

VISUAL IDENTITY DESIGN FOR ROCK CLIMBING AS A PROMOTIONAL MEDIUM FOR MPA JONGGRING SALAKA

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Abstract

Rock Climbing is becoming increasingly popular among university students. The Jonggring Salaka Nature Lovers' Student *Rock Climbing* Division of Malang State University actively delegates athletes to various competitions. The division's existence is less well-known to the public. This occurs due to the lack of an independent visual identity. This study aims to design a representative visual identity as a promotional medium for the division. The researcher used a descriptive qualitative approach. The design process applies the Alina Wheeler model. This model includes research, strategy, identity design, contact points, and asset management stages. The researcher collected data through observation, interviews, and literature studies. The researcher used a SWOT analysis to formulate a design strategy. The design yields a new visual identity comprising a logo, Sport Lane typography, and a color palette of red, black, and white. The logo combines the shapes of Mount Semeru, a carabiner, a carmantel rope, and a star. The researcher applied these visual elements to various promotional media. These media include jerseys, water bottles, stickers, identity cards, and social media templates. The researcher also compiled a visual identity guidebook to maintain design consistency. This visual identity serves as a strategic solution to enhance the community's image and presence in the future.

Keywords: Visual Identity, Promotional Media, Rock Climbing, Jonggring Salaka.

INTRODUCTION

Rock climbing has recently gained significant attention from the public, including university students. The Jonggring Salaka Nature Lovers Student Organization at Malang State University accommodates this interest through its Rock Climbing Division. This division regularly delegates athletes to compete in various regional and national competitions. However, its popularity does not align with the frequency of its activities. The Rock Climbing Division does not yet have an independent visual identity that reflects the community's character.

Members of the division face difficulties being recognized by the public due to the lack of a distinct identity attached to the community. This limitation makes it difficult for audiences and participants to identify the community in competition arenas. This condition creates a gap between athletes' potential for achievement and the public's awareness of the community's existence. Promotional activities and member recruitment are also hindered due to the lack of a distinctive visual appeal. Every community needs a strong identity to differentiate itself from others in the public eye.

Brand identity plays an important role in increasing recognition, distinguishing from competitors, and clearly communicating ideas and core values to the audience (Wheeler, 2019). A structured visual identity will strengthen the position of the Rock Climbing Division among competing climbing communities.

This visual identity design serves as the main solution to address the existing issues of the Rock Climbing Division of MPA Jonggring Salaka. The design focuses on creating a logo and supporting visual elements applied across various promotional media. The new visual identity will function as a strategic promotional tool to enhance the community's presence.

Visual identity is the first representation seen and recognized by audiences when displayed across promotional media. It aims to communicate meaning effectively, add value to brand image, and ensure alignment with the target audience's character and needs (Adhitya et al., 2023). A logo functions as a distinguishing visual identity for a product or entity, built through elements such as shape, color, typography, and illustration (Hanindharputri, 2018). These elements work together to create consistent identity recognition across media.

METHODOLOGY

This design uses a descriptive qualitative approach to deeply explore field data related to the visual identity needs of the Rock Climbing Division of MPA Jonggring Salaka. The designer focuses on collecting factual information to formulate appropriate design solutions. The design process applies Alina Wheeler's model, consisting of five phases: research, strategy, identity design, touchpoints, and asset management. This structured workflow is considered the most relevant for addressing the problem formulation and producing a comprehensive visual identity guideline.

