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Design of 2D Animation Character Concept Art as a Promotional Medium for the Dewi Sartika Museum and Bandung Good Guide

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ABSTRACT

Dewi Sartika is an Indonesian education pioneer who fought for women's right to education in the early 20th century. However, her values are gradually being forgotten, even at SD–SMP Dewi Sartika Bandung, which carries her educational legacy. The institution faces challenges such as weak identity, limited promotion, and low appeal to young audiences and tourists. This study focuses on the design of 2D animation character concept art as a promotional medium for the Dewi Sartika Museum and Bandung Good Guide as part of a digital promotional strategy for the Living Museum *Sakola Kaoetamaan Istri*, in collaboration with Bandung Good Guide. The characters are designed as local tourists joining cultural walking tours, serving as visual representations that connect Dewi Sartika's educational heritage with Bandung's creative tourism. Using a design thinking approach, the research applies the empathize and define stages to understand audience behavior and the ideate and prototype stages to visualize character designs using a user persona–based character design approach within the framework of participatory design for character design. The results show that character-based storytelling supported by Bandung Good Guide's media network is more effective than conventional methods in attracting young audiences and cultural tourists. This approach helps revitalize historical values while strengthening the museum's role as a cultural heritage destination in Bandung.

Keywords:

Dewi Sartika, design thinking, Illustration, Bandung Good Guide.

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INTRODUCTION

Dewi Sartika is one of Indonesia's most influential education pioneers, who championed women's right to education in the early 20th century (Nurhasanah & Fadilah, 2024b, 2024a; Widyaningsih & Kuswandi, 2023). Through *Sakola Kaoetamaan Istri*, she promoted formal learning for women aimed at enhancing practical skills, independence, and social participation. Her pedagogy emphasized not only literacy but also life skills and moral character—values that risk being overlooked in contemporary education and public memory (Fauziah, 2024; Hasna Arfah, 2023; Indra Rahmat Jatnika, 2025; Jayudha et al., 2021).

In the context of competition among schools in Bandung, it is important to understand the position of SD–SMP *Dewi Sartika* Bandung compared to other institutions with similar historical backgrounds and visions, such as SMK Balai Perguruan Putri (BPP) Van Deventer and Taman Siswa Bandung. SMK BPP Van Deventer, located on Jalan Van Deventer No. 14, Bandung, is a private vocational school under the Balai Perguruan Putri Foundation, offering specialized programs such as fashion design, which focuses on garment and textile design skills (BPS Kota Bandung, 2024). Meanwhile, Taman Siswa Bandung, located on Jalan Tamansiswa No. 4, Bandung, currently has a total of 26 students. According to data

from the Bandung City Statistics Agency, there are 121 vocational schools (SMK) in the city, consisting of 16 public and 105 private institutions (BPS Kota Bandung, 2024). Within this competitive landscape, SD–SMP *Dewi Sartika* Bandung faces challenges in maintaining student enrollment. The lack of implementation of *Dewi Sartika*'s core educational values—which should serve as the school's main identity—has weakened its competitiveness compared to other institutions that more strongly emphasize their unique strengths and characteristics.

In the present context, SD–SMP *Dewi Sartika* Bandung and the Living Museum *Sakola Kaoetamaan Istri* face diminishing public awareness and a weakened institutional identity. Conventional promotional media have limited reach among younger, digitally native audiences; moreover, the museum's role within Bandung's heritage walking routes remains underleveraged. The Living Museum of *Sakola Kaoetamaan Istri* is in a heritage building that once housed Indonesia's first formal school for women, founded by the renowned Sundanese educator Raden Ayoe *Dewi Sartika* (Ghifari et al., 2025). The museum aims to rekindle public interest in the history of women's education through *Dewi Sartika*'s philosophies while fostering collaboration, research, and learning rooted in Sundanese cultural values (Septian, 2022). Since its inauguration in 2024, the museum has gained attention from both local and governmental media and has welcomed visitors from historical communities, schools, and public institutions. However, as a newly established institution, it continues to face early-stage challenges, particularly in attracting broader public engagement. Internal records indicate an average of only 8–20 monthly visitors, primarily from community initiatives such as Bandung Good Guide, Bandung Heritage, *Ketjil* Museum, Cerita Bandung, Aluet, and several educational or governmental collaborations. This highlights the need for stronger public awareness to sustain the cultural legacy of Sundanese women pioneers (Asiah et al., 2023; Ghifari et al., 2025; Maeni, 2023; Sadono & Pebrianti, 2022).

