

STRATEGY FOR RENEWING THE VISUAL IDENTITY OF THE “MAKARONI XY” BRAND PRODUCT PACKAGING

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ABSTRACT

The background of the renewal of the visual identity of the Makaroni XY brand begins from the brand which originally came from a family business, so that the visual identity produced at the time is modest and the packaging is also less informative, such as not including descriptions of product variants, flavors and levels of spiciness, making it difficult for consumers to distinguish products one with another. Therefore, the visual identity renewal aims to produce a visual identity that matches the brand's personality and also produces more informative packaging to make consumers feel comfortable with the packaging. The research was conducted based on books and scientific journals as well as collecting questionnaires about how people's opinions and views about Makaroni XY as well as conducting interviews with Makaroni XY, and from that created a design in the form of a visual identity that fits the brand personality and different packaging for each flavor variant. The hope to be achieved in the implementation of the creative idea is that the visual identity of the new Makaroni XY can more clearly reflect the brand's personality and also that the packaging produced from the design can not only make consumers more comfortable and easier to distinguish one packaging from another, also this packaging can also further increase the marketing of Makaroni XY in the future.

Keywords: Visual identity, packaging, brand

1. PREFACE

In daily activities, humans sometimes need some light food to accompany their relaxing atmosphere. Light food or are often referred to as snacks are something that is already familiar to the community. Almost all ages enjoy snacks, from sweet to salty. Snacks are foods that can temporarily relieve a person's hunger by providing a small supply of energy to the body. In addition, snacks are also usually eaten to enjoy the taste or just to taste it.

[1] Makaroni XY is a macaroni brand that is well known in Indonesia, precisely in Jakarta with 125 million followers and has already received a blue tick (verified) on Instagram. Makaroni XY was built by a man named Ali Muharam, to be precise on March 11 and is located around the corner from the Binus Anggrek Campus. Slowly consumers began to come and try, from word of mouth finally the consumers began to take interest in it.

The growth of #Maheaddicts, the name given for Makaroni XY's consumers, Makaroni XY then develop other variants besides makaroni which are delicious and also addictive, such as bihun krenyes, cimol, makaroni mix, mie kriuk, mie lidi, otak-otak, and usus goreng. Until now Makaroni XY already had 32 outlets in Indonesia.

It is necessary to update the visual identity and packaging of the Makaroni XY brand because for a well-known brand in Indonesia, the development of the Makaroni XY brand snack product life cycle is growing rapidly in the city of Jakarta to other big cities in Indonesia. The rapid development of these snack products did not go hand in hand with the appearance of the visual identity of the Makaroni XY brand which still prioritizes simple visual and packaging. [2]

Supported by an understanding of product linkages with design elements, namely design becomes an indicator in the attributes of a product (Kotler & Lane 2006).

With the visual appearance of snack product packaging that is still very simple, in the end it was decided to make an effort to renew the visual identity display and packaging on Makaroni XY brand snack products. This Visual Identity Update is an effort to produce a process of developing design-thinking creative ideas.

2. RESEARCH METHOD

In further explanation, it is necessary to distinguish between the subject and object of research so that the explanation can be clear. The subject of the research is the snack product of Makaroni XY brand, while the object of the research is the visualization of the original appearance of the visual identity and the packaging of the Makaroni XY brand.

[3] According to The Package Design Book from Steven D Puis and John Silva (2011), 5 stages of the design process carried out are as follows:

Figure 1
Design Method



a. Identification of Problems

This stage begins with analyzing in detail the problems that exist in visual identity and packaging, and also determines the goals and targets of the design to be carried out.

b. Creative Process

This stage starts from the process of searching and exploring ideas (brainstorming), mind mapping and determining keywords to visualize into logo and also a description of the packaging design that will be made.

c. Production Process

At this stage, the design already done further to various alternative design sketches, colors, layouts, and appropriate communication delivery methods.

d. Revision Process

[4] This stage is a process of improvement, both changes, additions and subtractions of alternatives and variations of the concept being worked on.

e. Execution / Final Process

This stage is the last stage of the design, where The Final Artwork has been prepared properly and in accordance with the purpose of this design.

First, the data collection has been carried out through observation, where collecting data about Makaroni XY and its competitors, as well as the advantages and disadvantages of product packaging that have been sold in the market to be taken into consideration for making new Makaroni XY packaging which is more informative and attracts more attention than the old

packaging. Second, through interviews with the branding team from Makaroni XY to obtain data from the previous visual identity and packaging design that will be used as a guide to design the new visual identity and packaging. Third, through a questionnaire distributed via google form in order to find out the opinions and experiences of consumers about The Makaroni XY packaging. Fourth, through a literature study carried out with the aim of obtaining information related to the design through e-books, journals, and online newspaper.

3. RESULTS AND DISCUSSION

In the renewal of the visual identity and packaging of The Makaroni XY brand, the target audience is young people from the millennial generation with range age 18-25 years. [5] Visual identity is very important for a brand, especially as time goes by, technology is getting more sophisticated and design developments from time to time are also getting faster. Apart from visual identity, packaging is no less important, especially for brands operating in the food sector.