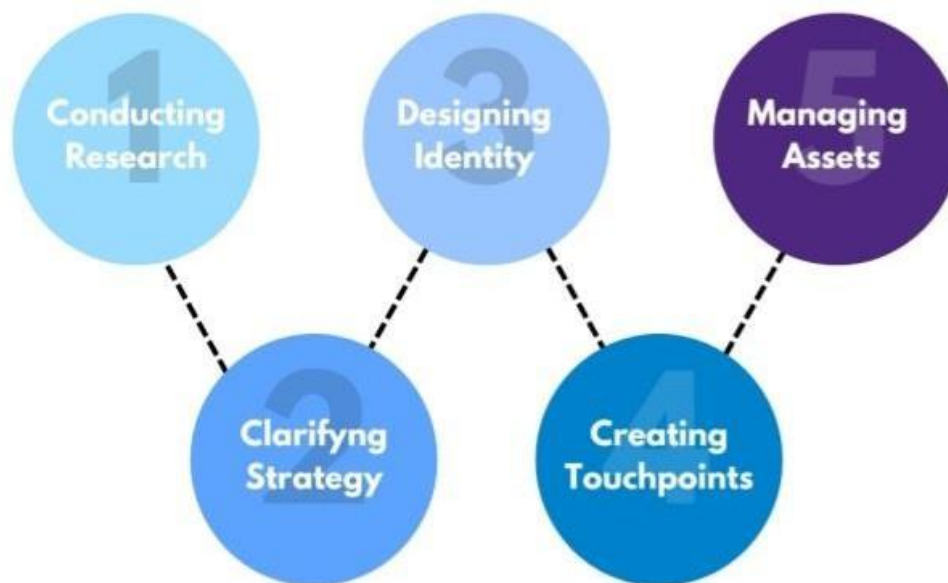


Figure 1. Identity Design Process Based on the Alina Wheeler Model

The main subjects of this design are the administrators and active members of the Rock Climbing Division of the Jonggring Salaka Nature Lovers Student Organization at Malang State University. The designer selected these subjects to obtain accurate primary data regarding the community's characteristics. The designer directly interacted with the community to understand its vision, mission, training routines, and the promotional challenges currently faced by the division.

The data collection was centered at the MPA Jonggring Salaka secretariat, which is located within the Student Activity Unit complex of Malang State University. The designer also conducted direct observations in the rock climbing training area. This area serves as the main activity center and routine training location for members of the Rock Climbing Division. The selection of this location was highly effective in observing the real dynamics and interactions among community members.

The research stage is an information-gathering phase conducted to obtain a more comprehensive understanding of the character, needs, and context of the brand to be designed (Krieski & Melini, 2023). At this stage, the designer employed three main methods: participatory observation, semi-structured interviews, and literature study. Participatory observation was carried out by directly observing the internal activities of the Rock Climbing Division, including training routines and the use of existing visual attributes, in order to obtain a clear picture of the actual condition of the design object. Semi-structured interviews were conducted with the core administrators of the division using flexible question guidelines to explore information related to the organization's vision, mission, values, and the challenges faced in promotional activities. In addition, literature studies were conducted to strengthen the field findings through relevant theoretical reviews, including books and journal references on visual identity, promotional media strategies, and the characteristics of rock climbing as a conceptual foundation for the design.

The strategy stage functions to process field data findings into a solid design formulation. Determining design objectives, message content, and the values to be conveyed is a crucial initial step to ensure that the design process has a structured direction and aligns with the organization's vision and mission (Salsabila et al., 2023). At this stage, the designer used SWOT analysis to objectively map the strengths, weaknesses, opportunities, and threats of the Rock Climbing Division. The results of the SWOT mapping serve as the main foundation for formulating communication and design strategies.

Communication focuses on how to convey the community's messages and values to the audience. The design strategy is responsible for translating these messages into appropriate and targeted visual language. The process of data synthesis through this analysis produces a fundamental design concept. This core concept contains specific keywords that represent the identity of the division. It serves as the main foundation in the design visualization stage to ensure that the final outcome remains relevant to the community's character.

The identity design stage functions to translate the strategic formulation into tangible visual forms. At this stage, the main components of the visual identity are developed, including the creation of the logomark, logotype, and signature, along with the determination of color palettes, typography selection, and the creation of supporting graphic elements that strengthen the brand's character and visual consistency (Jemima Katherine Lemuela & Edy Chandra, 2023). The design process begins with rough sketches on paper. The designer then selects the best sketches to proceed to the digitalization stage using computer software. This digitalization process ensures that each visual element has accurate proportions and aligns with the community's core concept.

The touchpoint stage applies the visual identity elements across various media forms. The designer selects functional promotional media to meet the specific needs of the Rock Climbing Division. This stage must be carried out based on previously established guidelines to ensure that visual identity consistency is maintained and remains aligned with the defined core concept (Wijaya et al., 2019). The selected media include jerseys, tumblers, stickers, identity cards, and social media designs. The variety of these media aims to maximize the effectiveness of community promotion to the public.

