

Illustration as Visual Narrative in Artisan Brand Book by Handoko Hendroyono: Quality Study Artistic

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ABSTRACT

This research analyzes the visual quality and communicative value of illustrations in Artisan Brand, a book by Handoko Hendroyono. The study focuses on two aspects: (1) the artistic quality of the illustrations' visual form, and (2) the effectiveness of message delivery through these visuals. Using Edmund Burke Feldman's art criticism approach, the research involves description, formal analysis, and interpretation. Six representative illustrations were selected based on visual quality and relevance to the narrative. The results show that the illustrations exhibit a contemporary minimalist style with strong, neutral colors, bold compositions, and meaningful design choices. The visuals effectively convey each brand's identity and align with the spirit of creative entrepreneurship. The illustrations not only enhance the narrative but also communicate philosophical messages about branding, portraying it as both an artistic and expressive process.

INTRODUCTION

Book is a medium or tool possible information Already There is since hundreds last year, besides functioning as place keep or convey various information, good nature general and also special (Setiawan et al., 2016). In the context contemporary visual culture, power pull A book No Again solely determined by strength narrative or Contents text, but also by presence visual elements that support and enrich delivery meaning. One of the important visual elements in book is illustration. Illustration No only mere visual complement, however an integral part of structure narrative and expression capable artist strengthen atmosphere, convey symbolism, as well as help reader interpret Contents text in a way more intuitive and emotional. Illustration in book reflect more from just visualization narrative; he is form interpretation artistic containing uniqueness perspective, style, and visual expression. According to Dwiyanthi (2020), illustration own strength for to awaken feeling, affect views, as well as create personal connection between readers and visual materials. Both in form black and white, color, realistic, and expressive, illustration become a medium of expression that can convey meanings or any possible ideas No caught in a way direct through text (Cedrik Putra Kalmansur et al., 2023).

In development industry publication, seen that illustration in book No Again exclusive for children's genre or comic only, but has become part from almost all type books, including literary books, biographies, essays, etc. work academics and branding. Development This show existence awareness will importance visual aesthetics in experience reading. Illustration No only functioning as sweetener display, but rather as part from a complete visual and narrative concept. A phenomenon that is increasingly interesting attention is involvement direct writer in the process of illustration his book himself. This author -illustrator No only create Contents narrative, but also builds a visual world that reflects interpretation personal they to text. An illustrator need interpret it with utilise imagination personal nature subjective (Dwiyanthi & Amir, n.d.).

Emerging visual style in work kind of this is highly influenced by preference the creator 's aesthetics and visual language, so that produce more personal, authentic and consistent work between narrative and visualization. One of them is an Artisan Brand by Handoko Hendroyono a book written and illustrated by the author himself, which shows strength personal style in build the reader's visual experience. In context this, style and expression illustration become aspect important that is worthy for investigated more continued. Placement and also use text to be the one important when the layout is also included method How writer Can express what do you want delivered (Fitri Amellya & Aryanto, 2021).

LITERATURE REVIEW

In the book this, illustration play role important as a visual medium that is not only beautify page, but also strengthen meaning and deepen message from the narrative conveyed. According to Ismail Zain (2009), that visual elements such as drawn graphics and images hand own ability for stimulate the thinking process, help understanding, and strengthen Power remember (Zakaria & Janan,

2022). If you want to more version academic or light, stay give directions yes! Illustration in Artisan Brand no only functioning in a way aesthetic, but also become an integral part of storytelling that supports content and spirit from the brands displayed. Therefore that, illustration No Can released from context the meaning and communication you want built by the author. As visual work that is rich with mark artistic and narrative, Artisan Brand books offer room interesting analysis for study art appearance, especially in context illustration and visual communication. This study become important Because through illustration, reader invited for understand values local, philosophy, and creativity behind the brand deeper and more comprehensive. Based on background behind said, research This aiming for to study quality artistic and effectiveness communication from illustration in Artisan Brand book. The approach used is criticism art based on Edmund Burke Feldman's model, which includes three stage analysis: description, formal analysis, and interpretation. Art criticism is method for to study A work art with objective to obtain deep and optimal understanding of work the (Citra & Mursito, 2025). Approach criticism art This reinforced by theory aesthetics from Immanuel Kant, who distinguished mark aesthetic into two categories, namely mark aesthetic pure which includes visual elements such as lines, shapes, and colors and values aesthetic additional that includes element representative like figure humans and movement (Lingga Agung, 2017). In the context this, every writer or illustrator own a unique visual approach in convey emotions, characters, atmosphere, and message through Illustration. Variations in visual style includes lines, colors, techniques coloring, and composition as well as visual expressions such as interpretation characters, gestures, to atmosphere, reflecting background behind artistic and tendencies the aesthetics of each creator. With approach this, it is expected study can give description comprehensive about How illustration in Artisan Brand book contributes to strength message and power visually appealing overall.

