

---

# Designing Mascott Mada For Promotion Media of Amikom Center

Rizqy Zahrial Firdausy<sup>1</sup>, Arif Tirtana<sup>2\*</sup>

<sup>1</sup>Visual Communication Design, Jl. Raya Tidar No.100, Karangbesuki, Kec. Sukun, Kota Malang, Jawa Timur 65146, Indonesia

---

## **Keywords**

*Promotional Media, Designing Mascott, Brand Identity*

## **\*Correspondence Email:**

*arif.tirtana@ubhinus.ac.id*

## **Abstract**

PT GIT Solution is one of the business entities from Amikom University of Yogyakarta which accepts student internships from Magang Merdeka through Kampus Merdeka. One of the products from the company is an online IT-training skill which is called Amikom Center. Ever since 2019, promotional activities carried out using humans as actors are considered less effective and less optimal. That is the reason why the writer designed the mascot as a brand identity from Amikom Center. This research is using qualitative methods by using interviews, observation and documentation. Furthermore, the data analyzed with a design thinking methode and 5W + 1H. The result of this research is the mascot designed by the name Mada, which comes from the Sanskrit language called Marcapada meaning Earth. The character is inspired by the Tekukur bird as a special animal from Yogyakarta city and Batik Lurik and Sarung Tenun as traditional clothing. This mascot can be applied in various promotional media on digital platforms which are useful as the brand identity of the Amikom Center.

---

## **1. Introduction**

The Merdeka Belajar Kampus Merdeka (MBKM) program, launched by the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek), has brought significant positive impacts, particularly for university students. Through MBKM, the Indonesian government provides numerous opportunities for students to enhance their quality, skills, and self-actualization. Several flagship programs, such as the Certified Independent Internship and Study (MSIB), Independent Student Exchange (PMM), Kampus Mengajar, Wirausaha Merdeka, and many others, have been designed to support this goal. MBKM is implemented through collaboration with institutions, organizations, and industry partners (DUDI) that are committed and reputable in advancing higher education in the fields of arts, design, creative industries, and culture.

PT GIT Solution, a subsidiary of the Amikom University Yogyakarta Foundation, operates in the field of information system development on a national scale, while striving to compete at the international level. Supported by highly skilled human resources, PT GIT Solution emphasizes creativity, innovation, and technology in delivering quality products and services for customer satisfaction. One of its missions includes collaborating with educational institutions in the field of Information Technology to prepare human resources who are ready to contribute to the creative industry.

In 2019, the Amikom Center was established under the name GIT Center, initially driven by demand and interest from several clients to collaborate with PT GIT Solution. The Amikom Center focuses on online training programs aimed at students through workshops, webinars, and virtual internships. This initiative provides opportunities for students to gain valuable work experience and internship certification, while also offering corporate training programs for employees seeking to improve their skills in specific areas.

Since its establishment, the Amikom Center has carried out promotional activities to strengthen brand awareness, primarily through social media platforms such as Instagram. However, promotional content production often faces challenges when relying on human models. Issues such as the time and effort required, mismatched visual elements (e.g., facial expressions, costumes, or attire), or unforeseen problems like illness, absence, or tardiness of the model can hinder efficiency.

To overcome these challenges, the development of a mascot is proposed as a representative medium to enhance brand identity and consumer perception of the Amikom Center. Additionally, the mascot serves as a supporting element in promotional content, providing flexibility and consistency. Based on this need, the author designed Mada, a mascot to serve as a promotional medium for the Amikom Center.

### **1.1 Literature Review**

Mascots are symbolic representations that serve as effective promotional and branding tools. According to Purnomo (2019), mascots function as visual characters that embody the identity of a brand or institution, aiming to establish emotional connections with the target audience. They are often designed with unique characteristics to enhance memorability and brand recognition.

Previous studies have highlighted the role of mascots in digital marketing. As mentioned by Kertamuda (2020), mascots help overcome the limitations of human models in promotional media by providing consistency, adaptability, and creative freedom in content design. Unlike human actors, mascots can be tailored to suit specific themes, reducing dependency on external factors such as schedules, appearances, and availability.

Furthermore, mascots have been proven to enhance audience engagement on social media. Research conducted by Ardiansyah and Lestari (2021) shows that visual mascots increase interaction rates and strengthen brand identity in online promotional campaigns. Mascots can also function as a medium of storytelling, allowing brands to communicate values and messages more effectively through visual narratives.

In the context of educational institutions and training centers, mascots also play a significant role in shaping a professional yet approachable image. They not only act as promotional tools but also represent the institution's values, mission, and vision in an engaging manner (Setiawan, 2021).