The asset management stage is the final phase in the branding process, focusing on the organization, maintenance, and continuous development of the brand identity to ensure consistency and maintain relevance in the future (Amina et al., 2023). The designer will create a guideline book or Graphic Standard Manual as a design reference and a set of rules for logo usage. This serves as the main guide for division administrators in applying design elements in the future. This guideline ensures that the use of logos, typography, and colors remains consistent across various media. Such consistency is essential to maintain the visual integrity of the Rock Climbing community of MPA Jonggring Salaka.

RESULTS AND DISCUSSION

The designer used SWOT analysis to process field data findings. SWOT analysis is an adaptive and efficient method for evaluating internal and external factors that influence an organization's performance and strategy (Mahfud, 2020). The results of this analysis map the strengths, weaknesses, opportunities, and threats of the Rock Climbing Division in detail. The SWOT analysis shows that the division has great potential in producing high-achieving rock climbing athletes. However, the division faces a major obstacle in the absence of an adequate visual identity to support promotional activities. These findings provide a strong foundation for the designer in formulating design strategies.

	Strengths	Weaknes
Internal	<p>The technical competence of well-trained members can be highlighted through a professionally designed visual identity, thereby increasing public confidence in the division's quality.</p> <p>The achievements that have been attained can be publicized through engaging social media content design, allowing the division's accomplishments to be more widely recognized.</p> <p>Its status as the only rock climbing community at the university can be strengthened through an exclusive visual identity, making the division easier to recognize and remember.</p> <p>The tagline "Push Your Limit" can be visualized across various promotional media, ensuring that the organization's spirit and message are conveyed strongly to the audience.</p>	<p>The limited management of information media results in low exposure for the division, thus requiring a consistent visual communication strategy to strengthen its presence.</p> <p>The lack of a unified visual identity makes promotional efforts less effective; a brand guideline is needed to ensure that the conveyed message is stronger and more directed.</p> <p>The limited availability of representational attributes, such as jerseys and merchandise, makes it difficult for the division's identity to spread. Therefore, product redesign can also function as a form of mobile promotional media.</p> <p>The slow regeneration of members can be addressed through the presentation of more creative and informative visual content, encouraging prospective members to join after understanding the division's values and advantages.</p>
External		

Opportunities	SO	WO
<p>The growing trend of outdoor sports among university students creates broad promotional opportunities, enabling the division to present creative visual content to attract the attention of younger audiences.</p> <p>Government support and official competition events provide opportunities to strengthen the division's</p>	<p>Maximizing the competence of well-trained members to participate in and win official competitions, thereby enhancing the division's reputation.</p> <p>Leveraging its reputation as the only rock climbing community at the university to establish partnerships with</p>	<p>a. Overcoming the limited knowledge of information media by conducting digital branding training, in order to attract students who are currently interested in outdoor activities.</p> <p>b. Developing visual identity elements (such as jerseys, merchandise, and logos) to make them more appealing to prospective</p>

Opportunities	SO	WO
<p>existence, which can be supported by a professional visual identity in every publication.</p> <p>Partnerships with sponsors or tourism institutions can be more easily established when supported by consistent and persuasive visual promotional materials.</p> <p>The development of digital media offers significant opportunities for information dissemination, allowing the division to utilize interactive content such as infographics, digital posters, and short videos to expand the reach of communication.</p>	<p>sponsors, other communities, and tourism institutions.</p> <p>Optimizing social media by utilizing the tagline “Push Your Limit” to attract students who are currently interested in outdoor sports.</p>	<p>members and sponsors.</p> <p>c. Building a digital communication strategy to leverage government support and expand networks.</p>