METHODOLOGY

Study This use method qualitative with approach descriptive. Descriptive method qualitative is techniques used for analyze, describe, and summarize various condition as well as situation based on the data obtained through interview or observation related problems found in the field (Velly & Susanti, 2024). Data collected shaped narrative, description, and information descriptive others, not in form number or statistics, because focus main study This is in understanding meaning as well as values aesthetics in visual works. Approach This considered most appropriate for to study phenomena that are characteristic complex and has Lots corner view (Sutopo, 2002). In the context study this, attention directed in a way specifically on the image the illustration contained in Artisan Brand book by Handoko Hendroyono. The purpose of method analysis Contents is for produce deep understanding to Contents communication, giving description factual, and compile base knowledge that can made into reference or guidelines for action more continue. Therefore that, in study this, analysis focused on elements visual communication, especially unified illustration with branding narrative in book.

Target main study This is for to examine quality artistic from the illustrations contained in Artisan Brand books and evaluate How Images the functioning as a visual medium in strengthen narrative about identity and values from various local brands are promoted in book. Research This aiming for dig How visualization illustration in book capable convey message contained within text in a way aesthetic and communicative. Therefore that, focus study directed at two aspects Main: (1) Effectiveness communication illustration in convey brand values and strengthen narrative in Artisan Brand book, and (2) Quality artistic and visual forms of illustration, which reflect style, composition, and distinctive visual expression used in convey the essence of each brand.

This study use procedure Data analysis was performed with method analysis interactive according to Miles and Huberman (Sugiyono, 2015) who comprised from three stages: data reduction, data presentation, and conclusion/verification. At this stage data reduction, is done selection relevant information related theory and object study.

Data Source

Data sources in study This is "Artisan Brand" book published Literature Popular Gramedia (2021) by Handoko Hendroyono (Handoko Hendroyono, 2021), which is included together with source from study library, discuss theory art appearance, illustration and criticism art in the works of Handoko Hendroyono.

Data Collection Techniques

Writer get with method studies document in study This has available in a way straight in source main, namely the book "Artisan Brand" by Handoko Hendroyono contains narrative and illustration. Task researcher in matter This is do selection and identification to illustration that is considered relevant, then analyze it based on purpose and focus research. From 58 images illustration divided into two categories that is picture illustration along with text with color black and picture illustration along with text with color mixture that is black and red, from each category the selected 3 images illustration as a sample that is considered can represent based on quality artistic.

Researcher choose for analyze six illustrations as sample main, with consideration that part big illustration in book the own similarity from aspect technique, palette color, and visual character that is raised. Dominance consistent style This causes variation inter-illustration become limited. Six selected illustrations considered the most representative Because display difference sufficient visual characteristics striking, such as variation in form, structure composition, use background, and processing room in layout context page.

In the data collection process, researchers decide for choose 6 illustrations as sample main. Selection This based on reality that part big illustration in book Artisan Brand own similar visual tendencies, either from aspect visual style, technique coloring, as well as type visual characters that are raised. Six illustrations the chosen Because show enough variation significant in aspect like form, layout composition, and use visual space in page book.

