

SMSMEs Development Through Visual Identity Rebranding

Apriliana Kurnia Putri¹ Maitri Widya Mutiara^{2*}

¹Visual Communication Design Study Program, Faculty of Art and Design, Tarumanagara University, Indonesia

²Interior Design Study Program, Faculty of Art and Design, Tarumanagara University, Indonesia

*Corresponding author. Email: maitrim@fsrd.untar.ac.id

July 2022, Revised : December 2022, Accepted: February 2023

ABSTRACT

Data from the Ministry of Cooperatives explained that 1,785 cooperatives and 163,713 Micro, Small, and Medium Enterprises (MSMEs) were spreading the coronavirus pandemic (Antara, May 2020). The most limited MSME sector is food and beverage. MSME entrepreneurs feel the decline in sales, lack of capital, and hampered distribution. So that the competition in the culinary field is very tight, as experienced by one of the partners who became the place for Student Creativity Program activities, the Cake Mommy. Lack of knowledge of the owner of the importance of a distinctive visual identity to form consumer loyalty. For this reason, this activity aims to understand the importance of visual identity in trademarks and business logo stickers so that partners can increase the selling value of the products produced. Designing this logo uses the Design Thinking method through data collection, problem finding, research idea, design, and testing. The result of the design is in the form of a logo by combining typography with solid shapes to reflect that this brand is in the culinary field. Using tertiary colours attracts consumers to buy this food, even at a high price. In addition, the author chooses supportive typography, namely sans serif, because it gives the impression of being relaxed, informal, friendly, and approachable. The selection of solid shapes reflects the nature of the challenge and is intense. So that the new logo has an identity that is more reflective of a bakery. In addition, the logo is made simpler, cleaner, and minimalist to make the logo easy to remember and stand out in the eyes of the public.

Keywords: MSMEs, Bakery, Visual identity, Logo, Cake mommy

1. PREFACE

The COVID-19 pandemic in Indonesia was first detected on March 2, 2020. By April 9, the pandemic had spread to 34 provinces, with East Java, DKI Jakarta and South Sulawesi as the most exposed provinces. Efforts to prevent the spread were carried out and campaigned. There are at least two ways that are key to controlling the transmission and spread of COVID-19: maintaining distance and diligently washing hands with soap and multiplying portable sinks held independently by the community. The government finally implemented Large-Scale Social Restrictions (PSBB) and campaigned for Stay at home. The MSME sector was also severely affected. Data from the ministry of cooperatives explained that 1,785 cooperatives and 163,713 Micro, Small and Medium Enterprises (MSMEs) were affected by the coronavirus pandemic.

The MSME sector most affected is food and beverage. The Ministry of Cooperatives and MSMEs said that cooperatives engaged in services and production were also the most affected by the COVID-19 pandemic. MSME entrepreneurs feel the decline in sales, lack of capital, and hampered distribution. At least 39.9 percent of MSMEs decided to reduce the stock of goods during the large-scale social restrictions (PSBB) due to COVID-19. Meanwhile, 16.1 percent of MSMEs chose to reduce employees due to closed physical stores. The COVID-19 pandemic has seriously impacted the MSME sector. As mentioned in the Center for Agricultural Data and Information Systems, the average consumption of sweet bread reached 0.72%, and cakes were 17.78% from 2011 to 2015.

This makes bakery business opportunities more promising and makes the bakery business scale diverse domestically and abroad. The bakery business is not only from large-scale companies but