Threats	ST	- WT
<p>Changes in regulations related to rock climbing locations can be anticipated by presenting a visual identity that emphasizes a professional image, thereby maintaining the trust of external parties.</p> <p>The risk of accidents that may damage the organization’s image can be minimized through the publication of educational visual content, such as information on equipment, safety procedures, and standard operating procedures (SOPs), so that audience trust is maintained.</p> <p>Competition with other extreme sports can be addressed through a visual identity that highlights the uniqueness of rock climbing, allowing the division to establish a clear differentiation.</p> <p>Weather conditions and environmental damage can be responded to by promoting alternative activities through</p>	<p>Relying on technical expertise and high safety standards to reduce the risk of accidents and maintain the organization’s image.</p> <p>Leveraging a positive reputation, a broad audience base, and the influence of visual identity in digital media to mitigate the impact of competition from other extreme sports.</p> <p>Developing indoor or alternative activity systems during unfavorable weather conditions to ensure that activities can continue.</p>	<p>Developing a clear risk management strategy and safety SOPs to reduce the impact of accident risks under limited resource conditions.</p> <p>Strengthening visual identity and digital presence to remain competitive with other extreme sports communities.</p> <p>Establishing collaboration with relevant institutions to anticipate the impact of regulations and limitations in rock climbing facilities.</p>

Threats	ST	- WT
publication design. That is informative, allowing the division to remain visible as active and adaptive.		

Based on the results of the SWOT analysis, the Rock Climbing Division of MPA Jonggring Salaka at Malang State University has strengths in the competence of its well-trained members, its achievements, and its position as the only rock climbing community within the university. However, several weaknesses still exist, such as the absence of a visual identity, a lack of consistency in visual identity, limited management of information media, minimal representational attributes, and a relatively slow member regeneration process. The strategy used in designing the visual identity is the W-O (Weaknesses–Opportunities) strategy, which leverages opportunities in digital media development and the increasing interest in outdoor sports to address organizational weaknesses in visual branding. The implementation of this strategy is carried out through the design of visual identity elements, including the logo, typography, color scheme, graphic system, and the tagline "Push Your Limit," which are consistently applied across digital media and merchandise.

This design is expected to increase brand awareness, strengthen the professional image, expand promotional reach, and reinforce the existence of the Rock Climbing Division of MPA Jonggring Salaka both within the university environment and the broader outdoor enthusiast community.

The design strategy continues to the stage of extracting visual keywords. The designer filters information obtained from interviews and observations to identify the authentic character of the community. This filtering process results in four core elements forming the basis of the visual concept: the form of Mount Semeru, a carabiner, a kernmantle rope, and a star symbol.

The developed visual identity design of Rock Climbing Jonggring Salaka demonstrates strong effectiveness, as it successfully translates the community's character, values, and activities into a communicative and easily recognizable visual form. The use of mountain stylization as the main element effectively represents the geographical context while symbolizing challenge and resilience, which are essential aspects of rock climbing. Supporting elements, such as rope forms and rhythmic patterns surrounding the logo, reinforce meanings of connection, safety, and solidarity among members. Meanwhile, the selection of red and black colors creates a strong visual contrast, conveying boldness, strength, and professionalism, making the logo highly attractive and memorable. The typography used is also consistent with the visual character—firm, geometric, and sporty—thereby enhancing readability while reinforcing the dynamic image of the community.

In terms of impact, this design improves the clarity of the identity of the Rock Climbing Division of MPA Jonggring Salaka, which was previously not consistently established. A strong and adaptable logo enables broad application across various media, such as jerseys, merchandise, and digital platforms, thereby expanding promotional reach and increasing community visibility. Furthermore, the presence of a structured visual identity contributes to building a professional image, enhancing members' sense of pride, and strengthening competitiveness in both competitions and external networks. Therefore, this design functions not only as an aesthetic element but also as an effective visual communication strategy in building brand awareness and sustaining the community's existence.



Figure 3. Basic Concept and Visual Keyword Extraction

The logo of the Rock Climbing Division of Jonggring Salaka is designed through the integration of visual elements that are directly related to the organization’s identity, activities, and values. Each element within the logo functions not only as an aesthetic component but also carries symbolic meaning that reinforces the overall visual message.