Previous research on the Living Museum *Sakola Kaoetamaan Istri* (LMSKI) explored a design strategy to improve public awareness of Sundanese princess values using a design thinking approach and Instagram-based visual campaigns. The study identified low public engagement caused by weak narratives, limited digital presence, and suboptimal visitor experience. Through SWOT analysis, the researchers developed a "Herstory" visual campaign combining illustrations, photography, and educational storytelling. Although prototype testing on Instagram showed increased audience interest, the promotional effort remained limited to static digital media on a single platform, indicating the need for broader and more dynamic approaches (Ghifari et al., 2025). Although the *Kaoetamaan Istri* Museum holds significant historical and cultural value, its current promotional efforts remain limited to physical media and community-driven activities. There is no utilization of animation-based promotional media, which is more modern, engaging, and accessible to a wider audience. This absence of animation-driven promotion creates a clear research gap, as no studies have specifically examined the development and implementation of animated media to enhance the museum's attractiveness, expand its audience reach, and strengthen its identity as a historical tourism destination.

Promotion is one of the ways companies communicate through messages designed to stimulate awareness, generate interest, and ultimately lead to a purchase action taken by customers toward the company's products or services (Bormane & Blaus, 2024; Harizi & Trebicka, 2023; Madan et al., 2022; Okpara et al., 2024). To address these challenges, this research aims to design 2D character concept art as a promotional medium for the *Dewi Sartika* Museum and Bandung Good Guide. Specifically, it seeks to analyze the needs and preferences of the target audience—particularly young people and cultural tourists—

regarding visual promotional media; to develop 2D animated character designs based on user personas that reflect the identity of Bandung Good Guide participants; and to evaluate the effectiveness of these character designs as an animation-based promotional medium in increasing engagement and public awareness of the *Dewi Sartika* Museum (Janchalong, 2015; Putra et al., 2024; Yuliendri & Falma, 2025).

The benefits anticipated from this research encompass three main aspects. Practically, it provides the *Dewi Sartika* Museum with innovative, engaging, and digitally relevant promotional assets that can be deployed across various media platforms such as animation, social media, and tour guides. Academically, the research enriches the literature on character design, participatory design, and digital promotion within the context of cultural heritage and museum studies. Socially, it can strengthen the public's connection to the historical and educational values of *Dewi Sartika*, support the development of cultural tourism in Bandung, and promote inclusive education and gender equality, aligning with Sustainable Development Goals (SDGs) 4 and 5.

The scope of this research is specifically focused on developing character design as the primary visual foundation for animation-based promotional media. Character design in this project is informed by ethnographic observation of walking tour participants, stakeholder interviews (including Bandung Good Guide and school representatives), and visual research into Bandung's contemporary tourist aesthetics. According to Jones and Smith (2017), "ethnography is one of the early qualitative approaches and is concerned with learning about people, in contrast to studying people, through immersion in native populations" (p. 99). The characters are developed as a set of distinct personas (for example: student explorer, local family visitor, and solo cultural enthusiast) whose appearance, attire, gestures, and props reflect authentic behaviors and dress codes encountered on walking tours. This user-centered approach ensures that the characters resonate with potential visitors and function naturally within tour narratives and promotional materials. This approach is not only relevant in terms of content but also strategic, considering the ineffectiveness of several conventional promotional media in reaching younger audiences and today's digital society. It aims to revive *Dewi Sartika*'s educational spirit in a format that aligns with the digital era. Promotional media such as books, printed brochures, or booklets—although informative—have limitations in terms of visual appeal, distribution, and interactivity. Other digital media, such as static advertisements and email marketing, are also often ineffective, as they are easily ignored or even perceived as spam. In addition, social media–based promotions that lack engaging content, such as animation, tend to be overlooked amid the overwhelming flow of information (Cahyadi, 2023).

