

VISUAL BASED BRAND STRENGTHENING FOR CRICKET PROCESSED FOOD PRODUCTS IN ELOK MEKARSARI UMKM SURABAYA

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Abstract

The rapid development of information technology in the last decade has been very influential on various life aspects in the world including in Indonesia. It can be seen especially in companies that have access to large data processing, because data processing is no longer possible done manually. For this reason, an employee information system is created to facilitate the performance of PT Exedy Prima Indonesia. By using an information system, it is possible to automate work and service functions to achieve good service as needed, including automation in handling personnel system, especially at PT Exedy Prima Indonesia. In the end, an information system is created which is easier, more attractive, interactive and faster than desktop-based information systems.

Keywords: staffing, PHP, MySQL, Systems, Information.

1. Introduction

Food and beverage business sector is one of the everlasting business that will never die. As long as humans are still alive, they will definitely need to eat and drink (Hastuti, 2012). This underlies Mrs. Made to start a food and beverage business. However, Bu Made's business, which was under the authority of UMKM *Elok Mekar Sari* Surabaya, experienced difficulties in terms of business competition among competitors. It happens especially in product promotion and tricks in building consumer trust toward Mrs. Made products, especially *peyek jangkrik* (cricket crackers) and crispy crickets.

One of the solutions to overcome these obstacles is to use a Branding strategy. This strategy focuses on strengthening the product brand or even the company. In strengthening the brand, it is also necessary to describe a product in the form of visual design. These visual designs include brand names, logos, words, or things that can attract consumers. In addition, the visual design of the brand must also be in accordance with the brand identity and brand image of the product and company.

This also underlies the concept that a visual brand design must follow the principles and rules of design so that the results are good and effective. There are at least 5 basic rules that can be used as references in making designs; concept, communicative, simplicity, color, and font.

Based on the description above, the author conducts research and designs and makes designs for strengthening food product brands especially *peyek jangkrik* (cricket crackers) and crispy crickets in Surabaya with the title "VISUAL BASED BRAND STRENGTHENING FOR CRICKET PROCESSED

FOOD PRODUCTS IN *ELOK MEKARSARI* UMKM SURABAYA".

2. Background of the Study

2.1 Research and Development Method

According to Sugiyono (2015: 407), Research and Development method is a research method used to produce a particular product, and test the effectiveness of the product. This research method is longitudinal or long term.

2.2 Brand

A. Brand

According to Keller (2013); Kotler and Armstrong (2012: 231); Kotler and Keller (: 241), a brand is a name, term, sign, symbol, or design, or a combination of several things, which is intended to identify an item or service from a seller or group of sellers and distinguish them from other competitors.

According to Ratner (2010), the brand is not only in the form of logos or products, it is simply an idea or their perception.

According to Wheeler (2009), a brand is a person's thinking about a product, service, or company. It can be concluded that the brand is a person's perception or thought about a name, term, sign, symbol, or design, or a combination of several things from a product, service, or company.

B. Brand Strengthening Strategy

Kotler and Armstrong (2012: 244) show that there are four main factors in choosing branding strategy, including:

- 1) *Brand Positioning*
- 2) *Brand Name Selection*

- 3) *Brand Sponsorship*
- 4) *Brand Development*

2.3 Graphic Design

A. Definition of Graphic Design

According to Samara (2007), graphic designers are people who have ideas and convey them visually to others so that they can understand what the designer wants to convey. Graphic design itself can be interpreted as one of the media in conveying visually.

B. Design Elements

The design consists of several elements that communicate with each other and give a message to the audience. There are several basic elements in a design as follows:

- 1) Line
- 2) Shape (in 2 Dimensions)
- 3) Form (in 3 Dimensions)
- 4) Texture
- 5) Color
- 6) Typography

C. Design Principles

Graphic design has several basic principles which are useful to make it easier for the audience to understand information and make the design layout more beautiful and interesting to see. The design principles include:

- 1) *Contrast*
- 2) *Repetition*
- 3) *Alignment*
- 4) *Proximity*

D. Design Rules

Before making a graphic design, of course there are rules that should be noted first. It aims to make the message delivered beautifully and of course easy to understand by the audience. According to Samara (2007), there are at least 20 rules including color selection and communicative.