Therefore, based on previous studies, the use of mascots in promotional strategies is a viable solution for overcoming challenges in content production, strengthening brand identity, and increasing consumer engagement. The design of Mada as the Amikom Center mascot aligns with these findings, aiming to improve brand awareness and create a consistent, effective promotional medium.

## **2. Research Methods**

This study adopts a qualitative research method with a developmental approach, as the data collected are descriptive in nature and do not involve numerical or statistical analysis. The qualitative approach enables the researcher to examine and describe the subject matter in depth.

### **Data Collection**

Data were gathered through several techniques:

1. Interviews – conducted with the Person In Charge (PIC) of Amikom Center.
2. Observation – carried out on social media content, training participants, and mentors.
3. Document Review – including previous studies, journals, and research related to Amikom Center.

### **Data Analysis**

The data analysis was conducted using the SWOT analysis technique, consisting of Strengths, Weaknesses, Opportunities, and Threats:

- Strengths: One of Amikom Center's flagship programs, the *Online Internship Academy*, offers one month of professional training followed by the opportunity to engage in a two-month real project-based internship at PT GIT Solution.
- Weaknesses: The lack of engaging "hooks" in promotional content reduces its ability to attract attention.
- Opportunities: There is considerable potential to strengthen Amikom Center's brand through effective promotional strategies by emphasizing its mascot in the form of anthropomorphic animals, differentiating it from competitors in Yogyakarta.
- Threats: Competitors may adopt similar strategies by creating unique mascots to represent their own brands.

#### Creative Method (Design Thinking Approach)

The design method applied in this research is Design Thinking, a creative problem-solving approach that focuses on user needs. Following the framework developed by David Kelley and Tim Brown, the process includes the following stages:

1. Empathize  
Initial data collection aimed at understanding user needs through both verbal and non-verbal methods concerning the research object.
2. Define  
Problem formulation based on the analysis of collected data, resulting in a framework of user requirements as the foundation of the research.
3. Ideate  
Generating creative and feasible solutions to address the defined problems, with the objective of meeting user needs through innovative ideas.
4. Prototype  
Designing and implementing preliminary models of the mascot as a reference for the final outcome.
5. Test  
The final stage, in which prototypes are evaluated by obtaining feedback from users and stakeholders to refine the design and achieve the desired final result.

Through this methodological framework, the research systematically combines qualitative inquiry, SWOT analysis, and design thinking to address the challenges faced by Amikom Center in strengthening its brand identity and promotional strategies.

### 3. Result and Discussion

The mascot design process for Amikom Center was carried out through several stages, including the definition of the mascot, character development, color palette determination, media application, and promotional strategies. The mascot, named Mada, was conceptualized as an anthropomorphic dove (*burung tekukur*) wearing traditional Yogyakarta *batik lurik* attire, symbolizing humility and groundedness. This aligns with Amikom Center's identity as a training and educational platform that is rooted in cultural values while remaining innovative.

## Mascot Design and Application

The initial stage involved developing multiple face variations and poses, which were evaluated and voted on by Amikom Center stakeholders. The first design option received the highest number of votes and was selected as the final version. The final design incorporated a combination of colors inspired by the dove, *batik lurik*, and traditional headwear (*blangkon*), to enhance distinctiveness and cultural representation.

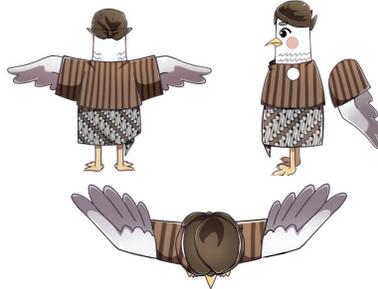


Figure 1. Final Mascot Design "Mada" – Front and Side Views

The mascot was further developed into multiple assets, including body parts, facial expressions, and poses (front,  $\frac{3}{4}$  angle, and side views). These assets were then applied in digital media production, particularly motion graphics, to maximize engagement on social media platforms such as Instagram and Facebook.

## Survey Results

To evaluate the effectiveness of the mascot, a survey was conducted with 95 respondents, consisting of Amikom Center audiences. The questionnaire included nine items focusing on visual appeal, brand representation, memorability, and overall suitability of the mascot for promotional use.