For analyze data, used approach criticism art developed by Edmund Burke Feldman, which consists of from three stage analysis main: (1) Description, namely stage observation an initial one that focuses on collecting visual information in direct from observed object without add interpretation or impression personal. Researcher expected convey results observation in a way objective based on what it looks like in illustration. (2) Formal Analysis, at the stage This researcher to examine more in visual elements such as lines, shapes, colors, lighting, and layout figure or visual objects. Emphasis given to quality aesthetics and structure composition that forms the visual power of work illustration. (3) Interpretation, namely the process of understanding and revealing meaning from work illustration based on results observation and analysis previously. Interpretation This aiming for to describe message or the value contained in work, without must equalize visual experience with stiff verbal expression or nature absolute. (3) Evaluation is stage evaluation critical to a work, where the work the compared to with works similar in category. The purpose is for determine how far is the quality artistic and value the aesthetics it has, as well as evaluate level its advantages in context the (Feldman & Woods, 1981).

RESEARCH RESULTS AND DISCUSSION

Illustration Image Analysis 1

a. Description



Figure 1. Illustration (1) of the book “Artisan Brand”
[Source: Hendroyono, 2019]

Illustration in figure 1 describe first person perspective from an individual sitting relaxed while read *Contagious: Why Things Catch on* by Jonah Berger.

Focus main picture This lies in the book held, which becomes center attention composition. Enjoyer illustration which is also depicted as subject illustration wearing shoes and pants patterned boxes, which are visible from corner view above, strengthen impression intimacy and personality illustration. Background illustration left plain without element additional, create a calm and meditative visual space. Interestingly, the area around object main filled with handwritten text that resembles notes or reflection personal. This writing No only functioning as decoration or visual complement, but rather become an integral part of visual narrative that forms understanding audience to Contents notebook This describe main idea summary from Berger's book, namely about How an idea, product, or message can spread virally and become popular in life modern social.

b. Formal Analysis

1. Lines & Shapes

Illustration use sketch line approach expressive and unassuming hands too structured. These lines No only functioning as a form limit, but also gives dimensions texture and visual dynamics. For example, pants checkered depicted with rough pattern lines However consistent, while shoe has detailed lines that show curves and thickness materials. This technique in line with principal line artwork according to (Sindhuphak, 2008) can create resonance more emotional strong between illustration and audience.

2. Colors

Usage color monochromatic domination black, white, and gray create atmosphere reflective and serious. Choice This emphasize impression contemplative than impressive, supportive narrative introspective built through handwriting. Neutral colors in visual design tends to strengthen focus audience to content cognitive or narrative than visual distraction.

3. Composition

Composition the visuals nature centralistic. Book as object main be in the middle field image, surrounded by the reader 's feet which are No direct frame direction view audience. Elements This to guide eye audience direct to book, before switch to the handwritings around it. The texts This placed in a way balanced above and below picture main, create visual harmony at once add depth narrative.

4. Space

The plain background is visually visible empty, but in a way conceptual full meaning. Negative space This direct attention full of elements main at a time give room for imagination and reflection. Space is utilized in a way symbolic although background empty, no There is emptiness meaning Because illustration invite reader enter in room think or ponder.

c. Interpretation

Illustration This No only describe activity reading, but also describing experience intellectual and emotional that accompanies it. The selection book

Contagious Jonah Berger's work as subject main is not coincidence. Book This discuss factors that make ideas spread wide, such as emotions, values practical, and narrative social. With describe book this is in the middle activity personal, the illustrator shows How viral idea not only product from technology or algorithm, but also experience an individual who is personal and reflective.

Corner first person perspective create effect immersive that makes audience feel is at in position reader That myself. Approach This strengthen visual empathy A technique according to (Nugroho et al., 2024) in his studies about visual illustration capable increase sense of connectedness between audience and object picture.

Visible handwriting like crossing out notes strengthen impression that the reading process is also a thinking process active. This emphasizes that the spread of ideas is not only happens in space public, but also started from room private individual, from the reflective and contemplative process. In the context this, illustration play a role as bridge between idea theoretical and experiential every day, creating depth meaning that is not only visual, but also cognitive and emotional.

d. Evaluation

From the side artistic, illustration This succeed blend expressive manual techniques with strong narrative. Aesthetics sketch hands, even though looks simply, in fact create proximity difficult emotions achieved with digital techniques that are too smooth. Authenticity style This reflect mark honesty and spontaneity, two elements important in context personal idea dissemination. Choice limited colors become strength alone. Absence color striking precisely help focus narrative and strengthening atmosphere introspective. Its aesthetic value located No only on visuals, but also on capabilities illustration for activate room think viewer.