3. Discussion

3.1 Designing

A. Research and Development Method

The flow used in the research and development method based on procedures from Sugiyono (2015) with adjustments can be seen in the picture below:



Picture 3.1 Research and Development flow in Making Visual Brand

B. Data Collection

This data was obtained by the author based on direct interviews with the owners and observations toward businesses and products profile, goals, and target markets of UMKM Elok Mekar Sari, as well as supporting documents related to the process of making a visual brand design. The results obtained by the author based on the data that has been obtained as follows:

- 1) Observations and interviews of business owner.
- 2) Cricket benefits
- 3) Assumption about the product.

3.2 Implementation

A. Design Concept

By considering cricket processed food products, target consumers and also vision and mission of UMKM *Elok Mekar Sari*, the brand name and design concepts used in *peyek jangkrik* (cricket crackers) and crispy cricket are as follows:

1) sName Selection

The most suitable brand name for the product *peyek jangkrik* (cricket crackers) and crispy crickets are "Jajan Krikz ". This is reasonable because:

- The name of the "Jajan Krikz" is derived from the word Jajan which is a representation of the term *jajan* (snack) in Surabaya and its surroundings so that consumers can understand the origin of the product. While the word *Krikz* comes from the four words behind the *Jangkrik* (cricket in Javanese language) and is set by adding the letter Z so that there is an unusual and unique impression.
- "Jajan Krikz" is a unique name and it still has the opportunity to be patented.

2) Design Concept

The visual design of the brand carries the concept of healthy foods with high nutrition and cheerful and energetic touches. This is related to the cricket meat which contains high nutrition and benefits to the human body.

B. Basis of design elements

Based on the design concept that has been made, design elements which used to strengthen the brand can be formulated as follows:

1) Color

The main color used is green and yellow. Psychologically, the green color itself has fresh, organic, and symbolizes healing impression. The use of green also makes consumers' perceptions of something healthy and natural. This is in line with the author's design concept.



Picture 3.2 Green color code

While in the other hands, the use of yellow psychologically has a cheerful, happy, and energetic meaning. This is related to the benefits that will be gained by consuming crispy cricket and cricket crackers; restore the cheerful mood and make the body more energetic.



Picture 3.3 Yellow color code

2) Typography

Typographic characters use *typefaces script* and *serif* types. The *typeface* used is *Beyond The Mountain*, *Milkshake*, and *Fontin*. *Beyond The Mountain* font has an artistic, elegant and fresh impression. It gives the impression of a refreshing product. Meanwhile, the *Milkshake* typeface has characteristics similar to the *Beyond The Mountain* typeface, but this readability typeface is better than *Beyond The Mountain*. While the *Fontin* typeface is either combined as a counterweight to the *typeface script* type.



Picture 3.4 Used Typeface

3) Supporting Forms

The forms used are grasses, broken lines, and illustrations of crickets in the form of lines. This form is then used as a support for brand identity and also as a pattern in each design.

C. Visual Design Implementation

1) Logo

The concept of *Peyek Jangkrik* (cricket crackers) and crispy cricket product logos is to use a typeface logo that contains fresh and healthy impression. "Healthy Food From Cricket" tagline also added to give a strong message that this product is cricket processed food which has a positive impact on health and of course safe for consumption. The purpose of using this logo is to facilitate its application to all visual fields. Besides, if the food product from the processed cricket develops, then the logo can still be used. The use of this logo can also be applied on social media.



Picture 3.5 Jajan Krikz Logo Design

2) Product Packaging

This product packaging design can be divided into the following sections:

- a) Product Type
- b) Product Logo
- c) Net Weight
- d) Ingredients
- e) Expired Date
- f) Halal note

The drawings design for the product are as follows:



Picture 3.6 packaging patch design for standing pouch



Picture 3.7 Packaging patch design for jars

3) Bussiness Card

In the world of marketing, the role of business cards is crucial in the process of introducing and

developing a business. Therefore, the design of the business card is used in accordance with the initial concept of design; simple, and easy to understand.



