator
1	Ikon Visual 2D	2 plywood boards measuring 150 cm	Used as an official marker
2	Merchandise	Acrylic pins, key chains, name tags	Staff wear & public souvenirs
3	Intellectual Property Rights (IPR)	Creation registration letter	Status achieved
4	Digital Publication	Podcasts, social media content, and local media articles	Status uploaded and publicly accessible

Table 1. Achievements of Community Service Activities for the Creation of the Janti Park Icon

3. RESULTS AND DISCUSSION

The program of implementation of *Mascot Design as a Visual Icon of Janti Park Water Park* has produced several achievements demonstrating the successful implementation of solutions to partner problems. The results of these activities can be described as follows:

1.1. Research Results

The mascot "Janu" (Janti Banyu) was designed to represent the snow foam rides and water elements that are characteristic of Janti Park.



Figure 1: Janti Park icon

This icon can also serve as a communicative and friendly brand ambassador, especially for children and families. The creation process involved observation, interviews, sketch consultations, and design refinement, ensuring the mascot truly reflects the local identity and recreational value of the water park.

1.2.Discussion

This program produces several concrete outputs that can be used as indicators of success:

- a. **Ikon Visual 2D:** The mascot has been printed on a 150 cm plywood board and installed in a strategic area of Janti Park as an official marker.



Figure 2: 2D visual icon

- b. **Merchandise Products:** The mascot is applied to acrylic pins, key chains, and staff name tags, which are used as souvenirs and also to strengthen branding consistency.



Figure 3: Application of icons on nametags and souvenirs

c. **Intellectual Property Rights (IPR):** The visual icon has been registered and obtained official registration as a copyrighted work.



Figure 4: Copyright Registration Letter (IPR)

d. **Digital Publication.** Podcast content, social media posts, and video documentation have been produced and published through the official social media channels of Janti Park and Bumdes Jaya Janti. Internal publications have been uploaded through the Vocational Faculty's social media accounts. Article content has also appeared in local media publications.

Social media links for news about activities:

- <https://www.instagram.com/reel/DPN7QISCU6S/?igsh=ZnNoa3cxOWRpYjAy>
- <https://www.instagram.com/reel/DPLcLOBjqRz/?igsh=bmw1Nzd3dG55MDVq>

Local media publication links:

- <https://poskita.co/2025/11/17/bumdes-jaya-janti-resmi-menghadirkan-ikon-janu-di-janti-park-inovasi-wisata-air-dan-kuliner-di-klaten/>

2.2.1 Driving and Inhibiting Factors

- Driving Factors: Full support from Bumdes Jaya Janti, community enthusiasm, and student involvement in the creative process.
- Inhibiting Factors: Sporadic existence of old visual elements, limited mastery of design software, and technical challenges in adapting the mascot to a 3D doll form.

2.2.2 Impact on Partners

This program has a real impact on partners and the community:

- a. Identity and Community Pride: The official icon is expected to enhance the sense of ownership and pride of both internal and external parties of Janti Park.
- b. Creative Economy Opportunities: Icon-based merchandise opens up new business opportunities for local MSMEs and Bumdes Jaya Janti.
- c. Branding Enhancement: Janti Park staff and visitors responded positively to the mascot, with increased community involvement in promotions and themed events.
- d. Strengthening Collaboration: The launch and podcast activities strengthen the synergy between academics, village governments, and local communities in developing visual identity-based tourism.

4. CONCLUSIONS

Community service activities in the form of *Mascot Design as a Visual Icon of Janti Park Water Park* have successfully addressed partners' needs in building a strong and consistent visual identity. The "Janu" mascot not only serves as a brand ambassador but also serves as a symbol of local community pride, strengthening branding strategies and opening up creative economic opportunities through merchandise and digital publications. This success demonstrates that

collaboration between academics, village governments, and the community can produce sustainable and inclusive visual innovation.

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