[6] According to experts, apart from being a container to protect the product, the packaging also functions as a marketing tool, builds brand identity and also increases sales. [7,8] The model and form of packaging is also one of the weapons for producers to grab the attention of consumers from the uniqueness or form of packaging that must be able to “persuade” consumers.

The author also conducted interviews with the Makaroni XY branding team, Mr. Galih Wicaksono as the branding standardization manager, and gathered internal facts about Makaroni XY. In addition to interviews, the author also distributed questionnaires to the target audience to collect the target audience’s views on the current packaging of Makaroni XY.

Table 1
Target Audience’s Opinion about the Current Packaging of Makaroni XY

Indicator	Respondents (%)
Makaroni XY’s packing classified as a standard packaging	54.5%
Makaroni XY’s packaging classified as a packaging that is too average	29.1%
Makaroni XY’s packaging need to be updated.	83.6%

The author uses SWOT analysis as the analytical approach to get a profile picture of The Makaroni XY product brand.

The following are the results of the SWOT analysis:

Strength

(a) A snack that is familiar and is liked by wide community, especially among teenagers to adults; (b) having many variants of types, flavors and levels of spiciness that make you addicted; (c) affordable prices; and (d) brand name that is unique and attracts people’s attraction.

Weaknesses

(a) Unpreparedness of visual identity, especially logos; (b) the packaging design is too standard and monotonous (the use of red is too dominant); (c) information such as product type, taste and level of spiciness are not listed on the packaging; (d) the packaging is not environmentally friendly because it stills uses plastic, and the plastic is not thick so it is easy to tear; (e) the packaging is not airtight; and (f) the product does not use preservatives, so it does not last long.

Opportunity

The fans / consumers of snacks in Indonesia are increasing from time to time and macaroni is a favorite food of Indonesian people.

Threats

Competitors or brand competitors who sell similar products in the market.

The creative strategy applied is the right-brain strategy because consumers will distinguish packaging based on color, pattern on the packaging and mascot expression on the packaging which is an emotional, imaginative approach and color and image visualization that will be seen by consumers directly. [9] A visual identity that will also be seen directly by the target audience which makes the target audience imagine a logo that reflects the brand, in accordance with Cenadi (2000) opinions that the appearance of a package must have an appeal to be successful, namely visual and appeal and practical appeal.

[10,11] The creative process begins with making a mood board that will be used in the redesign. After that, we proceed to the making of a mind map where we get keywords that describe Makaroni XY. From the keywords, a visual identity sketch is made, starting from a rough sketch, color selection, and appropriate typography.

The logo design which is inspired by the macaroni itself and indirectly also describes the brand name of Makaroni XY brand, which is friendly, where they continuously provide the best service and always listen to input and suggestions from the target audience to continue to grow.

[12,13] The packaging design that uses various colors is to distinguish one variant from another, where in each variant there is a mascot with different expression. Each product variant packaging has a different packaging design, with a pattern that follows the variant of the Makaroni XY product. The red taste with white writing, simple but clear and informative makes it easier for the target audience to recognize the taste of the product they ordered. The level of spiciness is on the back of the package, which makes it easier for the target audience to identify the product. It can be concluded that the visual identity of Makaroni XY is made so that the target audience can better recognize the brand's personality from the visual identity created, and the packaging is made more informative so that the target audience feels comfortable and has no difficulty distinguishing one product from another, especially when they buy the same product, but the flavor and level of spiciness is different.

- a. Brand Name : Makaroni XY
- b. Tagline : Nagihnya Ngehe!
- c. Keywords : Lucu, Semangat, Unik

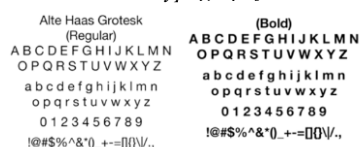
Typography that is used on logo is Fredoka One, while the one that is used on other media application is Alte Haas Grotesk.

Commented [1]: Cara sensor ini gimana yaa, kak? Tetep "Ngehe" aja atau ganti XY?

Commented [2R1]: aku coba pikirin dulu ya


Figure 2


Makaroni XY's Typography



Color Scheme


[14] In the logo, the use of color consists of 2 colors, red and orange. These two colors are the main colors in the entire color scheme.

 C : 13% M : 100% Y : 98% K : 3%
R : 205 G : 32 B : 40
#CD2028


 C : 5% M : 172% Y : 100% K : 0%
R : 230 G : 105 B : 37
#E66925

On the packaging, there are 11 different colors that are used to distinguish one package from another.