Picture 3.8 Horizontal bussiness card design

4) Merchandise

Application of design concepts can be used for merchandise that is used in the following media:

a) T-shirt



Picture 3.10 T-shirt Merchandise design

b) Pin



Picture 3.11 pin merchandise design

3.3 Trials

A. Validation of Visual Brand Design by Experts

Validation is done so that the design prototype that has been made is in accordance with the design standards of each expert related to visual brand. The data collection process is conducted using the *Google Form* media involving 5 experts in the field of design. The results can be summarized as follows:

1) Proposed Concept

| No. Soal | SS | S | RR | TS | STS | Total Nilai (x) | Persentase Total Nilai $(y = \frac{\sum(x_i)}{40} \cdot 100)$ | Persentase Indikator $(y = \frac{15}{100})$ |
|----------|----|---|----|----|-----|-----------------|---|---|
| 1. | - | 1 | 3 | 1 | - | 10 | 51.67% | 15.01% |
| 2. | - | 2 | 2 | 1 | - | 11 | | |
| 3. | - | 1 | 3 | 1 | - | 10 | | |
| Jumlah | | | | | | 60 | 100% | 30% |

Tabel 3.1 Expert assessment of the proposed concept indicator

2) Color Selection

Table 3.2 Expert assessment of the color selection indicator

| No. Soal | SS | S | RR | TS | STS | Total Nilai (x) | Persentase Total Nilai $(y = \frac{\sum(x_i)}{40} \cdot 100)$ | Persentase Indikator $(y = \frac{15}{100})$ |
|----------|----|---|----|----|-----|-----------------|---|---|
| 4. | - | 3 | 2 | - | - | 13 | 62.5% | 8.375% |
| 5. | - | 3 | 1 | 1 | - | 12 | | |
| Jumlah | | | | | | 40 | 100% | 15% |

3) Font Usage

Table 3.3 Expert Assessment Of The Font Usage Indicator

| No. Soal | SS | S | RR | TS | STS | Total Nilai (x) | Persentase Total Nilai $(y = \frac{\sum(x_i)}{40} \cdot 100)$ | Persentase Indikator $(y = \frac{10}{100})$ |
|----------|----|---|----|----|-----|-----------------|---|---|
| 6. | - | 3 | 1 | 1 | - | 12 | 62.5% | 6.25% |
| 7. | - | 4 | - | 1 | - | 13 | | |
| Jumlah | | | | | | 40 | 100% | 10% |

4) Design Simplicity

Table 3.4 Expert Assessment of The Design Simplicity Indicator

| No. Soal | SS | S | RR | TS | STS | Total Nilai (x) | Persentase Total Nilai $(y = \frac{\sum(x_i)}{40} \cdot 100)$ | Persentase Indikator $(y = \frac{20}{100})$ |
|----------|----|---|----|----|-----|-----------------|---|---|
| 8. | - | 3 | 1 | 1 | - | 12 | 62.5% | 12.5% |
| 9. | - | 3 | 2 | - | - | 13 | | |
| Jumlah | | | | | | 40 | 100% | 20% |

5) Communicative

Table 3.5 Expert Assessment of Communicative Indicator

| No. Soal | SS | S | RR | TS | STS | Total Nilai (x) | Persentase Total Nilai $(y = \frac{\sum(x_i)}{40} \cdot 100)$ | Persentase Indikator $(y = \frac{25}{100})$ |
|----------|----|---|----|----|-----|-----------------|---|---|
| 10. | - | 1 | 2 | 1 | 1 | 8 | 50% | 12.5% |
| 11. | - | 2 | 3 | - | - | 12 | | |
| 12. | - | 2 | 1 | 2 | - | 10 | | |
| Jumlah | | | | | | 60 | 100% | 25% |

6) Value Accumulation

7) Advice from Respondents

There are also some suggestions from experts on each brand's visual design. These suggestions include:

a) Logo Design

- The color is too bright
- Color selection is less eye catching

b) Patch packaging design in the form of stickers for Standing Pouch packaging

- Add production address
- Part size composition

- Enlarge the logo
 - c) Patch packaging design in the form of stickers for packaging of jars
 - The halal label from the MUI was replaced with halal writing in Arabic
 - Enlarge ingredients
 - Add a blank side about 2mm to reduce errors when cutting
 - d) T-shirt merchandise design
 - The logo color is less striking
- 8) Assumption
Based on the opinions and suggestions of some experts, the author can assume as follows:
- a) All visual brand designs have not reached maximum results, which is only 56.126%. It means that the visual design of the brand that is made is far from the goal that the author has set.
 - b) In terms of communicative indicators and proposed concepts, this brand's visual design has the lowest value. Each gets 50% and 51.67%.
 - c) Standing pouch packaging and jar designs get the most advice from design experts.

