

Logo and Packaging Design as Promotion Media and Visual Identity for Azzahra Kemojo Duri's MSME

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ABSTRACT

The design thinking method in designing visual identities can produce products that are right on target and and by the wishes of the user. Azzahra Kemojo Duri is one of the MSMEs located in Duri, Mandau sub-district, Bengkalis district, Riau province which is engaged in the culinary field, specifically producing Kemojo cakes. Along the way, Azzahra Kemojo Duri's MSME is having difficulty increasing its production value due to one of the visual identity factors that is not widely known to the public. Through needs analysis, it was found that so far Azzahra Kemojo Duri did not have a specific design concept, so consumers are more familiar with the owner's name than the visual brand name. Therefore, it is necessary to design a visual identity design by applying the design thinking method. The use of the design thinking method in this study aims to collect and manage data systematically to produce logos and packaging designs that are attractive and appropriate for use. The results of designing this visual identity are by what is needed by MSMEs, namely in the form of logos and product packaging. The result of further application of the logo design is that it can be applied in the form of sticker designs and flyers.

Keywords: Azzahra Kemojo Duri's MSME, Visual Identity, Design Thinking Method

1. Introduction

Indonesia's national economic development still depends on the growth of people's businesses. Based on Law number 20 of 2008 concerning MSMEs, Micro Enterprises are productive businesses owned by individuals and/or individual business entities that meet the criteria for Micro Enterprises as regulated in this Law. Micro, Small and Medium Enterprises (MSMEs) as the spearheads of economic development (Listiani et al., 2021).

MSMEs are productive businesses to be developed to support macro and micro-economic development in Indonesia and influence other sectors to develop (Suci, 2017).

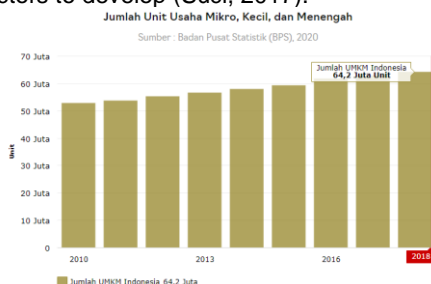


Figure 1. Growth in the Number of MSME Units in Indonesia

(Source: Indonesian Central Statistics Agency)

Figure 1 shows the growth in the number of MSME units in Indonesia from 2010 to 2018. In 2010 the number of MSME units was 52.8 million and continued to grow every year to reach 64.2 million MSME units in 2018. The increase in the number of This MSMEs unit will certainly lead to a level of competition between MSMEs actors. Each MSMEs unit will try to improve its strategy to survive and be able to grow amid competition between existing MSMEs. Product improvement strategies alone will not be enough to survive and compete with other MSMEs. So MSMEs actors need to be demanded to be more creative in marketing their products by using various types of existing media. One way that can be used to help this marketing process is with branding.

Duri is an area located in Bengkalis Regency, precisely located in the Mandau sub-district. This area is one of the centers producing various types of culinary or processed food from various types of raw materials, such as cakes and chips. So MSMEs in this area have a very important role for the Mandau District government because there are a large number of them and are spread across various areas in the Mandau District and can provide potential employment opportunities. One of the MSMEs in the Mandau sub-district

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government area is the Azzahra Kemojo MSMEs. This MSMEs is engaged in making various types of cakes, one of which is Kemojo cake or Kemojo cakes of various sizes. This MSMEs is located at Jalan Teratai, Duri, Mandau sub-district. Azzahra Kemojo Duri's MSME has been established since 2018.

Quoted from the Kemenparekraf website, Bolu Kemojo is a typical Malay cake. Kemojo cake or what is often called Kojo cake comes from the word "kamboja" or frangipani flower because of its shape which resembles frangipani flowers.

Kemojo cake is one of Riau's traditional cakes which was previously little known to people because in ancient times kembojo cake or more commonly called kemojo cake could only be enjoyed on certain occasions such as traditional ceremonies or weddings, but in 1997 a named Dinawati introduced, and popularized this kemojo cake. So now it is not difficult to get this food when visiting the Riau region (Ramadhani et al., 2018).

During the process of running his business, Azzahra Kemojo Duri's MSME has used various types of media or platforms to market his business. However, it has not maximized branding factors, such as logos, packaging, flyers, and so on. So that consumers only remember Azzahra Kemojo Duri's MSME based on the name of the product or the name of the owner.



Figure 1. Azzahra Kemojo Duri's Product
(Source: Team Documentation, 2022)

Previously, Azzahra Kemojo Duri's MSME already had visual branding in the form of stickers only. However, the existing stickers are felt to be less attractive and lack the values to be conveyed to the audience. In addition, Azzahra Kemojo Duri's MSME also does not have a special attractive packaging design and still uses packaging in the form of boxes or transparent mica plastic.