Illustration Image Analysis 2

a. Description



Figure 2. Illustration (2) of the book "Artisan Brand"
[Source: Hendroyono, 2019]

Illustration in figure 2 serve image A visible eyes through lens glasses round. This image framed in form box simple, using ink black concentrated as the only one visual elements. There are no use color others, and gradation or additional visual effects. Illustration lines thick and expressive, showing sweep hand directly that gives impression raw and spontaneous. In the section lower picture there is handwriting that reads: "Disruptive' ideas often started from anxieties". This writing served with informal handwriting style, resembling notes personal or quote reflective, strengthening impression that illustration This is representation from experience inner or thinking critically someone. Existence text the No only as complement, but as an integral part of visual message.

b. Formal Analysis

1. Lines & Visual Style

of Illustration use ink line technique thick and straightforward black. The line strokes are visible own energy spontaneous and expressive, distinctive from style ink sketching manual. The lines are creating strong, solid visual boundaries, as well give visual weight on objects main eyes behind lens. This technique utilise minimal visual elements Possible For produce impact maximum emotional and intellectual.

2. Visual Focus

Object eye become point focus main, interesting attention viewer in a way direct. Position eyes placed in a way central and framed by glasses create impression observation or observation deep. Eyeglass lenses give meaning double: as tool literal visual aids, and as symbol from focus, clarification, and interpretation reality in a way sharp.

3. Composition & Space

illustration Framed in form square, resembling window or single panel. Frame This No only become a technical limit, but also become a visual metaphor of the limits of thought or frame of mind. Composition centralized reinforces the idea that this visual invite audience for centralize attention to ideas or reflection in progress built.

Empty (negative) space around eyes and glasses give effect silent and contemplative. The absence of element background strengthens a visual statement that disruptive ideas born from moment quiet, reflective, and personal.

4. Texture

Not Available complex texture or technique gradation. Precisely emptiness texture to emphasize contrast between ink and background, emphasizing element shapes and lines. This gives impression straightforward, bold, and direct, which is in line with disruptive idea theme that is challenging the norm.

c. Interpretation

Illustration This in a way symbolic convey those disruptive ideas a groundbreaking idea structure or the system that has been established rooted from anxiety, disappointment, or dissatisfaction to the existing situation. The

visible eye through lens No only describe the act of ' seeing ', but rather symbol from sensitivity and awareness critical. The eyes are metaphor from observation deep, and glasses functioning as symbol clarification or reframing ability for see the world from corner view different.

Text that reads “'Disruptive' ideas often started from unrest” became marker unified narrative with visuals. Informal handwriting strengthens impression that idea big often started from the process of personal reflection, not from a structured formal process.

In a more detailed interpretation in, illustration this can also read as criticism to homogeneity method view. Eyes in glasses to signify that only with a sharp and critical personal observation, a person can challenge current main.

d. Evaluation

In terms of artistic, strength illustration This lies in its dense simplicity meaning. Although only display One object main, namely eye in frame glasses, illustration This capable build resonance intellectual and emotional depth. Minimalist visual style However expressive create contrast interesting between form and meaning: form simple, but content its ideology strong.

In general, symbolic, illustration This effective convey close values with philosophy Artisan Brand A branding approach that prioritizes mark authenticity, personal anxiety, and sensitivity to reality. In the context of this, illustration No just picture supporters, but become a visual statement that is capable of frame repeat How ideas and brands can born from feeling No comfortable to status.

Illustration Image Analysis 3

a. Description



Figure 3. Illustration (3) of the book “Artisan Brand”
[Source: Hendroyono, 2019]

Illustration in figure 3 presenting five forms resemble speech bubble or balloon conversation, each filled with symbols, scribbles, and distinctive abstract visuals. No two forms are identical every balloon own its own visual character, starting from eyes, teeth, to non- representational line patterns. Elements the looks drawn with hand in a way directly, giving impression raw and spontaneous.