B. Visual Brand Revision I

Based on responses from several involved experts, the changes made to the visual brand design to be accepted by the public include:

- 1) Changes to the basic green color
The base color used will be slightly darker than before. This applies to all brand visual designs.



Picture 3.12 The use of new basic colors

- 2) Basic color changes to the logo design



Picture 3.13 Basic color changes on Logo design

- 3) Changes in standing pouch packaging design
 - a) Changes from MUI halal label to the usual halal label on the front of the product packaging design
 - b) Add cricket illustrations above each product logo.
 - c) The basic color of crispy cricket product packaging design is green or the same as

- d) Removing the words “100% Natural Ingredients” and replacing them with brief information about nutrition contained in *Peyek Jangkrik* (cricket crackers) and crispy Cricket products.
- e) The size and density of the dotted lines around the logo are minimized and sealed.
- f) The location of the product net weight is moved under the halal label.
- g) Adding texture to the white space on the front of the product packaging design.
- h) Addition of the Production Code to the back of the product packaging design.
- i) Adding producer information to the back of the product packaging design.
- j) The logo color on the back of the product packaging design is changed to yellow base color.



Picture 3.14 Changes in standing pouch packaging design

- 4) Changes in the design of the jar packaging
 - a) Changes from the MUI halal label to the usual halal label on the front of the product packaging design.
 - b) Add cricket illustrations above each product logo.
 - c) The basic color of crispy cricket product packaging design is green or the same as the *Peyek Jangkrik* (cricket crackers) product packaging design.
 - d) Adding short information about nutritions contained in *Peyek Jangkrik* (cricket crackers) and crispy Cricket products.
 - e) Addition of the Production Code to the back of the product packaging design.
 - f) Adding producer information to the back of the product packaging design.

- g) The size other than the product logo is reduced.



Picture 3.15 Changes in jar packing design

- 5) Basic color changes on Bussiness Card Design



Picture 3.16 Basic color changes on Bussiness card design

- 6) Basic color changes on T-shirt merchandise design



Picture 3.17 Basic color changes on T-shirt merchandise design

- 7) Change in Basic Color of Pin Merchandise Design



Picture 3.18 Change in Basic Color of Pin Merchandise Design

C. Brand Visual Test

The designs that have gone through the revision process are then directly tested by the target consumers with the same indicators as when visual brand validation. The data collection process was conducted using *Google Form* media involving 40 respondents.

The results can be described as follows:

- 1) Proposed Concept
- 2) Color Selection
- 3) Use of Font
- 4) Simplicity of Design
- 5) Communicative
- 6) Value Accumulation
- 7) Assumption

Based on the opinions of the respondents, the author can assume as follows:

- a) The results of changes in the visual brand design have an impact on the increase in all indicator values set by the author. The accumulated design value rose from the previous value of 56.126% to 73.021%
- b) Based on the accumulated values, the visual brand design does not need too many changes, only some adjustments to the printing design.

D. Visual Brand Revision II

Based on the visual brand design trial result from respondents, the visual brand design will only get an adjustment for the process of design printing.

E. Visual Brand Implementation

The implementation process is done by printing the brand's visual design to all the media that the author has set. But in this study, the visual brand design that gets the printing process is standing pouch packaging design, jar packaging design, and business card design.

The design to be printed gets the following adjustments:

- 1) Standing pouch packaging design
- 2) Jar packaging design
- 3) Bussiness card design

The following printouts have been implemented into real products:

- 1) Standing pouch packaging design
- 2) Jar packaging design
- 3) Bussiness card design

3. Conclusion

Based on the results of the research and the implementation of the visual brand design, it can be concluded as follows:

- a. Some of the *Elok Mekar Sari* UMKM products do not yet have a strong brand, so people rarely know in detail about the products.
- b. Light green and light yellow are not suitable for use, this is evidenced by the opinion of experts who suggested that the color is less eye catching if applied to attract consumers.

- c. Descriptions or illustrations related to the products offered must be included. This is based on the fact that when the author made a visual design of the initial brand without giving an illustration of the product on the packaging, the concept of crickets processed food in the end was not conveyed to the costumers.

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