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A P P E N D I C E S



Appendices 1. List of Interview

1. What do you know about West Sulawesi?
2. What do you understand about the regional symbol of West Sulawesi?"
3. According to you, what is the benefits of symbols and logos for a region?"
4. What do you understand about the symbols and mottos on the logo of West Sulawesi Province?"
5. What do you understand by the motto 'Mellete Diatonganan' on the logo of West Sulawesi Province?" Please explain it!

Appendices 2. The result of Interview

1. What do you know about West Sulawesi?

The results of an interview with 4 individuals:

- a. Interviewee 1: Andi, a Traveller

Interviewer : What do you know about West Sulawesi?

Andi : Ah, West Sulawesi! It's a hidden gem in Indonesia. I had the chance to visit the province last year, and I was blown away by its natural beauty. The landscape is dominated by rugged mountains, pristine beaches, and dense forests. I spent a week exploring the region, and I was struck by the warm hospitality of the locals. One of the highlights of my trip was visiting the Mandar Kingdom, which is steeped in history and culture. The people of West Sulawesi are proud of their heritage, and it shows in their traditional dances, music, and art.

- b. Interviewee 2: Dr. Maria, an Anthropologist

Interviewer : What do you know about West Sulawesi?

Dr. Maria : As an anthropologist, I've had the privilege of studying the indigenous cultures of West Sulawesi. The province is home to several ethnic groups, including the Mandar, Bugis, and Makassarese. Each of these groups has their own unique customs, traditions, and languages. What fascinates me about West Sulawesi is the way these cultures have blended together to create a rich and diverse cultural heritage. For example, the traditional houses in West Sulawesi are a blend of and indigenous architectural styles. My research has shown that the people t Sulawesi are fiercely proud of their cultural identity, and they're working preserve their traditions in the face of modernization.



c. Interviewee 3: Rizal, a Local Resident

Interviewer : What do you know about West Sulawesi?

Rizal : I'm from West Sulawesi, so I know it like the back of my hand! (laughs) But seriously, West Sulawesi is a special place. We have a saying here: "Sulawesi Barat, negeri seribu pesona" or "West Sulawesi, the land of a thousand charms." It's true – our province has so much to offer. From the stunning beaches of Majene to the majestic mountains of Polewali, there's no shortage of natural beauty. And the people? We're known for our warm hospitality and our love of food! You have to try our traditional dishes like konro bakar and pallu basa. They're delicious!

d. Interviewee 4: Hj. Evi, a Business Consultant

Interviewer : What do you know about West Sulawesi?

Hj. Evi : From a business perspective, West Sulawesi is an emerging market with a lot of potential. The province is rich in natural resources, including nickel, copper, and gold. There are also opportunities for agriculture, tourism, and infrastructure development. However, the province still faces some challenges, such as limited access to education and healthcare. As a business consultant, I've seen firsthand the potential for growth and development in West Sulawesi. With the right investment and support, I believe the province can become a major economic hub in Indonesia.

2. What do you understand about the regional symbol of West Sulawesi?

The results of an interview with 4 individuals:

a. Interviewee 1: Ika, a Local Artist

Interviewer: What do you understand about the regional symbol of West Sulawesi?

Ika : Ah, the regional symbol of West Sulawesi is the Mandar horse! It's a proud symbol of our province's rich history and culture. The Mandar horse is a depiction of a horse with intricate carvings and ornaments, which represents strength, courage, freedom. As an artist, I've had the opportunity to work with local craftsmen to beautiful pieces of art featuring the Mandar horse. It's amazing to see how mbol has been passed down through generations and continues to inspire community.



b. Interviewee 2: Dr. Hasan, a Historian

Interviewer : What do you understand about the regional symbol of West Sulawesi?

Dr. Hasan : The regional symbol of West Sulawesi is rooted in the province's history and heritage. The Mandar horse is a symbol of the Mandar Kingdom, which was a powerful and influential kingdom in the region. The horse represents the kingdom's strength and resilience, as well as its connection to the sea and the land. As a historian, I've studied the significance of the Mandar horse in the context of West Sulawesi's history, and I believe it's an important part of our cultural identity.

c. Interviewee 3: Rina, a Student

Interviewer: What do you understand about the regional symbol of West Sulawesi?

Rina : Honestly, I didn't know much about the regional symbol of West Sulawesi until I learned about it in school. But now I understand that the Mandar horse is a symbol of our province's pride and identity. It's a reminder of our rich cultural heritage and the importance of preserving our traditions. I think it's cool that we have a unique symbol that represents our region and sets us apart from other provinces in Indonesia.

d. Interviewee 4: Pak Amir, a Community Leader

Interviewer : What do you understand about the regional symbol of West Sulawesi?

Pak Amir : The regional symbol of West Sulawesi is a unifying force for our community. The Mandar horse represents our shared history, culture, and values. It's a symbol of our resilience and strength in the face of challenges, and it reminds us of the importance of working together to build a better future for our province. As a community leader, I believe it's essential to promote and preserve our cultural heritage, including the Mandar horse, for future generations.

3. According to you, what is the benefits of symbols and logos for a region?"

The results of an interview with 4 individuals:

Interviewee 1: Diana, a Marketing Expert



o you think are the benefits of symbols and logos for a region?

ion, symbols and logos are essential for regional branding. They help to a unique identity for a region, making it more recognizable and memorable to , investors, and locals alike. A well-designed symbol or logo can

convey the region's values, culture, and history, which can attract visitors and businesses. Moreover, symbols and logos can be used consistently across various platforms, creating a cohesive brand image that promotes regional pride and unity.

Interviewer 2: Pak Rahmat, a Local Government Official

Interviewer : What do you think are the benefits of symbols and logos for a region?