Bihun Kriuk

 C : 11% M : 61% Y : 54% K : 0%
R : 219 G : 125 B : 110
#DB7D6E


Cimol

 C : 32% M : 76% Y : 63% K : 21%
R : 147 G : 75 B : 75
#934B4B


Makaroni Basah

 C : 4% M : 2% Y : 63% K : 0%
R : 248 G : 235 B : 126
#F8EB7E


Makaroni Kering

 C : 18% M : 49% Y : 63% K : 1%
R : 205 G : 139 B : 103
#CD8B67

Makaroni Mix (Basah + Kering)

 C : 71% M : 40% Y : 20% K : 1%
R : 84 G : 134 B : 170
#5486AA

Makaroni Mix (Basah + Bihun)

 C : 82% M : 69% Y : 20% K : 3%
R : 72 G : 91 B : 143
#5486AA

Makaroni Mix (Kering + Bihun)



C : 72% M : 85% Y : 11% K : 1%
R : 102 G : 72 B : 142
#66488E

Mie Kriuk



C : 26% M : 75% Y : 60% K : 10%
R : 175 G : 89 B : 88
#AF5958

Mie Lidi



C : 24% M : 73% Y : 60% K : 8%
R : 181 G : 94 B : 91
#B55E5B

Otak–Otak



C : 76% M : 22% Y : 94% K : 7%
R : 70 G : 142 B : 72
#468E48

Usus Goreng



C : 43% M : 65% Y : 74% K : 39%
R : 107 G : 72 B : 55

[15] Graphic Standard Manual or often referred to as The Brand Guideline is a manual for standardizing the visual identity of Makaroni XY which was created to maintain the consistency of The Makaroni XY brand. This Graphic Standard Manual contains the company’s background, logo, rules how to use the logo on its media application in the media.

Figure 3

Graphic Standard Manual



The Makaroni XY’s packaging is divided to 11 colors with different flavor and mascot expression for each packaging.

Figure 4

Bihun Kriuk



Figure 5

Cimol



Figure 6

Makaroni Basah



Figure 7

Makaroni Kering



Figure 8

Makaroni Mix (Basah + Kering)



Figure 9

Makaroni Mix (Basah + Bihun)



Figure 10

Makaroni Mix (Bihun + Kering)



Figure 11

Mi iuk



Figure 12

Mie Lidi



Figure 13

Otak-Otak



Figure 14

Usus Goreng



The Flavor Stickers have a function as a differentiator from one another. The design is round with white typography and a red background. The Flavor Sticker is affixed to the part that has been provided on the packaging.

Figure 15

Flavor Sticker



Paper Bag is used as a media for takeaway orders.

Figure 16

Paper Bag



Signage + Outlet

Signage Makaroni XY is design from the logo of Makaroni XY and the 3D Outlet.

Figure 17
Signage + Outlet



Employee's Outfit

Employee's outfit is used for the staff of Makaroni XY.

Figure 18
Employee's Outfit



Menu Makaroni XY is made for outlet Makaroni XY to make consumers easy to order when dine-in.

Figure 19
Menu



Paper Cup is used for drinks.

Figure 20
Paper Cup



Stationary and Stamp is used when there is a formal agreement or collaboration between The Makaroni XY brand and other parties.

Figure 21
Stationary + Stamp



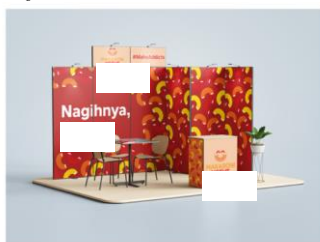
Makaroni XY's hampers can be send to family or friends for birthday event or other big events.

Figure 22
Hampers (Box + Card)



Bazaar Stand can be used when there's event or festival.

Figure 23
Bazaar Stand



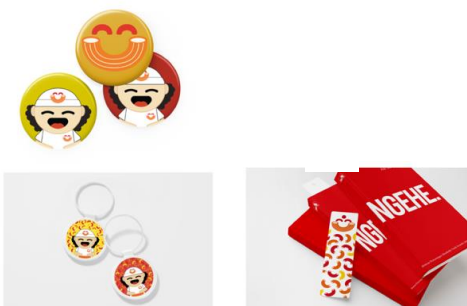
Makaroni XY's mascot is a boy who is very cheerful and like to smile, and as a face of Makaroni XY brand.

Figure 24
Makaroni XY's Mascot



Makaroni XY's souvenir consists of bookmark, keychain and pin.

Figure 25
Souvenir



Animated GIF

Animated GIF of Makaroni XY brand is the mascot itself that is made and can be used at social media as Instagram, Line, Whatsapp, and so on.

Figure 26
Animated GIF



4. CONCLUSIONS AND RECOMMENDATIONS

The conclusion of this renewal is that there are still many brands that are not ready with a visual identity, especially packaging. Apart from being a differentiator from others, visual identity also

functions as the face of a brand and also so that the target audience can also trust a brand. Packaging also plays an important role in a brand, especially in the marketing section. Packaging can also make the target audience interest in buying a product. Therefore, producers are competing to make packaging that is unique and different from the others.

Is that the resulting visual identity and new packaging can further assist the development of the brand in the future, so that in addition to making consumers feel more comfortable with packaging, the new packaging design can also help increase consumer sales and buying interest, and consumers can be clearer understood what The Makaroni XY brand wants to convey.

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