Under image, there is sentence "EVERYBODY TALKS..." written in letter capital Handwritten style, impressive Relax However straightforward. This writing No only become explanatory, but also becoming part from the visual work alone, add verbal dimensions in visual form.

Illustration This equipped with narrative offensive print practice visual sharing by community creative on social media, especially through accounts such as @designmilk, @designboom, and @drawandtravel platforms that are known display work from various discipline like architecture, design, illustration, and photography.

b. Formal Analysis

1. Shape & Composition of

Five Balloons conversation arranged horizontally, with each having form and content different. There is no regularity geometric; precisely difference that's what it is message main.

2. Color & Lines

Black color on top background white create contrast sharp that clarifies form, but still guard simplicity. It gives room for reading symbolic without disturbance visual. The lines used nature expressive and not regular. There are scratches rough, curved No symmetrical, and stacked visible form free from limitation technical.

3. Typography

Text "EVERYBODY TALKS..." is written with letter stylish hands playful and informal. Use capital full create impression hard or firm, but because written with hand, still feel humanist and inclusive. Typography here functioning as bridge between visual and verbal becomes a " voice " that calls audience for involved.

c. Interpretation

Illustration This in a way symbolic describe room conversations that occur in the digital world, especially in community global creative. Five balloons conversation symbolizes diversity voice, expression, and manner communication that appears from various background back and discipline creative. Every balloon to imply that every individual own form their respective expressions – no There is One standard style or dominant voice.

The sentence "EVERYBODY TALKS..." becomes kind of statement about openness communication in the digital age. On social media, anyone can speak, showing work, and build personal narrative. Illustration This also refers to the dynamics *sharing culture* on platforms like Instagram, where works No only

viewed, but also commented on, reposted, and modified. This indicates that Visual sound in the digital age is not was once static, but keep going change and interact.

d. Evaluation

In terms of conceptual, illustration This succeed convey idea complex about communication, expression, and diversity in community creative digital with very simple and direct way. Free visual, no perfect, and expressive reflect characteristic democratic from social media where the boundaries between professional and amateur often run away. With display forms that are “not perfect” but communicative, work This reflect Spirit collective and participatory in branding practices based on community.

In context book Artisan Brand, illustration this is very appropriate Because confirm that the brand does not Again only build by the company big, but by the sounds small that forms identity they in a way organic through interaction social, visual, and emotional. Illustration This reject narrative single and select celebrate diversity as strength main.

Illustration Image Analysis 4

a. Description



Figure 4. Illustration (4) of the book “Artisan Brand”
[Source: Hendroyono, 2019]

Illustration in figure 4 serve A quote provocative depicting difference speed and response between generation to changing times: “When established brands Still limping with terms: shifting, transformation or disruption, millennials walk agile with track quickly.”

Sentence the written use letter capital with handwriting style. Two colors used: black for phrase the opener talks about “established brands” and red for

the phrase “millennials are walking agile with track fast.” Combination color This give visual contrast at once separate meaning However intertwined. On the side right lower illustration, there is picture a man young drawn with style *sketchy*, casual, and minimal detail. Position his body leading to front with step believe self, strengthen narrative quotes that lead to progressiveness generation millennials. This image only use ink black, following aesthetics minimalist from overall work.

b. Formal Analysis

1. Lines & Visual Styles

Lines used in illustration nature loose, fast and impressive like crossing out spontaneous. There is no business for make picture become realistic which is precisely strengthen impression visual honesty.

2. Color

The use of two colors (black and red) is not only functioning as visual differentiator, but also symbolizes change paradigm. Black color conservative and serious depicts a conservative “established brand.” While red color full energy and visibility represent generation agile and transformative millennials. In theory color visual communication, color red often associated with courage, speed and action (Laura & Luzar, 2011). So, its use in the “millennials walking” section agile...” not just aesthetics, but also a marker semiotics.

3. Composition & Space

Composition illustration depend on tension between text and images. Quotes big dominate left and top image, while figure man be in the corner right down, creating impression motion from left to right right in line with direction read that gives impression progressive. White space all around figure to emphasize direction move and create visual breathing space that gives emphasis on the narrative " moving" to front " .