Pak Rahmat : As a government official, I believe that symbols and logos play a crucial role in promoting regional identity and unity. They serve as a visual representation of our region's history, culture, and values, which can foster a sense of belonging among locals. Moreover, symbols and logos can be used to promote tourism, attract investments, and create job opportunities. By having a unique symbol or logo, we can differentiate ourselves from other regions and create a competitive advantage.

Interviewee 3: Irfan, a Graphic Designer

Interviewer: What do you think are the benefits of symbols and logos for a region?

Irfan: From a design perspective, symbols and logos are essential for creating a visual identity for a region. They can be used to communicate the region's personality, values, and message in a concise

and effective manner. A well-designed symbol or logo can also be versatile, allowing it to be used across various mediums, from business cards to billboards. Furthermore, symbols and logos can be used to create a sense of continuity and consistency, making it easier to promote the region's brand.

Interviewee 4: Dr. Sofia, a Cultural Anthropologist

Interviewer: What do you think are the benefits of symbols and logos for a region?

Dr. Sofia : Symbols and logos can serve as a powerful tool for cultural preservation and promotion. They can help to preserve the region's cultural heritage by providing a visual representation of its history, traditions, and values. Moreover, symbols and logos can be used to promote cultural understanding and appreciation, both within the region and beyond. By embracing and celebrating our unique cultural identity,

foster a sense of pride and ownership among locals, which can lead to a cohesive and harmonious community.



4. What do you understand about the symbols and mottos on the logo of West Sulawesi Province?

The results of an interview with 4 individuals:

a. Interviewee 1: Rudi, a Local Resident

Interviewer : What do you understand about the symbols and mottos on the logo of West Sulawesi Province?

Rudi : ooo, the logo of West Sulawesi Province features the Mandar horse, which is a symbol of strength and courage. The horse is also a representation of our province's rich cultural heritage and history. The motto "Mellete Diatonganan" is written in the Mandar language, which means "Striving for Excellence". I think it's a great motto because it encourages us to work hard and strive for the best, not just for ourselves, but for the betterment of our province.

b. Interviewee 2: Dr. Hasan, a Historian

Interviewer: What do you understand about the symbols and mottos on the logo of West Sulawesi Province?

Dr. Hasan: The logo of West Sulawesi Province is a representation of our province's history and cultural identity. The Mandar horse is a symbol of the Mandar Kingdom, which was a powerful and influential kingdom in the region. The horse is also a symbol of strength, courage, and freedom. The motto "Mellete Diatonganan" is a call to action, encouraging us to strive for excellence and to work together to build a better future for our province.

c. Interviewee 3: Lina, a Student

Interviewer: What do you understand about the symbols and mottos on the logo of West Sulawesi Province?

Lina : I learned about the logo of West Sulawesi Province in school. The Mandar horse is a symbol of our province's pride and identity. It represents our rich cultural heritage and history. The motto "Mellete Diatonganan" is a reminder to us to always strive for excellence and to work hard to achieve our goals. I think it's a great motto because it motivates us to be the best version of ourselves.



a. Interviewee 4: Pak Amir, a Community Leader

Interviewer: What do you understand about the symbols and mottos on the logo of West Sulawesi Province?

Pak Amir: The logo of West Sulawesi Province is a unifying symbol for our community. The Mandar horse represents our shared history, culture, and values. The motto "Mellele Diatonganan" is a call to action, encouraging us to work together to build a better future for our province. I believe that the logo and motto are an important part of our cultural identity, and they remind us of our responsibility to preserve and promote our cultural heritage.

5. What do you understand by the motto 'Mellele Diatonganan' on the logo of West Sulawesi Province?" Please explain it!

The results of an interview with 4 individuals:

a. Interviewee 1: Rina, a Local Teacher

Interviewer: What do you understand by the motto "Mellele Diatonganan" on the logo of West Sulawesi Province?

Rina : According to me, "Mellele Diatonganan" means striving for excellence. It's a call to action, encouraging us to work hard and aim high. It's not just about achieving personal success, but also about contributing to the betterment of our community and province. I think it's a powerful motto because it inspires us to be the best version of ourselves and to make a positive impact on those around us.

b. Interviewee 2: Dr. Surya, a University Lecturer

Interviewer: What do you understand by the motto "Mellele Diatonganan" on the logo of West Sulawesi Province?

Dr. Surya: "Mellele Diatonganan" is a Mandar phrase that translates to "Striving for Excellence". To me, it's a reflection of the province's values and aspirations. It's a reminder that we should always strive to improve ourselves, our community, and our province. It's not just about achieving success, but also about the process of learning, growing, and developing ourselves. I think it's a motto that resonates with the people of West Sulawesi Province and inspires us to work towards a better future.



c. Interviewee 3: Andi Asri, a Young Entrepreneur

Interviewer: What do you understand by the motto "Mellete Diatonganan" on the logo of West Sulawesi Province?

Andi Asri : For me, "Mellete Diatonganan" means being proactive and taking initiative. It's about not being satisfied with the status quo and always looking for ways to improve and innovate. It's a motto that encourages us to be creative, to take risks, and to push ourselves beyond our limits. I think it's a great motto because it inspires us to be entrepreneurs, to start our own businesses, and to create opportunities for ourselves and others.

d. Interviewee 4: Ibu Sri, a Community Leader

Interviewer: What do you understand by the motto "Mellete Diatonganan" on the logo of West Sulawesi Province?

Ibu Sri : Ok. I will explain it based on my opinion "Mellete Diatonganan" is a reminder to us to always strive for excellence and to never give up. It's a motto that encourages us to work together, to support each other, and to build a better future for our community and province. To me, it's a call to action, encouraging us to take ownership of our development and to work towards a common goal. I think it's a powerful motto because it inspires us to be proud of who we are and where we come from.

