

Visual Identity and Promotion Media of Small and Medium Enterprises

Didit Widiatmoko Soewardikoen¹ and Bijaksana Prabawa²

^{1,2} Visual Communication Design, School of Creative Industries, Telkom University, Bandung, Indonesia

¹widiatmokodw@gmail.com, ²bijaksanaprabawa@gmail.com

ABSTRACT

Unlike employees in large companies or government employees who receive a fixed salary, then the perpetrators of Small and Medium Enterprises should strive to earn income. Many things to be faced, ranging from capital, production, branding, marketing competition that makes entrepreneurs Small and Medium Enterprises should always think and make strategies to deal with it. The determination of the brand becomes a problem related to the visual identity of Small and Medium Enterprises. The purpose of this study was to determine the patterns of visual identity and promotion used in SMEs. Using the phenomenological approach by collecting data through interviews, recording visual data and observation, and data analysis using comparison matrix and scoring matrix got the pattern of brand and promotion strategy of small and medium enterprises in Bandung regency. There are brands that come from the name of the entrepreneurs, an abbreviation associated with local culture, then some are already using modern ideas. While most promotions still use word of mouth and some use social media. The benefits of this research are as a basis for making design and promotion strategies for small and medium enterprises, in order to have a valuable brand, to be more successful in marketing.

Keywords: *small and medium enterprises, visual identity, promotion strategy,*

1. INTRODUCTION

Small Medium Enterprise (SME) into employment that can absorb unskilled labor in the formal industry, and become a significant economic drivers especially in times of economic crisis, the development policy in the SME sector is really needed to promote balanced sustainable economic growth and inclusive. The problem that SME often raised is marketing. More specifically from these marketing issues related to the field of Visual Communication Design, namely the problem of visual identity and sales promotion issues. Bandung Regency is an area that has hundreds of SME. Number of small and medium business actors in Bandung regency in workshop "Introduction of Intellectual Property for Cooperatives and SME in cooperation with Department of Cooperatives, SME, Industry and Trade (*Diskoprindag*)" which was held at Telkom University, obtained data of 102 SME. The number of SME perpetrators has a consequence of increasingly fierce competition.

Differentiation and value creation certainly required every business to succeed. There are many ways to win the competition one of them by applying the right visual identity and promotion strategy. For that research question is how the pattern of visual identity and media campaign used small and medium business in Bandung regency. In addition to the marketing mix which consists of product, price, place and promotion, other factors that are considered are Positioning-Differentiation-Brand or "PDB" triangle by Kartajaya[1], in this case brand is any name, term, sign, symbol, design or combination of all the goods and services of a sale or group of sellers and to distinguish them from competitor's products or services. Brand is a marker of a product or service consisting of verbal elements (name, tagline, jingle) or Visual element (logo, mascot, packaging) that distinguishes a product or service with its competitors.[2]. Logo as a representation of many different elements and incorporate them into a complete system. Design plays an important role in creating and building a brand, expressing emotion, something that our senses can feel, it is the most important thing for the target audience [3]. Promotions, aiming to sell new products, improve sales levels due to the number of competitors, improve the image of the product, the formation of a new positioning in the minds of consumers, and so forth. [4]

2. METHOD

The sample was chosen based on the criteria of SME, located in Bandung regency area, in cooperation with LPPM Telkom University, in IPH - SME workshop held in January 2017 at Telkom University, *Bangkit* building. Selected about 16 SME from various districts in Bandung Regency area. Observation and recording of selected visual samples according to the criteria, i.e SME products. Strength of interview method is the excavation of thought, concept and personal experience of the establishment or views of the individual interviewed. Trying to get a verbal explanation or stance from the speakers, with a conversation and face to face [5]. In-depth interviews were conducted to resource persons, i.e SME actors, SME product users. Matrix analysis to compare and analyze observation result, interview result and opinion about SME product in Bandung Regency. Visual objects when aligned and graded using a common yardstick will show the difference, so it can bring up gradations such as comparing poster will show the difference of image style and genre [6].

3. RESULT AND DISCUSSION

Through observation on some design information got the conclusion of inconsistency in logos and the visual styles of media information. Interviews to 30 consumers of products, it was concluded that 86.7% of respondents thought the logo did not have a characteristic and as much as 46.7% assess the concept and design of visual identity and promotion is not unique.