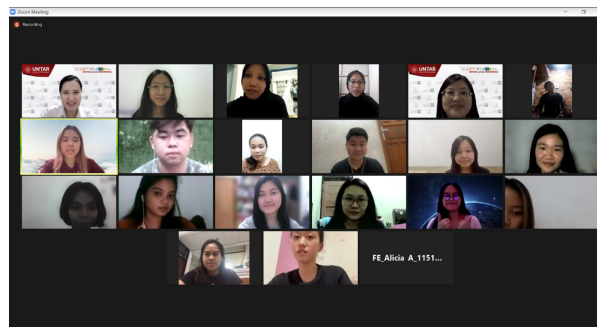
also from small-scale bread companies in our Home Industry. Maulana Wahyu Jumentara, a Bakery Sub-Sector of the Association of Food and Beverage Entrepreneurs or Gapmmi, said that the average growth of the bread and cake business in Indonesia reached 14% during the 2010-2014 period. While the projected growth of the bread and cake business in Indonesia for the 2014-2020 period reached 10% and has been ranked third as the staple food of the Indonesian people, so it can be said that the bakery industry in.

So business competition in the culinary field is also very tight, as was felt by one of the partners who became the place for PKM activities, namely the Cake Mommy brand. Wong and Merrilees argue that MSMEs have difficulty establishing their identity in the competitive business world due to limited capabilities. Madden et al. added that MSMEs need a strong trademark because they can provide more significant profits than other relevant benchmarks with relatively lower risk. Necessary before carrying out other marketing activities such as promotions and sales.

Based on the results of discussions with partners in image 1, it is known that one of Cake Mommy's weaknesses is the owner's lack of knowledge about the importance of a distinctive visual identity to form consumer loyalty. For this reason, this activity aims to understand the importance of visual identity in trademarks and business logo stickers so that partners can increase the selling value of the products produced.

Image 1.1

Discussion with Partners to Determine Problems

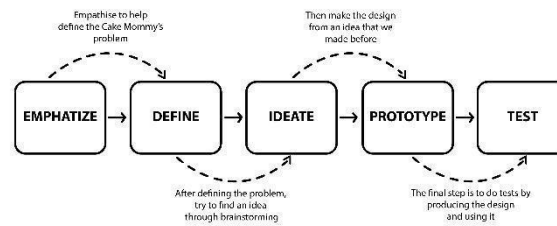


2. RESEARCH METHODS

The process of designing this logo uses the Design Thinking method which consists of 5 stages of design, namely as follows: (1) Empathize is the stage of doing in-depth information seeking and empathic understanding to clients, namely Cake Mommy, who has a relationship with the problem. (2) Define is the stage of doing the analysis and synthesis of the information that has been collected in the previous stage, namely, empathize. (3) Ideate is the stage of determining solutions to the problem statements that have been determined at the define stage, which is carried out by the author through ideation techniques, namely brainstorming, so that it will produce initial ideas and concepts, as well as several alternatives. (4) Prototype is the stage of making a visual form of design from concepts and ideas obtained in the previous stage to solve the problems determined in the next stage. Finally, (5) Test is the stage of testing ideas through interviews and prototypes to redefine one or more problems to improve solutions according to client needs.

Image 1.2

Based on Stages of Design Thinking Theory



3. RESULTS AND DISCUSSION

The following are the results and discussion based on the above method:

Empathize

Data collection in the design was carried out using the FDG (Focus Discussion Group) method, which obtained the following information: The business owner was Mrs Bebyvia, located in Jambi. It is a business engaged in the culinary field of wet cakes, such as market snacks at low prices. This business runs through word-of-mouth and not through digital promotion techniques, so the only significant income is from selling on the spot.

Define

Based on the results of follow-up interviews, the owner wants his business to develop and be better known by the public. Then based on the client's request, it was found that there was a problem with the absence of a visual identity and trademark, which made it difficult for Cake Mommy to place its products in the minds of the wider community.

Visual Identity

Definition

Landa writes that visual identity is an articulation in the form of visual and verbal in a brand that is poured on logos, letterheads, business cards, websites, and so on (p. 240).

Purpose

Landa explains that a visual identity aims to distinguish and build a position in the market with other companies. With a visual identity, producers and consumers can easily remember products and types of products based on the shape and colour of the visual identity display of a brand (p.241).