4. Typography

Letters capitalization and handwriting style create informal, personal and emotional atmosphere. The absence of Typographic alignment or grid show courage oppose structured system very Again reflect Spirit generation millennials who often operate outside grip corporate conventional.

c. Interpretation

This work is a sharp visual statement about inequality adaptation between institution established and generation young in face change social, digital, and cultural. The sentence emphasizes How companies big often get stuck in the jargon of shifting, transformation, disruption However slow in action. While generation Millennials, who were born and raised in the digital era, actually drive without need Lots terminology.

Illustration figure man walk to front symbolize movement free from burden systemic. This can also be interpreted as representation from creative freelancer,

digital nomad, or creative entrepreneur figures typical generation millennials who make speed, flexibility and autonomy as principal Work.

In context narrative Artisan Brand, illustration This highlight How generation new No building a brand with the old way instead past personal identity, digital platforms, and speed responsive to trends and communities.

d. Evaluation

In general, overall, illustration This strong in a way conceptual and effective visually. Although simple from side technical, strength the main thing lies in the synthesis between form, text, and meaning. Hand style free and use minimal color but strategic make works This relevant in discourse contemporary branding and digital generation. From the perspective view aesthetics contemporary, work This in harmony with post-2020 visual trends that emphasize fast thinking visuals that is fast visuals understood However keep depth thinking. In a world full of visual stimulation such as social media, approaches This proven effective in convey message strong without must complex visually. When compared with illustration other in book Artisan Brand, works This stand out in generational positioning thing works as bridge between visual narrative and dynamics social in the middle taking place. With Thus, the work This No only become part from visual documentation, but also reflection critical on change brand culture globally.

Illustration Image Analysis 5

a. Description



Figure 5. Illustration (5) of the book “Artisan Brand”
[Source: Hendroyono, 2019]

Illustration in figure 5 display A hand holding book red, where does it come from spray light or bright lines that radiate out. Book depicted as center attention, being in the middle composition. In the section lower image, there is handwritten text: “AUTHENTICITY is an IMPORTANT word for BRAND because this is where location beginning.” The image was created with ink lines black and accent color red dominates object book, create contrast sharp with background

white clean. Accompanying narrative text illustration discuss importance honesty in the brand especially through narrative authentic or brand storytelling, especially in context industry demanding food transparency and responsibility answer.

b. Formal Analysis

1. Colors

Usage red as color main to signify intensity, urgency, and power. This color become center attractive visual gravity attention straight to the book metaphor main illustration This.

2. Composition

Composition of Elements the book that is there right in the middle image and spray light make it as source mark symbolic. Composition This create structure strong visual hierarchy: attention focused to "narrative" as center meaning. The light that spreads from book create impression that from One authentic idea point, can shine various other aspects of the brand.

3. Lines and Styles

Illustration use approach sketch hand permanent free directed and full Intensity. Spray lines drawn with style radiating lines, which are often used in illustration for show strength, inspiration, or revelation. Sketch style hand This support theme authenticity: image No looks "artificial" or overly polished, but still communicative and direct.

4. Typography

Typography combining two styles: letters capital big for the word "AUTHENTICITY" and the handwriting style for remainder sentence. This gives *visual hierarchy* and emphasize emphasis meaning. Handwriting style present personal, distinctive impression work created with involvement emotional and not machine.

c. Interpretation

In general, symbolic, book red represents brand narrative and not any narrative, but rather pure, personal, and authentic narrative. The red color here No only to mark urgency, but also strengthens meaning that a sincere story is source strength, energy and power the mover from the brand.

The hand that holds book to signify that authenticity is not idea abstract, but can be grasped, shaped, and interpreted in a way conscious by humans especially by brand owners, creators, or storytellers. The light that radiates from book to imply that strength narrative No only filling the brand, but also shining a light on the outside world (market, audience, community).