The resulting concept art is intended to serve as the visual backbone for a short promotional animation and as adaptable assets for social media, walking-tour guides, and interpretive signage. By rooting character design in the lived experience of walking-tour visitors, the project aims to strengthen the museum's public identity, increase youth and tourist engagement, and revitalize *Dewi Sartika*'s educational values through relatable, tour-oriented visual storytelling. This approach also supports broader goals of inclusive education and gender equality—aligning with SDG 4 and SDG 5—by presenting skillful, empowered characters that model *Dewi Sartika*'s ideals across diverse visitor profiles.

METHOD

This study applied a design approach using the Design Thinking methodology that implemented using the Double Diamond framework as its operational structure, which emphasizes a user-centered creative process to generate innovative design solutions (Mootee, 2013). The research is limited to the development of character design, positioning

it as the central component that guides the visual direction and overall structure of the promotional animation. The approach focuses on developing empathy toward users, identifying core problems, and creating human-centered designs that balance functionality, emotion, and aesthetics. According to Dam and Siang (2020, in Soedewi, Mustikawan, & Swasty, 2022), the design thinking process consists of five stages: empathize, define, ideate, prototype, and test. These stages serve as the primary framework guiding the research flow.

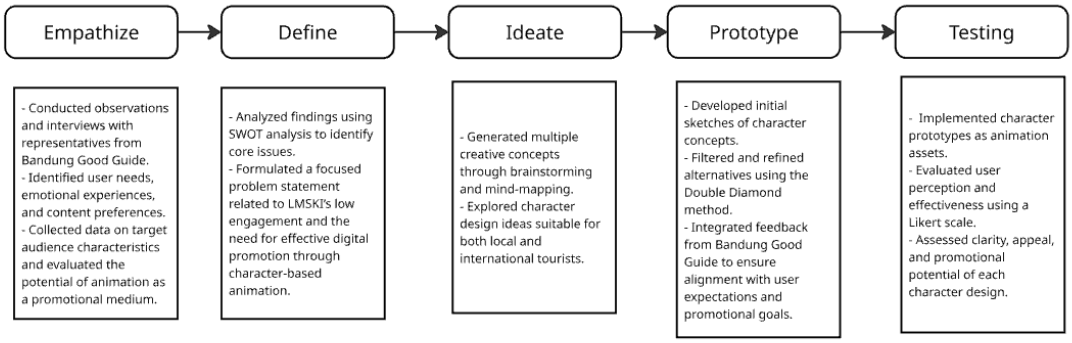


Figure 1. Design Thinking Framework

Source : personal data

The empathize stage initiated the process by developing an in-depth understanding of user needs and emotional experiences through observations and interviews with representatives from Bandung Good Guide. This step enabled the collection of essential data regarding target user preferences, character traits to be developed, and the overall effectiveness of animation as a promotional medium. Building on these insights, the define stage aimed to clearly articulate the fundamental challenges faced by the Dewi Sartika Museum and Bandung Good Guide through a SWOT analysis, establishing a focused problem statement for the next stages.Following the defined problem, the ideate stage involved generating creative solutions through brainstorming and mind-mapping to develop character concepts suitable for both local and international tourists. These ideas were then refined during the prototype stage, where initial sketches were produced and filtered using the Double Diamond method. This selection process incorporated feedback from Bandung Good Guide to ensure that the proposed character designs aligned with user expectations and promotional needs. Finally, the testing stage implemented the character prototypes as animation assets and assessed their suitability using a Likert scale to measure user responses.

Within this study, design thinking is specifically applied to develop 2D character concept art as a visual medium for promoting the Living Museum Sakola Kaoetamaan Istri. The collaboration with Bandung Good Guide, an organizer of heritage walking tours in Bandung, provides direct access to user experiences and cultural contexts. Insights gained from these walking tours—including emotional responses, cultural connections to Dewi Sartika's legacy, and preferred visual attributes—inform the creation of character designs that resonate with local tourist identities.The research was conducted at Dewi Sartika Elementary and Junior High School, located at Jl. Kautamaan Istri No. 12, Balonggede, Regol District, Bandung City, West Java 40251. The site is part of Bandung's heritage walking tour route, making it a relevant setting for observation and data collection. Several qualitative techniques were used, including observation, interviews, literature study, and questionnaires. Observation was carried out directly at the school and its surrounding area

to examine visual and behavioral characteristics of walking tour participants, environmental ambiance, and existing promotional visuals.