Function

The visual identity has benefits that are useful for both companies and consumers (p. 103), namely:

- Introducing identity and spreading company image
- Visual identity makes it easier for consumers to recognize products
- Differentiating from other companies in terms of character and uniqueness
- Disseminating a company through business cards, bags, stickers, websites, billboards and advertising media.

Element Design

Landa explains that in a two-dimensional design, there are essential elements to express in conveying a message. Among them are line, shape, figure and ground, color, and texture (p. 16).

Line

Landa explains that a line is a point that extends, thus forming a line. The line is formal because it has many roles in a design composition. A line can be straight, curved, or winding. When the line is used as the dominant element in a design, then the design is classified as linear (pp. 16 – 17).

Image 1.1

Graphic Design Solutions. Boston: Wadsworth



Source : *Landa R. 2011*

Typography

In the book "Typography in Graphic Design", Danton Sihombing suggests that typography is a visual representation of a form of verbal communication and is a valuable and essential visual property.

According to Rustan, typography is everything that involves letters and their arrangement. State typography is "*All disciplines related to letters*". The typeface is the use of letters that are arranged and made exclusively. Brand identity is essential for a designer to pay attention to typography. Typography is not just a part of the design, but typography is the design itself. Letters that have suitable criteria to accompany the brand that is being carried will affect one's perception of the brand. Good lettering involves two critical factors. Namely, as follows :

1. Readability is the level of ease in reading a text as a whole. Because readability talks about the whole, readability must be preceded by legibility.

2. Legibility is the level of ease for characters and letters to be recognized in the same group. Legibility talks about the typeface used, how it is used, and other factors.

Shape

Landa writes that shape is a contour that has a two-dimensional area. Shapes have various types: geometric, organic, rectilinear, curvilinear, irregular, accidental, and non-objective. Geometric shapes have straight edges, perfect curves, and measurable angles. Organic forms have a natural visual appearance because they are formed based on the natural surroundings. The rectilinear shape consists of straight lines and angles. The curvilinear shape is formed from the dominating curve on the side of the shape. Irregular shapes result from a specific process, such as dropping a drop of black ink on white paper. Non-objective forms are found from a process and do not describe a particular object (pp. 17-18).

Colour

According to Adams Color is a psychological message that can affect a person's emotional bond. What influences humans to respond to color comes from eye experiences stored in the brain's memory (pp. 50-51).

Brewster put forward the theory of color. Brewster grouped colors into four groups, namely primary colors, secondary colors, tertiary colors, and neutral colors. This color group Brewster represents via a color wheel defined as follows:

- a) Primary Colors: pure colors in color composition Cannot be formed from other paints.
- b) Secondary Color: It is a mixture of two primary colors.
- c) Tertiary Color: A mixture of one secondary and primary color.
- d) Neutral Color: The result of a mixture of primary colors with a ratio of 1:1:1.
- e) Complementary Colors: Red, blue, green, and orange are complementary colors because they have opposite positions on the color wheel.
- f) Monochromatic Color: Colors formed with values varying from color to color are called monochromatic. This is obtained by adding black or white.
- g) Analogous Colors: Colors close together on the color wheel and have slight chromatic differences are identified as analogous colors.
- h) Triadic colors: Colors made from colors equidistant from each other or located at the corners of an equilateral triangle rather than on the color wheel are identified as triadic colors.
- i) Quadratic colors: Colors created from colors located in the four corners of a square or rectangle rather than on the color wheel are identified as quadratic colors.

Ideate

At this stage, the author begins to brainstorm and design concepts based on the data collection results in the defined stage. After that, the next thing to do is to build a visual idea through a moodboard.

According to Technopedia, a moodboard is a combination or composition of images, visuals, and other objects often made for design or presentation purposes. Moodboards can help designers figure out how to create a unified style or theme for a design project.

The moodboard will explain things like:

1. What form will be taken as part of the visual identity?
2. What colors are chosen to reflect the visual identity?
3. What typography is suitable to reflect the personality of the business name?
4. What style of photography will reflect this visual identity?