In context industry food (F&B), meaning illustration This the more strengthen. In the middle increasing awareness consumer to issue ethics, sources materials, and sustainability, authenticity become mark sell. Storytelling in food brands No Again tool promotion only, but also a way for build trust and loyalty. Illustration This catch Spirit That with clear and straightforward.

d. Evaluation

Illustration This is example strong visual communication but minimally. In artistic, he No depend on visual complexity, but rather on a clear and strong visual concept in a way symbolic. Success the main thing located at: centralization meaning in One object (book red) as metaphor narrative, contrast color for emphasis psychological and symbolic, a combination text and images that are not only describe, but expand meaning.

Aesthetics illustration this is also in line with post-pandemic visual trends (2020s) that emphasize slow branding and intimate visuality visual style that emphasizes proximity emotional and personal values above appearance magnificent or impressive. As part from narrative in book Artisan Brand, illustration This is very contextual. It strengthens idea that strength brand originates from honest and audible story human No just message engineered marketing.

Illustration Image Analysis 6

a. Description



Figure 6. Illustration (6) of the book "Artisan Brand"
[Source: Hendroyono, 2019]

Illustration in figure 6 describe A train colored medium red speeding, surrounded by expressive and dynamic lines that appear like spray energy or track motion. Hand text above illustration reads: "From the warehouse where print money to be place print talent creative Indonesia." Meanwhile that, below picture there is phrase written: "CREATIVE SPACE • CREATIVE HUB", "CREATIVE CONFIDENCE". Printed text Supporter explain importance

transformation room public as place growth community and ecosystem creative, especially for generation young Indonesian.

b. Formal Analysis

1. Color

Color red become center attention and carrier meaning dynamic in illustration This. Used For describe train, red here symbolize energy, change and courage suitable for describe Spirit generation creative in motion fast and full initiative.

2. Lines

Expressive lines that are spread all around train present nuance motion, thrust, and expansion. This force reflects explosion energy and potential that has not been structured, signifying spaces creative as place free and unregulated growth defined completely.

3. Layout

Composition opens with room white all around picture create impression allowance and possibility. Placement text hands on top and print on bottom create flow narrative vertical: from visionary ideas to affirmation of structural ideas.

4. Typography

The Phrase "CREATIVE CONFIDENCE" in letter capital with handwriting style to imply affirmation and determination strong. This is not just a slogan, but declaration psychological that reflects empowerment creative.

c. Interpretation

Colored train red No only tool transportation, but in context This is symbol change structural and social. Trains can interpret as: Symbol mobility social: open access for those who during This No facilitated in ecosystem creative current main, Symbol transition: from the economic era industry to the economic era creative "from print money to print talent", Symbol progress collective: train No walk alone, but transport Lots individual This emphasize aspect community and collaboration in practice creative today.

Expressive lines around train to signify potential explosive from creative hub If facilitated with Good No only move fast, but also spread, ignite, and spread to various direction. The text "Creative Space • Creative Hub • Creative Confidence" forms kind of development spell ecosystem: from place (space) → to be community (hub) → become belief self (confidence). This reflects channel growth psychosocial brand in context space, something rare being talked about in a way explicit in conventional branding.

d. Evaluation

Illustration This be one of the densest visual depictions meaning in Artisan Brand book, because in a way simultaneously combine: Meaning social: describing inclusion and empowerment community creative local, Urban

meaning: highlighting importance architecture city and space public as part from growth identity brand, meaning emotional: to emphasize importance trust self as a motor of all creative processes.

In context aesthetics, this visual No depend on complexity technical, but precisely strength symbolic and intentional composition. The train as symbol transformation space and identity collective feel authentic and highly contextual with reality urban areas in Indonesia especially cities such as Bandung, Yogyakarta, and Jakarta which are starting transform old spaces (stations, warehouses, terminals) become room creative open.

Artistry Form of Illustration Art

Illustration in book Artisan Brand works by Handoko Hendroyono display approach distinctive artistic, with consistent, personal, and contextual visual style. The form artistic from illustration in book This show domination style sketch expressive hands, tend to minimalis However congested meaning. Visual elements such as lines, colors, shapes, and textures used in a way aware for create impression raw, authentic, and communicative.

Use color limited only black and red can read as form intention harmonious aesthetics with Spirit Artisan Branding: honest, direct, and unbiased excessive. Hand style free and not too structured show bold and authoritative visual character, providing room for personal interpretation at the same time maintain Power strong visual appeal.

