

INTISARI

Penelitian ini berangkat dari permasalahan rendahnya keterlibatan anggota komunitas dalam proses desain jersey sebelumnya, kurangnya pendekatan sistematis dalam penyusunan elemen visual, serta ketiadaan validasi melalui mock-up digital sebelum produksi fisik. Penelitian ini berjudul “Implementasi Power Clip dalam Desain Mock-Up pada Pembuatan Jersey E-Sport Arena Community Vol. 5 dengan Metode Research and Development (R&D)”. Penelitian ini bertujuan untuk mengembangkan desain mock-up jersey digital yang representatif dan komunikatif bagi komunitas E-Sport Arena, dengan menerapkan fitur Power Clip pada perangkat lunak CorelDRAW secara sistematis. Penelitian dilakukan dengan pendekatan metode Research and Development (R&D) model 4D (Define, Design, Develop, Disseminate) yang melibatkan partisipasi pengguna aktif dalam setiap tahap pengembangan desain. Hasil penelitian menunjukkan bahwa teknik Power Clip sangat efektif dalam menyusun elemen visual secara presisi, seperti logo, nickname, dan elemen identitas lainnya. Desain mock-up yang dihasilkan kemudian dievaluasi oleh anggota komunitas melalui penyebaran kuesioner. Sebanyak 36 responden dari berbagai divisi komunitas memberikan umpan balik positif terhadap desain, dengan nilai rata-rata kepuasan di atas 4,2 (skala 1–5), khususnya pada aspek proporsi logo dan kesesuaian warna dengan identitas komunitas. Beberapa revisi dilakukan berdasarkan saran responden, seperti peningkatan keterbacaan nama pemain dan penyesuaian elemen komposisi visual. Kesimpulannya, penerapan teknik Power Clip dalam proses desain mock-up digital terbukti efektif dan efisien dalam menghasilkan desain jersey komunitas yang sesuai dengan karakter dan aspirasi pengguna. Metode R&D model 4D mendukung proses pengembangan desain secara terstruktur, partisipatif, dan adaptif terhadap kebutuhan visual komunitas.

Kata kunci: Power Clip, Desain Mock-Up, CorelDRAW, Jersey E-Sport, Research and Development (R&D)

ABSTRACT

This study stems from the problem of low member involvement in previous jersey design processes, lack of a systematic approach in arranging visual elements, and the absence of mock-up validation before physical production. This research is entitled “Implementation of Power Clip in Mock-Up Design for E-Sport Arena Community Jersey Vol. 5 Using the Research and Development (R&D) Method”. The aim of this study is to develop a digital mock-up jersey design that is representative and communicative for the E-Sport Arena Community, by systematically applying the Power Clip feature in CorelDRAW software. The study adopts the 4D Research and Development (R&D) model (Define, Design, Develop, Disseminate), involving active user participation in each stage of the design development. The results show that the Power Clip technique is highly effective in precisely arranging visual elements such as logos, nicknames, and other identity components. The resulting mock-up design was evaluated by 36 community members through questionnaires. Feedback indicated a high level of satisfaction, with an average rating above 4.2 (on a 5-point scale), especially on aspects such as logo proportionality and color harmony with the community identity. Several design revisions were made based on user feedback, including improved nickname readability and balanced visual composition. In conclusion, the application of the Power Clip technique in digital mock-up design proved to be effective and efficient in producing a community jersey design that aligns with the character and aspirations of its users. The 4D R&D model supported a structured, participatory, and user-responsive design process.

Keywords: Power Clip, Mock-Up Design, CorelDRAW, E-Sport Jersey, Research and Development (R&D).