This process allowed the researcher to identify contextual elements—such as clothing styles, cultural nuances, and tourist behaviors—that shaped the character design concept (Soewardikoen, 2021).Interviews with key informants—including the Principal of Dewi Sartika Elementary and Junior High School, foundation representatives, and Bandung Good Guide—were conducted to validate problems related to the school's identity and the limited public awareness of the Living Museum Sakola Kaoetamaan Istri. These interviews also explored expectations for how visual media, particularly character designs, could enhance public engagement. Informal feedback sessions were held throughout the ideation and prototyping phases to refine early sketches based on expert input.A literature study was carried out to strengthen the theoretical framework of the research.

The reviewed sources included studies on character design, visual storytelling, cultural heritage representation, and design thinking methodologies. This reference base supported the identification of best practices for transforming educational and cultural values into visually appealing character designs.Finally, questionnaires were distributed to walking tour participants and potential visitors to evaluate the effectiveness of the proposed character designs. Respondents assessed visual appeal, cultural relevance, and emotional resonance to determine the characters' potential as promotional tools for the Living Museum Sakola Kaoetamaan Istri. The gathered data were then analyzed to measure how well the designs communicated Dewi Sartika's values and increased public interest in the museum.

RESULTS AND DISCUSSION

The Double Diamond process and Design Thinking both emphasize broad exploration before narrowing toward a refined solution. When integrated, they form a comprehensive framework for developing a character design systematically and research-driven.

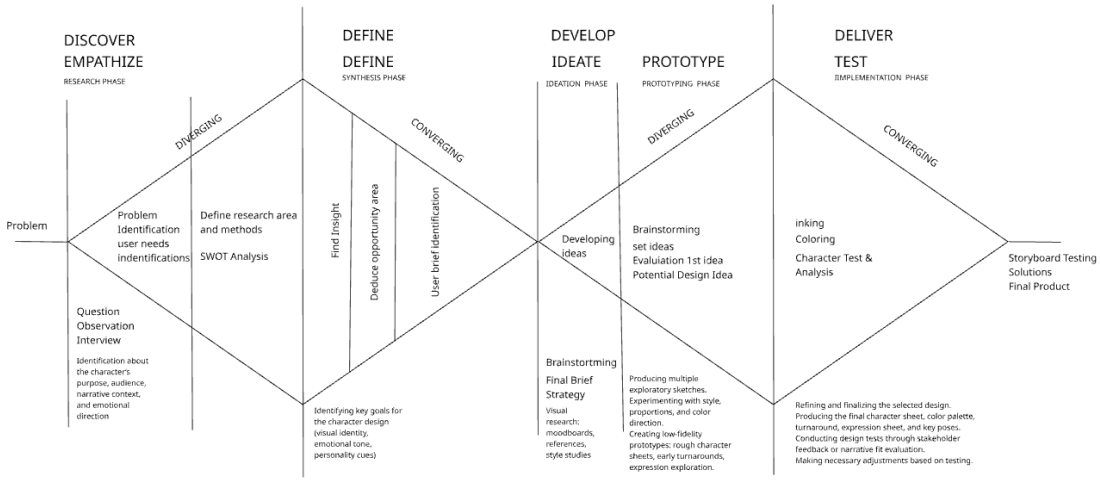


Figure 2. Double Diamond Framework
Source : personal data

In this study, the Design Thinking methodology is implemented using the Double Diamond framework as its operational structure. While Design Thinking provides the overall mindset—emphasizing empathy, problem definition, ideation, prototyping, and testing—the Double Diamond model organizes these stages into a clear process of divergent and convergent thinking.The first diamond supports the empathize and define stages, where

exploration is widened to understand user needs and then narrowed through a SWOT-based problem definition. The second diamond aligns with the ideate, prototype, and test stages, where creative solutions are generated, refined, and evaluated.Through this integration, the research ensures that each phase of Design Thinking is executed systematically, structured, and evidence-based, making the development of the character design both user-centered and methodologically rigorous.