3.1 Company Name and Initial Reason for The Business

The results of observations and interviews to 16 SMEs in Bandung regency engaged in fashion, accessories and culinary, as follows: Naratas, is a SME that sells products typical Sundanese *iket* head products that market their products especially in West Java. The name Naratas is an acronym of "*napak tilas*". The concept of the establishment of this business from the phenomenon of school obligations in West Java. The problem faced by this SME is the promotion strategy, that is how the

available funds can make effective and sustainable promotion. Alienk, established originally in 2015, manufactures a strap bag that is a bag of knotted straps based on a *macrame* model, which is the art of craft that utilizes string and yarn to create a wide range of accessories and products. The problem faced by SME is that it does not have a visual identity and promotion. Codent, is a hat-producing business has been established since 1994, it has been producing kinds of hats such as Trucker, Snapback and Polo Cap.

The problem faced by SME is that it does not have a visual and promotional identity, that is how the available funds can carry out effective and sustainable promotion. Kugabe, is a business engaged in the field of fashion, specifically painting T shirt, introduce the Sundanese culture in the form of T-shirts and shirts, and the desire to expand the sales market from the district level to the national level. The problem faced by SME is the need for visual identity, and promotion strategy. Amella Hijab, is a business engaged in the field of Fashion Muslim fashion products *syar'i*. Amella's name is short for "I'm Ella", who has been working on her connection since 2013. Amella Hijab has 11 resellers spread across Indonesia and has several consumers from Singapore. The problem faced by this SME is that it does not have a visual identity and promotion. Gray is a brand for teen to adult jackets, while Gupu is a jackets brand for children. The advantages of this brand are the precision of the stitches, and the material chosen. RY Craft is a SME in craft accessories of stone and wire, which was founded in 2010 by Mr. Wahyudi and his wife, Mrs. Reni, the name RY comes from the abbreviations Reni and Yudi. The business of making pin and brooch of wire and decorative stone crafts, then the product developed into several types such as necklaces, bracelets, brooches, with wire material. Holly Chopper, is a business in the accessories of motorcycle riders. The business is formed in 2016. Currently, Holly Chopper produces teak wooden rings with many shapes, such as skull, mario bros face, rabbit, pirates, etc. Online Promotion, just use Instagram by displaying product display through photo and video. Offline Promotion, occasional exhibition.

The problems faced by SME are the redesign of visual identity, and the promotion strategy, that is how the available funds can carry out effective and sustainable promotion. Aiko Closet, producing dolls beginning in 2012, the name Aiko comes from the name of the child of the business owner. This SME do not have a store, still at home for production, for sales to open online store in social media and entrust goods to gift shops or giftshop. Products are entrusted and sold in a variety of gift shops or giftshop and sometimes follow the exhibition. The problems faced by SME are the redesign of visual identity, and the promotion strategy, that is how the available funds can carry out effective and sustainable promotion. SME Gumiwang, Beginning in 2012, initially made Cassava Chips, then in 2013 to make Kerupuk and fried peanuts are named Gumiwang. Featured products are Nuts with spices flavor. Problems faced is the lack of human resources to make fired nuts and also the absence of media campaigns such as brochures, banners and other print media. Daffa Yoghurt, this business started in June 2012, the name of Daffa yogurt is taken from the name of the owner's son. Yogurt products with flavours of lychee, soursop, strawberry, orange, blueberry, grape, mango, durian, vanilla blue, mocca & greentea varieties of 210 ml, 500ml, 1000 ml and stick ice.

Daffa yoghurt plans to improve the quality of production equipment as well as the target market of reaching the market share for the diet, using low fat (lowfat) and low sugar products. The problem faced by SME is how the available funds can make effective and sustainable promotion. Juwita Bandung, in 2010 the marketing of *Otakotak* Bandung started to be developed into Retail Market of Yogya and Griya stores, after which made *Pepes Bandung*, *Bandeng Tulang Lunak* and *Rolade Bandung*, these products entering 12 branches Griya and Yogya stores in Bandung, Subang and

Yomart Center. In 2012 the name JUWITA is added to JUWITA FOOD with an increasingly diverse product and continuously developed its marketing and product diversification. And it is expected to be a superior product typical of Bandung and West Java, in general. The problems faced by SME are the redesign of visual identity, and the promotion strategy, that is how the available funds can carry out effective and sustainable promotion. Mones Chocolate, is a SME that produces chocolate.

The beginning of the name Mones derived from the word *Kemonesan* which means craft, but this word are too long then taken the word *mones* only and be Mones Chocolate. Beginning marketing through online and entrusted the school canteen-cafeteria. Currently Mones chocolate already has a halal certificate from MUI West Java, has been asked to put its products into large supermarkets, but not executed yet because of the production costs are still minimal. Marketing is done by participating the food product exhibition. The problem faced by this SME is that it does not have a visual identity and promotion that is how the available funds can make effective and sustainable promotion. Giandra Kitchen, was established in September 2015. The name of Giandra Kitchen from the combined name of the owner namely Anggia and Andra.