Figure 4. Visual Values

The visual elements in the logo of the Rock Climbing Division of MPA Jonggring Salaka are designed in an integrated manner to represent the identity, values, and character of the community. The stylization of the mountain functions as a geographical symbol as well as a metaphor for strength, courage, and challenge in rock climbing activities, reinforced by its connection to the local values of Jonggring Salaka. The carabiner element symbolizes attachment, trust, and cooperation within a solid safety system, while the rope form represents strength, resilience, and the bond of brotherhood and solidarity among members. The star symbol emphasizes achievement, competence, and the pursuit of excellence in facing various challenges. Overall, the combination of these elements forms a visual identity that is not only aesthetically strong but also rich in philosophical meaning and representative of the community’s character.

The designer developed two logo versions for the Rock Climbing Division of MPA Jonggring Salaka. The first is the primary logo, while the second is the secondary logo. The primary logo integrates the silhouette of Mount Semeru, a carabiner, a kernmantle rope, and a star into a unified form. The silhouette of Mount Semeru represents the historical identity of the Jonggring Salaka organization. The carabiner and kernmantle rope symbolize the fundamental equipment of rock climbing. The star symbolizes hope and the athletes’ highest

aspirations for achievement. The secondary logo is designed in a more simplified form, intended for applications in media with very limited space.



Figure 5. Primary and Secondary Logo Design Results

The designer selected the Sport Lane typeface as the primary typography for the visual identity. This typeface appears bold, strong, and dynamic. Its dynamic character aligns with the energetic nature of outdoor extreme sports. The typography also ensures that the division's name remains highly legible, even when viewed from a considerable distance.



Figure 6. Sport Lane Main Typography

The designer established a color palette consisting of red, black, and white. The color red represents courage, energy, and the athletes' relentless spirit. Black symbolizes firmness and the strength of the division's foundation. White functions as a neutral space that conveys a clean impression. The combination of these three colors was intentionally selected to create a strong level of visual contrast across various promotional media.



Figure 7. Visual Identity Color Palette

The designer developed a structured grid system to maintain the accuracy of the logo's proportions. This grid system uses precise horizontal and vertical guidelines. These guidelines ensure that each element of the logo does not experience distortion. The division's logo will remain proportional when resized across various media dimensions.