Empathize

Based on the data collected during the empathize stage, observations were conducted at the research site, SD–SMP Dewi Sartika, located at Jl. Kautamaan Istri No. 12, Balonggede, Regol District, Bandung City, West Java 40251. The observation process took place on two initial dates, 1 October 2024 and 15 October 2024, followed by an additional follow-up observation on 9 November 2025. These observations focused on examining the visual conditions of the location, its atmospheric qualities, and the potential for visualizing historical values and educational skills that could be integrated into the animation media.



Figure 3. Walking Tour

Source : Personal Data

The researcher also observed the visual characteristics of participants from Bandung Good Guide who came from various regions, including Bandung, Cimahi, Jakarta, Yogyakarta, Bogor, and Ciamis, to understand the diversity of user backgrounds relevant to character development.In addition to observation, interviews were conducted to deepen user understanding. One key interview was held on 1 February 2025 with Millenia Adam, a participant of the Bandung Good Guide walking tour. This interview aimed to gather insights regarding perceptions of historical tourism and to validate user interest in visual media, including the preferred art style and its perceived effectiveness among the majority of Bandung Good Guide participants.

The findings of this study demonstrate that animation is a strategically effective promotional medium for the Living Museum Sakola Kaoetamaan Istri, particularly when viewed through the SWOT conditions identified in the research context. The museum's strengths—its historical building and unique status as a living museum—serve as a strong foundation for developing narrative-based promotional content. At the same time, external opportunities such as cultural tourism demand, collaboration with heritage communities, and the growing use of digital media further reinforce the relevance of integrating animation into the museum's communication strategy.

Define

In the define stage, a SWOT analysis was employed to formulate a focused problem statement by mapping the strengths, weaknesses, opportunities, and threats relevant to the museum's promotional context.

Table 1. Swot Analysis

SWOT	Opportunities	Threats
	• Historical Tourism Destination • Utilization of Promotional Animation • Collaboration with Historical/Cultural Communities	• Dependence on Community-Driven Efforts • Intense Competition with Other Tourist Destinations
Strengths • The Sakola Kaoetamaan Istri Living Museum • Historical Buildings	**Opportunity – Strength** • The **Sakola Kaoetamaan Istri Living Museum** • **Historical buildings** as historical tourism destinations • **Utilization of promotional animation** • **Collaboration with historical/cultural communities**	**Threat – Strength** • Dependence on community-driven efforts • Intense competition with other tourist destinations • The Sakola Kaoetamaan Istri Living Museum • Historical buildings
Weaknesses • Ineffective physical promotion • Not yet known by the public	**Opportunities – Weaknesses** • Historical tourism destination • Utilization of promotional animation • Collaboration with history/culture communities • Ineffective physical promotion • Not yet known by the public.	**Threats – Weaknesses** • Dependence on community efforts • Intense competition with other tourist destinations • Ineffective physical promotion • Not yet known by the public

Source : Personal Data

The SWOT analysis reveals that while the museum benefits from strong cultural assets, it faces weaknesses related to ineffective physical promotional methods and low public recognition. Animation helps address these weaknesses by offering a more engaging, visually appealing, and widely distributable medium compared to printed brochures or static promotional materials. Moreover, the museum's reliance on community-driven initiatives and the competition with other heritage destinations—identified as major threats—can be mitigated by establishing a distinctive digital presence supported by compelling animated content.

Character design emerges as the central element of this promotional approach. As the core visual identity of the animation, character design functions as a narrative tool that bridges Dewi Sartika's historical legacy with contemporary cultural tourism experiences.

The characters were developed based on insights gathered during the empathize stage, reflecting the behaviors, cultural nuances, and visual preferences of Bandung Good Guide participants from various regions. This audience-centered design approach ensures that the characters resonate with both local and international tourists, increasing memorability and emotional connection.