From the corner view aesthetics, illustration This reflect values in approach art contemporary that emphasizes personal expression, visual honesty, and visual storytelling. Edmund Burke Feldman in the critical model his art emphasizes importance relation between visual elements and the meaning they contain –and p This reflected in a way consistent in works illustrative Hendroyono. Form simple like train, eyes, books, to figure man represented in a way symbolic with intention narrative, not just decorative.

Every The illustration also shows structure strong composition: use room wide negative, layout central, and harmony between text and images become character stand out distinctively. Election minimal visual elements but functional, in order to convey meaning in a way congested.

Effectiveness Communication Image Illustration

In general, communicative, illustration in Artisan Brand works very effectively as a supporting media narrative. Illustration No only functioning as complement text, but become an integral part of system visual communication that conveys brand values in general more emotional, philosophical, and intuitive.

Every picture built with load high symbolic: train symbolizes progress and mobility social; eye in glasses symbolize observation and sensitivity; book symbolize narrative authentic as brand power. Symbols This managed with Good through simple visual elements However full expression, allowing reader for absorb message in a way fast and deep.

Effectiveness communication is also strengthened through integration working handwritten text as introduction visual narrative. Sentence Like

“Everybody Talks”, “Authenticity is the key word” for brands...”, and quotes reflective other No only strengthen meaning illustration, but also confirms connection between images and verbal messages creating synergy distinctive and personal narrative.

Involvement emotion reader reinforced through visual empathy approach, where illustrations describe personal situations (such as read book, walking, holding books, observing the world) that allow reader feel “connected” to image. This is enlarged effectiveness communication Because message No only understood in a way rationally, but also affective and symbolic.

CONCLUSION AND RECOMMENDATIONS

Based on results analysis to six illustrations in book Artisan Brand, can concluded that artistry form illustration in book This show consistency distinctive visual style, rooted in approach sketch expressive, minimalist, and communicative hands. The techniques used by the illustrator support mark strong aesthetics and narrative, as well as show visual awareness of elements design like shape, color, composition, and space. From the side visual communication, effectiveness illustration in convey message can categorized as very high. Illustration No only beautify page, but also becomes the main medium delivery authentic, reflective and emotional brand values. Visual symbols are used in a way effective for strengthen narrative in text, make illustration as form contextual, narrative, and even visual communication philosophical. The role of illustration in book this is very important as a capable visual medium activate involvement reader in a way intellectual and emotional, enriching understanding to branding concepts that are conveyed, especially in personal branding context, economy creative, and empowerment community local.

As a suggestion, for researchers and practitioners design, important For Keep going develop an authentic and communicative visual approach as shown in Artisan Brand. Illustration should Not only view as visual complement, but as strength main in build narrative and visual identity. For illustrators and writers’ non- fiction books, integration between text and images need designed in a way synergistic, with consider depth meaning, power pull aesthetics, as well as reader's visual experience in a way comprehensive. While for brand developer or community creative, illustration can become a medium of reflection and representation strong identity. With an honest, personal and symbolic visual approach, the brand will own Power resonance more emotional in, and strength narrative capable to form authentic attachment in the mind audience.

ADVANCED RESEARCH

This advanced research explores the role of illustration as a semiotic and affective medium within the context of contemporary brand narratives, focusing on Handoko Hendroyono’s Artisan Brand. Departing from Edmund Burke Feldman’s art criticism framework and infused with Kantian aesthetic theory, the study transcends conventional aesthetic appraisal by evaluating the communicative efficacy of illustrations as agents of brand philosophy and cultural identity. Through six curated visual samples, the analysis highlights how minimalist, hand-rendered illustrations embedded with symbolic motifs

(e.g., books, trains, eyes) function not only as narrative reinforcements but also as epistemic tools that mediate between personal introspection and collective consumer consciousness. These visuals engage in dialogic interactions with textual elements, producing a layered semiotic field where authenticity, social critique, and generational tension converge. In doing so, the research contributes to a deeper understanding of how visual storytelling in brand literature can act as a critical apparatus in constructing meaning, fostering emotional resonance, and sustaining identity in the era of creative economies.

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