Figure 2. Azzahra Kemojo Duri's Sticker
(Source: Team Documentation, 2022)

Based on the problems above, the authors are encouraged to raise this issue in a study on Designing Logo Designs and Packaging Designs as Promotional Media and Visual Identity for Azzahra Kemojo Duri's MSME. The application of the design thinking method in the process of designing new logos and packaging at Azzahra Kemojo Duri's MSME is expected to have an attractive, communicative form, be easily recognized and remembered and have its own characteristics which have elements of Malay culture on the packaging. So there is great hope that it can increase the production value of Azzahra Kemojo Duri's MSME.

2. Literature Review

2.1 Literature Review

Research by Faza Wahmuda and Moch Junaidi Hidayat (2020) with the title Redesigning Logo and Promotional Media as the Image of UKM Benok Snack Products, aims to analyze and design a visual identity and promotional media for Benok's MSME that are in line with market segmentation and strengthen the identity image of a quality product. This study uses the design research method and SWOT analysis.

Research by Didik Prasetya, Destia Nur Anita, and Siddiq Rahmanto (2023) with the title Design of Palembang Typical Food Kumbu Packaging Design, aims to provide the identity of the owner of the red bean curd business so that it is better known to the wider community can also provide an attraction for the public to become more familiar with red bean curd. In addition, the new Kumbu packaging will provide security because the previous packaging used transparent mica which could cause Kumbu to spoil quickly if exposed to direct sunlight.

Chealza Nuansa de Riandra and Muh Arifudin Islam's research (2021) with the title Design of Visual Identity Catering and Bakery Cherry, aims to design similar designs such as colors, patterns, and redesigning existing logos by creating a new design concept that will create a visual identity from Catering & Bakery Cherry. The goal of designing a visual identity is so that Catering & Bakery Cherry is better known by the public or consumers by designing a visual identity in the form of logos, brochures, business cards, and packaging designs for the bread and rice.

Research by Heru Wijayanto Ariandono and Nursudiono (2022) with the title Logo Design for Utopia using the ADDIE Method, aims to design a creative strategy for rebranding the corporate identity of the Information Systems Undergraduate Program which can reflect new characteristics and changes and developments in it. The results of this research will be used by the Batam International University Information Systems Undergraduate Program on the YouTube and Instagram platforms. This brand identity design in the form of a logo will be applied to TheUtopia startup which is one of the startups operating in Batam since 2021.

2.2 Brand Identity

Branding is a term for the activity of building a brand which includes the activities of creating a visual identity for communication to the formation

of corporate behavior/culture. Creating a visual identity is one of the most important physical ways of building a brand. And one of the main elements in creating a visual identity is a logo (Oscario, 2013).

According to Celixa Yovanka as a speaker at the Webinar Series entitled “#MerdekaBerkolaborasi” which will be held by Briefer.id in 2021, branding and communicating products must be carried out by MSMEs players so that they can continue to grow or exist in the market and be able to expand their business. So that later they can take advantage of digital media that are relatively affordable. Then, according to Purwanto Hasan when he was also a speaker at the Webinar series titled “#MerdekaBerkolaborasi”, he said that branding is not just a matter of a brand or a good visualization of a product. Deeper than that, branding is related to the values that you want to convey, such as when a product is formed, to the image you want to achieve.

The logo is the entrance and reflects an institutional brand. Logo is very important as identity in communication. Logos can also enhance the image of the institution represented by the logo (Oscario, 2013). Product or business identity has an important influence in advancing a business with one important element, namely a logo (Putra and Hartini, 2021). The logo is one of the visual characteristics of an entity that has a function as a means of supporting identification (Sayatman et al., 2017). A logo is a very important design element and becomes an identity for a business. The use of a logo is always present in another visual identity of the venture. Therefore, logo design must reflect the identity and personality of a product or business (Wahmuda and Hidayat, 2020). Symbols or logos are graphic elements in the form of ideograms, symbols, emblems, icons, and signs that are used as symbols of a brand. The logo is the main attribute of the brand that is physically visible. A good logo must be able to display all the non-physical attributes which are the soul of the brand (vision, mission, values, culture) (Wahdaniah et al., 2020).

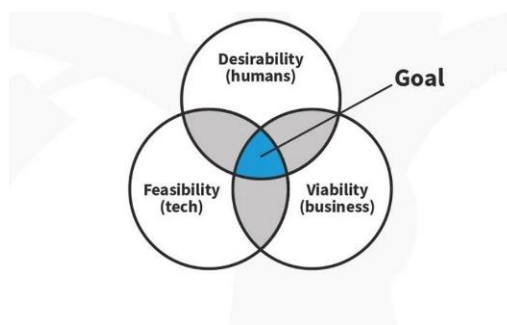
There are other visualization indicators besides the logo that can influence the success of an MSMEs in competing, one example is an attractive packaging design. At present, packaging is a potential marketing tool. Good packaging design can create consumer convenience value and producer promotional value (Harminingtyas, 2013). Product packaging is an important part of marketing because packaging does not only function as a product wrapper but to adds to the selling value of a product (Purnomo et al., 2013).