In conclusion, the integration of animation and character design—supported by the museum's strengths and aligned with existing opportunities—provides an effective solution to overcome promotional weaknesses and external threats. This strategy not only enhances the museum's visibility but also revitalizes historical and cultural values in a format that speaks to modern digital audiences, thereby strengthening its position within Bandung's competitive cultural tourism landscape.

Ideate stage

The character design in this study adopts a user persona–based character design approach within the framework of participatory design. This approach positions users and key stakeholders as the primary source in shaping the character, ensuring that the resulting design reflects real-life visitor characteristics while being translated into a stylized visual form.Persona development is informed by data collected through direct field observation, user interviews, questionnaires, and focus group discussions (FGD) involving the Bandung Good Guide community and museum stakeholders. The data include visitor demographics, behavioral patterns during walking tours, visual preferences, and expectations toward animation-based promotional media.

Based on these findings, the character is designed using a human-based proportional form, which is then visually stylized using an anime-inspired illustration style. The anime style is applied as a visual language to enhance emotional appeal, expressiveness, and audience engagement, while maintaining realistic human anatomy, gestures, and cultural context. This stylization does not aim to create a fantasy character, but rather to present a relatable representation of real tourists or tour guides in a visually engaging manner.By integrating a persona-based approach with participatory design principles, the animated character functions as a contextual, culturally relevant, and communicative medium that supports the delivery of historical and cultural narratives within digital promotional content.

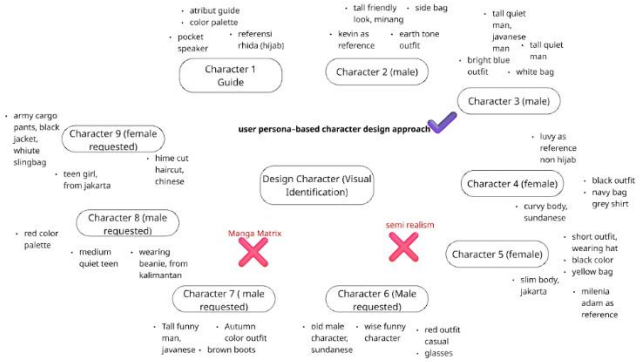


Figure 4. Brainstorming

Source : Personal Data

Prototype Stage

At the prototype stage, the character design was translated into initial visual sketches as an early form of design representation. This stage aimed to explore and visualize the character's appearance, proportions, facial expressions, gestures, and overall personality based on the previously established user personas and insights obtained from participatory

activities. Miaskiewicz and Kozar (2011), personas are utilized within user-centered design to represent complex user needs and characteristics, thereby facilitating communication between the design team and the target audience(Miaskiewicz & Kozar, 2011).

The sketches were developed in 2D format and focused on defining the character's human-based proportions, clothing style, and visual attributes that reflect the characteristics of tourists and walking tour participants of Bandung Good Guide. An anime-inspired visual style was applied at this stage to enhance expressiveness and visual appeal, while still maintaining realistic human anatomy and culturally appropriate elements.These sketch prototypes functioned as a communication tool rather than a final design, enabling discussions and feedback from stakeholders, including the creative team, tour guides, and museum-related communities. Feedback gathered during this stage focused on character relatability, cultural relevance, visual clarity, and consistency with the intended narrative. The insights obtained from the evaluation of the sketch prototypes were then used as a basis for refining the character design before proceeding to the next stage of animation development.