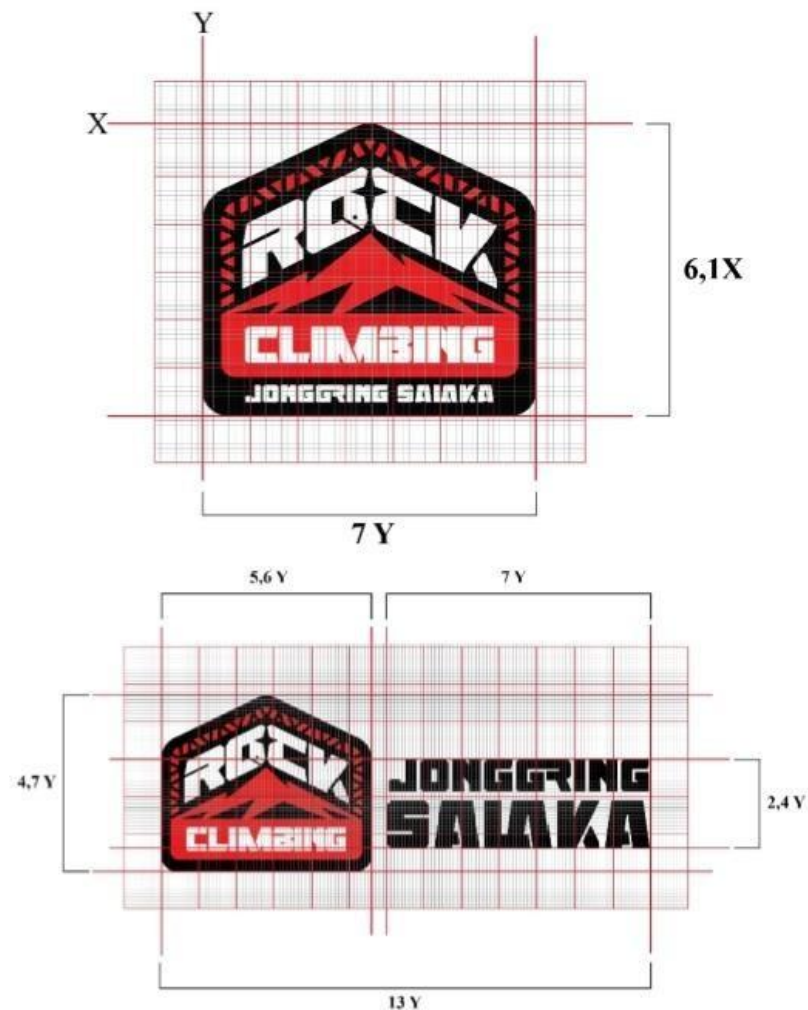


Figure 8. Logo Proportion Grid System

The designer applied the visual identity design across various physical and digital promotional media. Physical media include jerseys, tumblers, stickers, and identity cards, while digital media consist of Instagram post templates. The selection of these media is tailored to the operational needs and target audience of the Rock Climbing Division.

The jersey functions as the primary identity of athletes during competitions. Its design highlights the division's primary logo on the chest area. This placement ensures that audiences and other participants can easily recognize the athletes' community affiliation.



The application of the visual identity design for the Rock Climbing Division of MPA Jonggring Salaka is realized through various physical and digital media that function both as promotional tools and representations of the organization's character. The athlete's jersey design prominently displays the logo as the team's identity during both training and competitions. In addition, tumblers and stickers are designed as practical promotional media that can be easily used in daily activities, thereby expanding the reach of logo recognition within the campus environment and the broader rock climbing community. Member identification cards are also designed to include personal information while reinforcing a professional impression through the consistent use of the red, black, and white color palette.

In digital media, Instagram feed templates are designed to maintain consistency in layout, typography, and color, thereby building a visual image of the community that appears active, organized, and easily recognizable.

This visual identity design addresses the main problem faced by the Rock Climbing Division of MPA Jonggring Salaka. Previously, the division did not have an independent logo to support its promotional activities. The absence of such a logo made it difficult for audiences and other participants to recognize the community's presence in competition arenas. The introduction of this new identity design provides a distinct and recognizable image that differentiates it from other groups. This visual identity directly serves as a representation of the strong character of the university's rock climbing athletes.

The results of this design are aligned with Alina Wheeler's theory of identity design. The structured design process ensures that each visual element carries philosophical meaning relevant to the community's core values. The integration of Mount Semeru, a carabiner, a kernmantle rope, and a star symbol effectively represents the division's broader vision. The consistent application of visual elements across various touchpoints demonstrates the effectiveness of the design in communicating its message. The unity of visual elements across physical and digital media successfully creates strong brand recognition in the minds of the

target audience.

The implementation of this independent visual identity has a positive impact on the community's existence. The Rock Climbing Division now appears more professional when delegating athletes to regional and national competitions. This new visual appeal also has strong potential to increase the interest of new students in joining the division. Ultimately, this visual identity becomes a long-term investment asset to support all promotional and operational activities of the division in a sustainable manner.

CONCLUSION

Based on the results of the visual identity design for the Rock Climbing Division of the Jonggring Salaka Nature Lovers Student Organization at Malang State University, it can be concluded that the main problem faced by the organization is the absence of a structured and consistent visual identity system as an official representation of the community. This condition has resulted in suboptimal visual communication in introducing the division's character, activities, and achievements to a broader audience.

The visual identity design was developed using the Alina Wheeler method, which includes the stages of conducting research, clarifying strategy through SWOT analysis, designing identity, creating touchpoints, and managing assets in the form of a Graphic Standard Manual (GSM). The design results in a visual identity system consisting of a logo, typography, color scheme, the tagline "Push Your Limit," and supporting graphic elements applied across various digital media and merchandise relevant to rock climbing activities.

Through the implementation of a consistent and well-directed visual identity, the Rock Climbing Division of MPA Jonggring Salaka is expected to increase brand awareness, strengthen the organization's professional image, and expand its promotional reach both within Malang State University and the broader nature enthusiast community. In addition, the presence of visual identity guidelines is expected to maintain consistency in the use of visual elements and support the sustainable development of the organization's visual communication.

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