3. Research Method

The method used in this research is the design thinking method. Design thinking is a human-centered approach to innovation that draws from a designer's toolkit to integrate

people's needs, technological possibilities, and requirements for business success (Lazuardi and Sukoco, 2019). According to Blueardi and Sukoco (2019), design thinking has several important elements, namely:

1. People-Centered: in this stage, it should be noted that every action is centered on the needs and interests of the user.
2. Highly Creative: This method also provides high flexibility and creativity, so that the planning process is not standard and rigid.
3. Hands-On: the design process also needs to be carried out with real experiments, not just an idea or ideas in the form of pictures and theories contained in a mere plan.
4. Iterative: The design process is a process with stages that are carried out repeatedly to improvise and produce a good product or application that meets customer expectations.



Interaction Design Foundation | [interaction-design.org](https://www.interaction-design.org)

Figure 3. Design Thinking Elements
(Source: <https://www.interaction-design.org>)

In Figure 3 it can be seen the elements in making the design of a solution, this method combines several elements for consideration in creating the required idea. Design thinking considers user needs and combines them with appropriate technological capabilities so that they can become good business products because they provide feasibility and effective solutions to a problem (Lazuardi and Sukoco, 2019). In the process of making a product or application using the design thinking method, there are five stages needed to produce a product that suits your needs (Lazuardi and Sukoco, 2019).

Design Thinking Process : at dschool of Stanford University

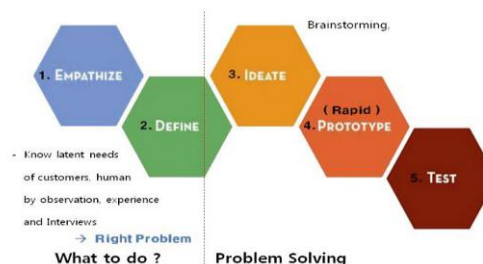


Figure 4. Design Thinking Process Stanford University
(Source: <https://dschool.stanford.edu/executive-education/dbootcamp>)

1. Empathize
When you already know the user or users to be addressed, a design thinker needs to know

the user's experiences, emotions, and situations. Trying to put yourself in the shoes of a user so you can truly understand the user's needs. This can be done by conducting interviews, observing the lives of users, and other ways.

2. Define

After the design thinker understands the needs of the user, the designer needs to describe an idea or view of the user that will form the basis of the product or application to be made. This can be done by making a list of user needs and using knowledge about the current conditions.

3. Ideate

With existing needs, the designer needs to describe the solutions needed. This can be done by evaluating the design team or writers by combining the creativity of each designer.

4. Prototype

Pre-existing ideas need to be directly implemented in an application or trial product. It is necessary to produce a real product and possible usage scenarios.

5. Testing

From the trial product or application that has been made, an experiment will be carried out with the user. From user experience in using trial products, input will be obtained to make better products and make improvements to existing products.

4. Result Discussion

The application of the design thinking method to research for the redesign process starts from the process of identifying the MSMEs or user situation and the interview process to the product trial process that has been made and the process of improving existing products.

4.1 Emphatize

At this stage, research has been carried out to capture the needs and problems of users regarding the MSMEs situation. The results obtained in this study are in the form of data regarding the situation of Azzahra Kemojo Duri's MSME, target consumers or audiences or stakeholders involved in MSMEs, and other data obtained from the process of observation and interviews with MSMEs owners and documentation. Here are some things that can be obtained from MSMEs owners at the empathize stage.

1. Reach a wider market share. Not only close to where MSMEs is standing, but can expand throughout the district. Bengkalis.
2. Don't understand brand identity and visual identity for a company or agency or MSMEs.
3. Moderate use of the logo as a visual identity. So, the logo doesn't have a good meaning because the shape of the logo is fairly common and is obtained or downloaded from the internet.
4. Amazed by MSMEs that have logos or other forms of visual identity that are really valuable and can attract the attention of consumers.
5. In addition, MSMEs owners are also interested in the existence of models or packaging designs available at other MSME's that are

specifically designed for the MSMEs concerned. Currently the packaging used is a transparent mi-ka packaging model.

4.2 Define

Data from the emphasize stage above, the author attempts to combine all the problems and concerns experienced by the owner of Azzahra Kemojo Duri's MSME to analyze, define and define several important points. Some of the important points that the author gets are described in Figure 4.



Figure 5. Pain Point User Problems (Source: Team Processed Data, 2022)

After compiling the pain points in Figure 5, then make a how-might we (HMW). HMW is one way to find a solution to this problem. The how-might we process is obtained from the results of compiling pain points which are then voted on or analyzed by the author to determine how-might we are most appropriate to the user's current problems.