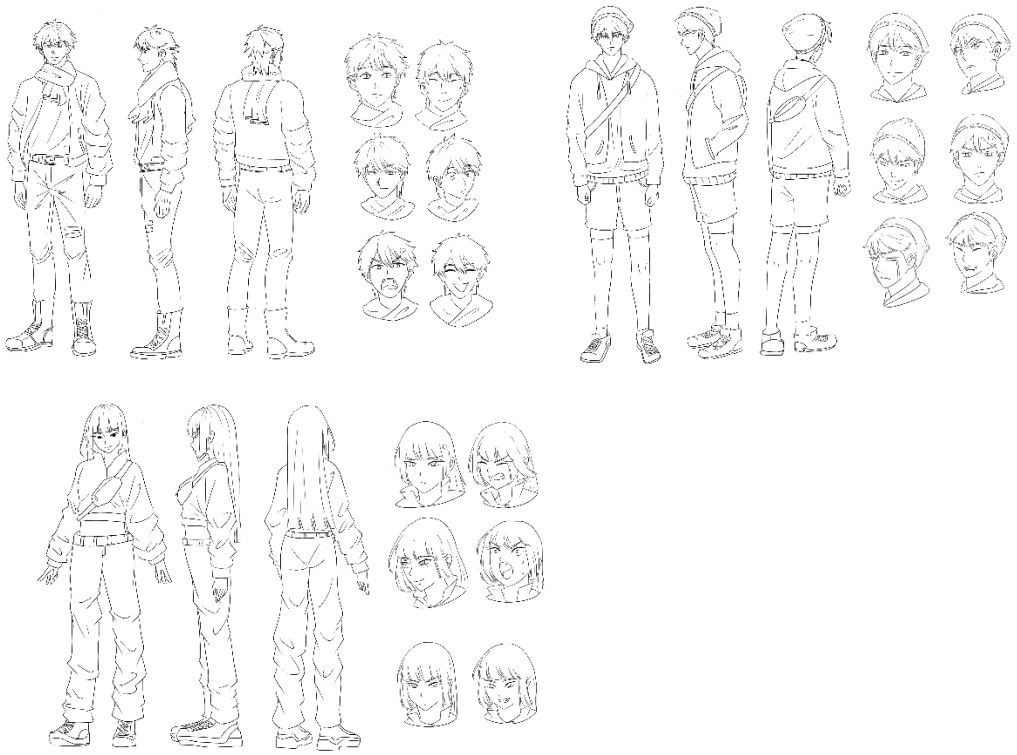


Figure 5. Character Sketch
Source : Personal Data

Testing

After the selected character concepts were finalized through the prototyping phase, they were further evaluated in the testing stage. The selected characters underwent additional refinement processes, including expression design, coloring exploration, line style adjustments, pose variation tests, and visual consistency checks. These evaluations were conducted to ensure that the final character assets were visually appealing, aligned with the intended cultural representation, and effective for use in animation-based promotional media. User feedback collected during the testing phase helped validate color choices, emotional readability, and overall suitability of the characters for the museum's communication goals.





Figure 6. Final Design Characters

Source : Personal Data

This study evaluates the suitability of animated character designs as promotional media for Bandung Good Guide using a questionnaire-based assessment. The evaluation involved respondents assessing both tour guide characters and tourist characters through a five-point Likert scale (1 = strongly disagree, 5 = strongly agree).

The assessment focuses on visual appeal, relevance to brand identity, communicative clarity, and alignment with user persona characteristics. Based on the questionnaire results, the designed animated characters demonstrate a high level of visual acceptance and relevance to the Bandung Good Guide identity. The majority of respondents rated the characters positively in terms of visual appeal, stylistic consistency, and suitability as promotional media. The anime-style approach was well received and did not reduce the perceived credibility of the characters as cultural tourism guides.

Furthermore, the variation in character preferences indicates that the persona-based character design approach successfully represents diverse audience segments. Feedback from respondents was largely affirmative, with suggestions focusing on further refinement rather than fundamental design changes. Therefore, the character designs can be considered effective as visual communication media and suitable for implementation in promotional and educational contexts for Bandung Good Guide.

CONCLUSION

This study demonstrates that a user persona–based approach is fundamental to the character design process, effectively translating abstract insights from observations, interviews, and participatory discussions into concrete visual attributes like appearance, expression, and narrative tone, ensuring alignment with the cultural and promotional identity of Bandung Good Guide for enhanced relatability and consistency. Evaluation results

confirm the designed characters' high effectiveness as promotional media, with respondents rating them visually appealing, contextually appropriate, and representative of real user personas despite their anime-inspired aesthetic—proving that empirical persona data enables stylized visuals to boost engagement without compromising realism or cultural relevance, thus validating the methodology as a practical, audience-centered tool for animation-based promotions. For future research, exploring the integration of these persona-driven characters into interactive AR/VR experiences or cross-platform campaigns (e.g., TikTok and Instagram Reels) could measure long-term impacts on visitor retention and museum attendance metrics.

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