Initially almond crispy business is just trial and error, but eventually more and more are ordering and eventually become as a business that produces. Currently Giandra Kitchen has 4 variant flavors namely cheese, oreo, chocolate and greentea. Giandra Kitchen intends to have her own shop. The problems faced by this SME are the redesign of visual identity, and the promotion strategy, that is how the available funds can carry out effective and sustainable promotion. Aryanti Cake is a SME that sells snacks and cakes. The owner is Ibu Sri Aryanti on who started the business in 2011. Kind of products sold by Aryanti Cake itself ranging from Banana Bolen, Cake, *Sus*, *risoles*, *lemper*, *pukis*. This business plans to increase sales through social media in the form of product photos, video process and some photos of its testimonials from consumers. Currently Sri Aryanti's can meet the turnover of 200,000/order within a day. Standardized logos and their applicability are required. Kedai Lezit, a typical Sundanese restaurant, its flagship dish is *nasi liwet*. The owner want to make a lezit shop into a tavern that is popular with many people, and has branches of shops in various areas. The problems faced by SME are the redesign of visual identity, and the promotion strategy, that is how the available funds can carry out effective and sustainable promotion.



Figure 1. SME visual identities in Bandung regency
(Source: 2018 Telkom University Basic and Applied Research Report)

3.2 Comparative Analysis and Assessment.

Comparative analysis and assessment to find out the problems faced by SMEs related to the marketing activities of their products, namely about visual identity and media promotion, with this process the quantity of problems encountered will be known so that visual design and media can be designed accordingly. Result of the 16 SMEs, 15 SME had promotion media problems, 9 SMEs had visual identity problems. Some SMEs have created visual identities that are deemed to have met the requirements, but almost all SMEs have problems using promotional media. From 16 SME, 6 got score 3, 4 got score 2, 3 got score 1, and 3 got score 0 or not yet have visual identity. Judging from the visual identity requirements, 6 SMEs have fulfilled the visual identity requirements while 10 others have not.

Table 1. Marketing Media of SME's Bandung Regency.

Name of SME	Word of Mouth (wom)	E wom	Exhibition	Kiosk Display	Marketing Media
Dies Naratas	V	V	V		3
Alienk Craft	V	V		V	3
Codent	V				1
RY Craft	V		V	V	3
Kacang Gumiwang	V				1
Jaket GREY GUPU	V	V			2
Daffyoghurt	V	V			2

Juwita	V	V	V	V	4
Mones Chocolate	V	V	V		3
Aiko's Closet	V	V	V		3
Giandra Kitchen	V	V			2
Amella Hijab	V	V		V	3
Aryanti Cake	V		V		2
Kedai Lezit	V	V		V	3
Holly Chopper	V	V	V	V	4
KUG4BE	V	V	V		3

Of the 16 SMEs, 2 had scores 4, have used appropriate media for marketing SME, 8 SMEs had scores of 3, and 4 SMEs had scores of 2, and 2 SME had score 1. All SMEs carry out promotional activities starting from word of mouth, but there are SMEs who have passed the promotion through all the recommended media.

3.3 Discussion

From the analysis using theories with visual identity criteria and media promotion, all SMEs have marketing problems both visual identity and promotion media. Analysis with criteria Simple, Memorable, Original, Legible, Associate theory, more than 50% of SMEs have problems in visual identity. From the analysis using the promotion of Word of Mouth (WOM), E WOM, Exhibition, Kiosk Display, most of them still do not use the maximum promotional media suitable for SMEs. Most of the SMEs usually start from home industries that produce goods in accordance with the prevailing trends, although there are those who run their businesses inherited from generation to generation. Even producing requires a great effort, not to mention marketing in order to get a profit. In the marketing process there are issues of visual identity, persuasion content and promotional media. The purpose of this study is to mapping the patterns of visual identity and promotional media used by SMEs. Then with the knowledge of these problems, it can be designed for visual identity and promotional media in accordance with the business volume of SMEs. Most still do not have adequate visual identity, although there are two SMEs that use a good logo. Almost all SMEs face marketing problems, especially promotion issues.

4. CONCLUSION

Almost all SMEs said that promotion media problems, except for one that has implemented integrated promotional media. Although promotion of SME there are already using all the appropriate media for SME but most still rely on word of mouth and some are already using social media. This is also related to the triangle of PDB, where the positioning and differentiation carried out have not provided the product value for the customer, in similar products competition is difficult to avoid, because production technology is easily imitated. And all SMEs have not used social media optimally. The visual identity of SME. Naming, mostly using the combined name of the business owner or the name of the child of the business owner. Some SMEs use abbreviations of local languages. Visual identity, all SMEs still do not have a maximum score, but already have a desire for distinctivity. How to sell some SME still entrust their products to the stores, so that the visual

identity of producers still use the identity of the store who became the distributor of its products. By looking at patterns like this then required the involvement of design especially design for visual identity and design for media campaign.