Table 1. Survey Questions and Respondent Feedback on Mascot "Mada"

Pertanyaan	Tanggapan			
	SS	S	KS	TS
Berikan penilaian anda terhadap daya Tarik visual maskot "Mada" untuk Amikom Center	51	37	4	5
Seberapa baik Anda merasa maskot "Mada" menggambarkan Amikom Center secara keseluruhan?	44	43	4	5
Berdasarkan maskot "Mada", seberapa mudah Anda mengidentifikasi hubungannya dengan Amikom Center?	33	48	12	2
Apakah maskot "Mada" berhasil menarik perhatian Anda saat melihat promosi atau kegiatan Amikom Center?	43	40	9	3
Sejauh mana maskot "Mada" mampu mencerminkan semangat dan energi dari Amikom Center?	43	45	4	5
Apakah Anda merasa maskot "Mada" dapat menarik minat dan partisipasi pengunjung terhadap Amikom Center?	37	40	14	3
Berdasarkan maskot "Mada", seberapa kuat kesan positif yang Anda dapatkan terhadap Amikom Center?	42	46	4	3
Seberapa sering Anda mengingat atau mengenali maskot "Mada" setelah melihatnya?	29	58	4	5
Bagaimana pendapat Anda mengenai penggunaan maskot "Mada" dalam berbagai media promosi Amikom Center (poster, brosur, media sosial, dll.)?	43	48	2	2

The findings indicate that 82.3% of respondents agreed that the mascot "Mada" is suitable and feasible to represent Amikom Center. The majority rated the mascot as visually attractive, representative of Amikom Center's values, and effective in drawing attention to promotional activities. However, a small percentage of respondents (below 10%) expressed neutral or negative opinions, suggesting minor improvements could still be made in terms of expression dynamics and memorability.

The results highlight that a well-designed mascot can strengthen brand identity, improve recognition, and support promotional efforts across digital platforms. The use of motion graphics featuring "Mada" increases visual engagement, aligning with the preferences of Amikom Center's target audience (students and young professionals). This supports Wheeler (2022) and Mohanty (2014), who emphasized mascots' role in building brand awareness and consumer memory. Moreover, incorporating local cultural elements, such as *batik lurik* and fauna typical of Yogyakarta, provides a unique competitive advantage, differentiating Amikom Center from other training institutions. This cultural embedding resonates with users and contributes to stronger emotional connections with the brand.

#### 4. Conclusions

The study concludes that the mascot "Mada" successfully represents Amikom Center as a brand identity and promotional medium. With 82.3% positive feedback from respondents, Mada is considered visually appealing, culturally relevant, and effective in supporting promotional content, particularly on social media. The integration of cultural elements and modern motion graphic techniques enhances the mascot's function as a strategic promotional tool. While the survey results are largely positive, further refinements in facial expressions and interactive poses are recommended to increase memorability and engagement.

Overall, the research demonstrates that mascot-based promotional strategies can effectively enhance brand awareness, especially in digital educational platforms. Mada can therefore be utilized consistently in various media—both digital and print—as a sustainable brand representation of Amikom Center.

#### 5. References

- Alamsah, R., & Rois Abidin, M. (2022). Perancangan maskot untuk mendukung identitas visual objek wisata Air Merambat Roro Kuning Bajulan Nganjuk. *Jurnal Barik*, 3(2), 151–164. <https://ejournal.unesa.ac.id/index.php/JDKV/>
- Ariesta, O. (2020). Perancangan maskot Isi Padangpanjang sebagai media branding. *Jurnal Bahasa Rupa*, 3(2), 104–116. <https://doi.org/10.31598/bahasarupa.v3i2.490>
- Arini, K. A., Wibisono, N., & Kunci, K. (2022). Perancangan video promosi sebagai upaya untuk meningkatkan brand awareness Romantic Garden Pinus di Instagram.
- Arsyad, A. (2013). *Media pembelajaran*. Jakarta: Rajawali Press.
- Kotler, P., Adam, S., Brown, L., & Armstrong, G. (2003). *Principles*.
- Rachman, T. (2018). Perancangan video promosi. *Angewandte Chemie International Edition*, 6(11), 951–952.
- Turney, P. D., & Pantel, P. (2010). From frequency to meaning: Vector space models of semantics. *Journal of Artificial Intelligence*, 141–188.
- Wicaksono, A. K., Budiwaspada, A. E., Adhitama, G. P., Magister, P., Fakultas, D., & Rupa, S. (2021). Penggunaan maskot Osi dan Ji sebagai bagian dari city branding Kota Malang, 3(2), 77–90.
- Wijaya, K., Phillips, M., & Syarif, H. (2002). Pemilihan sistem penyimpanan data skala besar. *Jurnal Informatika Indonesia*, 1(3), 132–140.
- Yuda, R., Sucipto, F. D., & Ghifari, M. (2022). Perancangan maskot ISBI Aceh sebagai upaya penguatan brand awareness. *Gorga: Jurnal Seni Rupa*, 11(1), 36. <https://doi.org/10.24114/gr.v11i1.29315>