The name Cake Mommy itself was chosen because it reflects the business owner, a housewife. Based on the research results, the authors found that a homemaker can actualize her role through multiple roles. So it can be said that a mother not only has a gentle but also challenging nature, where the author visualizes these traits into a tertiary color, namely yellow-brown. These tertiary colors have strong impression-giving properties, and the majority of these properties are elegant, expensive, exclusive, and others. Some products that use tertiary colors apply these colors to products that aim to attract consumers to buy these goods, even at high prices, such as rings, watches, necklaces, electronic devices, and others. In addition, the author chooses supportive typography, namely sans serif, because it gives the impression of being relaxed, informal, friendly, and approachable. With the selection of solid shapes to reflect tough and strong properties.

Image 1.3

Moodboard



Next step, based on a collection of moodboards, an idea of the desired design style is formed. In this case, the author was inspired by shapes related to bakeries, such as chef's hats and cakes, so that the new logo has an identity that is more reflective of a bakery. In addition, the logo is made simpler, cleaner, and minimalist to make the logo easy to remember and stand out in the eyes of the public.

Image 1.4

Sketch Logo



Here are some alternative logo designs that have been made along with their concepts:

Image 1.5

Alternative Logo 1



The detailed concept of this logo is:

- Typography using san serif writing with comic type gives a cute and friendly impression, as a cake shop, so that it attracts not only adult female buyers but also children who like to eat cake.
- There is a combination of cake decorations with typography to signify that Cake Mommy is engaged in the culinary field.

Image 1.6

Alternative Logo 2



The detailed concept of this logo is:

- Typography still uses san serif writing with decorative types to give a cute impression and give women characteristics through indentations.
- Merging typography with the shape of the cake in the middle signifies that Cake Mommy is engaged in the culinary field. In addition, it makes it easier for customers to remember the Cake Mommy logo and can be a differentiator with other competitors

Image 1.7*Alternative Logo 3*

The detailed concept of this logo is:

- The logo is designed with a logotype style because it wants to focus on introducing this business name.
- Typography uses sans serif writing to give a relaxed and friendly impression, but still elegant as a cake shop, making it comfortable for the dominant target market to be women.
- There is a combination of cake shapes and chef hats with typography to signify that Cake Mommy is engaged in the culinary field. Plus, the colors used are tertiary colors to give the impression of being elegant and expensive, thereby increasing this brand's value in the buyers' eyes.

Finally, one of the designs was chosen from the resulting sketch, namely the final design to be rearranged by taking into account the aesthetic considerations of a good appearance and then further developed in the digitization process with vector processing to perfect the shapes and details.

Prototype

After that, the logo is applied to one supporting media, the sticker. The application of this media is to help as a low-cost promotional medium. In addition, placing stickers on all Cake Mommy products will help give the product identity so that it is easy for buyers to remember.

Image 1.8*Mockup Sticker***Image1.9***Mockup Logo*

Tests

The last step is testing or testing by producing the final artwork. During this process, users will see how they interact with Cake Mommy's visual identity and its supporting media stickers when applied to their products. Then, if other problems arise, a redesign process will be carried out through the test results.

4. CONCLUSION AND RECOMMENDATIONS

The result of efforts to build a visual identity for MSME Cake Mommy and its application to supporting media is a solution to help the existing problems, namely the absence of visual identity and trademarks, making it difficult to place their products in the minds of the wider community. In the process of building a visual identity, several things must be considered. Such as selecting colours and visuals that need to be adjusted to the vision and mission of the business, then choosing the proper typography and reflecting the nature and personality but also not forgetting to pay attention to the level of legibility. The last is the selection of the appropriate form. The use of a simple type of logotype aims to be easy to remember and easy to apply to various media.

ACKNOWLEDGMENT

Thank you to those who have given me the opportunity to write this journal, and also thanks to the individual parties who cannot be mentioned one by one who have helped and encouraged us in writing this article.

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