REFERENCES

- [1] Kartajaya, H., Yuswihadi, Mussry, J., Taufik. *Positioning – Diferensiasi – Brand*, Jakarta, PT Gramedia Pustaka Utama, 2004
- [2] Balmer, J. M. T. (2001). *Corporate identity, corporate branding and corporate marketing - Seeing through the fog*. European Journal of Marketing. <https://doi.org/10.1108/03090560110694763>
- [3] Ramadani, S., & Soewardikoen, D. W. (2017). *Identitas Visual dan Media Promosi Wisata Edukasi Jendela Alam*. Desain Komunikasi Visual, Manajemen Desain Dan Periklanan (Demandia). <https://doi.org/10.25124/demandia.v2i01.767>
- [4] D. W. Soewardikoen, *Visualisasi Iklan Indonesia Era 1950-1957 Edisi 2*, 1st ed. Yogyakarta: Calpulis, 2015.
- [5] D. W. Soewardikoen, *Metodologi Penelitian Visual dari Seminar ke Tugas Akhir*. Bandung: Dinamika Komunika, 2013.
- [6] Sa'ban, Z., & Soewardikoen, D. W. (2018). *Visual Design Using Elements of Walikan Malang Language*. <https://doi.org/10.2991/bcm-17.2018.36>
- [7] Rezaldi, M. Y., & Soewardikoen, D. W. (2016). Tsunami hazard signage at beach tourism area in Indonesia. *Heritage, Culture and Society: Research Agenda and Best Practices in the Hospitality and Tourism Industry - Proceedings of the 3rd International Hospitality and Tourism Conference, IHTC 2016 and 2nd International Seminar on Tourism, ISOT 2016*. <https://doi.org/10.1201/9781315386980-77>
- [8] Septiningtyas, A., & Soewardikoen, D. W. (2018). *Perancangan Identitas Visual Dan Promosi Sasirangan Banjarbaru*. Desain Komunikasi Visual, Manajemen Desain Dan Periklanan (Demandia). <https://doi.org/10.25124/demandia.v3i1.1204>
- [9] Setyawan, A. B., & Soewardikoen, D. W. (2018). *Dolalak in Branding Activities of Purworejo Regency, Central Java*. <https://doi.org/10.2991/bcm-17.2018.38>
- [10] Suwardikun, D. W. (2009). *Persuasi Melalui Ilustrasi dalam Iklan Cetak*. *ITB Journal of Visual Art and Design*. <https://doi.org/10.5614/itbj.vad.2009.3.2.3>
- [11] Suwardikun, D. W. (2017). *Wajah Indo dalam Iklan Tahun 1950an*. *Panggung*. <https://doi.org/10.26742/panggung.v26i2.171>
- [12] Tohir, M., & Soewardikoen, D. W. (2018). *Visual Identity and Packaging of Dairy Products From Small and Medium Enterprises*. <https://doi.org/10.2991/bcm-17.2018.73>
- [13] Wedel, M., & Pieters, R. (2012). *Visual marketing: From attention to action*. In *Visual Marketing: From Attention to Action*. <https://doi.org/10.4324/9780203809617>
- [14] Yusantiar, R., & Soewardikoen, D. W. (2018). *Perancangan Identitas Visual untuk Promosi Pariwisata Kabupaten Rembang*. *ANDHARUPA: Jurnal Desain Komunikasi Visual & Multimedia*. <https://doi.org/10.33633/andharupa.v4i02.1626>
- [15] Soewardikoen, D. W., "Penjenamaan Identiti Kraftangan Buluh Selaawi," *IJCFH, Int. J. Creat. Futur. Herit.*, vol. 7, no. 1, pp. 1–10, 2019.
- [16] Ambrose, G., & Harris, P. (2010). *Design Thinking* (08). In *Basics Design*. AVA Book Production Pte. Ltd., Singapore
- [17] Best, K. (2006). *Design Management. Managing Design Strategy, Process and Implementation*. In *Management*. AVA Publishing SA, Rue des Fontenailles 16, Case Postale, 1000 Lausanne 6, Switzerland.
- [18] Moultrie, J., Clarkson, P. J., & Probert, D. (2007). *Development of a design audit tool for SMEs*. *Journal of Product Innovation Management*. <https://doi.org/10.1111/j.1540-5885.2007.00255.x>