

**DESIGN OF 2D MASCOT DESIGN USING DESIGN THINKING
METHOD AS VISUAL BRANDING UNIVERSITY OF MA CHUNG
MALANG**

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Abstract

The mascot is the personification of a brand in the form of a certain character with traits and characteristics that represent the brand. The mascot is used as a communication and differentiation tool in an effective promotional medium in the context of "awareness" for the short term and "loyalty" for the long term. The mascot also serves to provide persuasive education about the city or company depicted. Mascots are usually adopted from cultural and historical elements of the city or company. Mascots have been widely used by organizations and companies around the world to build strong visual branding or brand identities that are easily recognized by the public. One sector that uses a lot of mascots is the sports sector, such as in the Olympic games which use mascots to represent the culture and history of the host country which are packaged in the form of cartoon characters. The mascot is used to cheer up the Olympic games and can be entertainment for the audience. Ma Chung University, as a private university in Malang City, also needs a visual representation to differentiate itself from other universities and build a strong visual branding. In the context of switching activities to online, the mascot can be an effective visual representation in offline and online university promotions. The mascot can assist in promotional activities through various media, such as brochures, banners, merchandise, and social media content. The method used in this study is a qualitative method with a narrative approach, which involves collecting data through interviews or observation, and is analyzed using narrative techniques. to seek the meaning of the opinions and criticisms of the participants. The design thinking method is also used in designing the mascot, which involves four stages, namely understanding, observing, identifying, and prototyping, to create innovative and effective solutions. By designing the right mascot design, Ma Chung University can have a strong visual representation and can build visual branding that is easily recognized by the public. The mascot can help in offline and online promotional activities, as well as generate a sense of loyalty to the university. The author has designed two mascots representing Ma Chung University. The first mascot, named "Gama," was a red dragon with five fingers and seven yellow tassels,

depicting the number seven closely associated with the University's history. In Chinese culture, the dragon is revered as a symbol of power and is associated with the royal family. Dragons also symbolize the balance of nature and are considered bringers of good luck and happiness. This mascot represents the University in masculine form, with a carefree, persistent, hardworking, assertive, humble, and honest nature. The second mascot, named "Danu," is a yellow tiger with twelve red stripes, reflecting Ma Chung's 12 values. In Chinese culture, tigers have symbols of courage, strength, and protection from evil spirits. Tigers also symbolize loyalty and integrity. This mascot represents the University in a feminine form, with a mischievous, brave, friendly, and creative nature. The name "Gama" is taken from Javanese which means road or journey, illustrating the importance of maintaining constant movement to prevent stagnation or decay. "Running water" is likened to Ma Chung University that is constantly moving and changing, while "hinges" symbolize University members who accept change and take the initiative to advance in education and action in society. The name "Danu" is taken from Javanese which means water source, in accordance with Ma Chung University's motto, "When drinking water do not forget the source." This mascot reflects the importance of appreciating and acknowledging people, circumstances, or things that contribute to one's future well-being. Ma Chung University is committed to advancing society and providing scientific and moral education to students, so that they have good behavior in society and make Ma Chung University proud.

Keywords: mascot, visual branding, Ma Chung University, promotion.