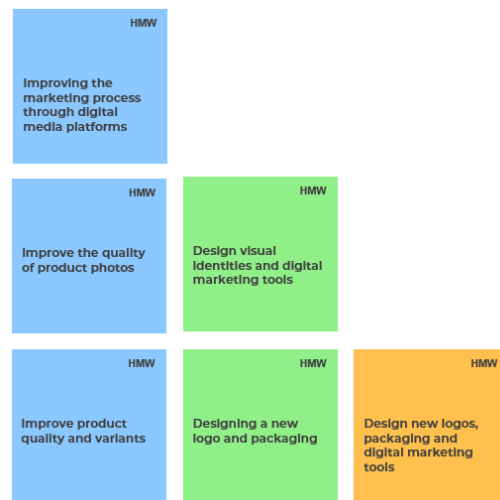


Figure 6. How-Might We (Source: Team Processed Data, 2022)

The result of the how-might we vote was "Designing new logos, packaging and digital marketing tools". So Azzahra Kemojo Duri's MSME has a new visual identity in the form of a logo, new packaging, and digital marketing tools in the form of flyers. Even the flyer can be used as a sticker.

4.3 Ideate

At this stage, it is carried out looking for ideas for solutions to user problems. The first step is to make a solution idea from the results of voting how-might we.



Figure 7. Solution Idea (Source: Team Processed Data, 2022)

The second stage is making a Mind-Map on the logo so that it can produce new and creative ideas and according to user needs on paper media. Figure 7 is the result of the mind-map compiled by the team. The results obtained on the mind-map for logo design ideas are that the logo is composed of the following components:

1. Flour
2. Green and Brown color
3. Circle shape
4. Script and Serif typeface
5. The text included in the logo is Azzahra Kemojo Duri which is divided into two lines. The first line is for Azzahra's text and the second line is for Kemojo Duri's text.

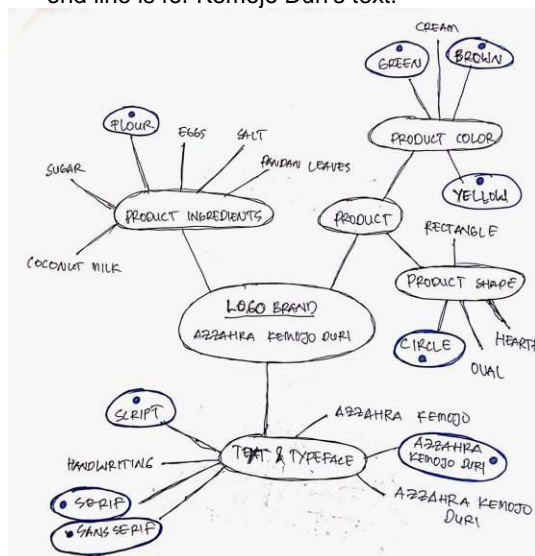


Figure 8. Mind Map of Logo (Source: Team Processed Data, 2022)

The next stage is to make a rough picture or sketch using HVS paper related to the logo. As for sketches and packaging designs and flyer designs, they are made directly in the Adobe Illustrator software.



Figure 9. Logo Sketch (Source: Team Processed Data, 2022)

4.4 Prototype

This stage is the stage of making a visual design which can later be used as a communication medium for users when interacting with the system. The purpose of making prototypes is to make it easier for designers to make it easier to understand problems, ideas, and user experiences when using interaction.

4.1.1. Logo

The results of the logo design made by the team have two choices or alternatives as shown in Figure 9. The purpose of these two logo choices is intended so that users can choose and it is hoped that there will be feedback on the selected logo. So that the end result of the logo can really be right on target.



Figure 10. Azzahra Kemojo Duri's New Logo Choice (Source: Team Processed Data, 2022)




After being submitted to the user, the selected logo is the first choice or Style 1 which is shown in Figure 9.

The resulting logo has several components that are adapted to the design stages above. The components and meanings contained in the logo are described in Figure 11 and Table 1.



Figure 11. Logo Component (Source: Team Processed Data, 2022)

Table 1. The Meaning of Logo Components

Figure	Symbol Name	Meaning
	Kemojo Cake Symbol	Symbolizes products made by MSMEs, namely kemojo cakes
	Flour Symbol	Symbolizes one of the main ingredients of MSMEs products
	MSMEs name	Symbolizes the name of MSMEs, namely Azzahra Kemojo Duri

Source: Team Processed Data, 2022

Furthermore, for typography, the author uses a readability typeface. That is, text and letters can be read and identified clearly. In this study, the authors used Script and Serif typefaces for application to logo design.

The colors used in the logo consist of three main colors, namely green, yellow, and brown using a gradient type or style. Then added a combination of yellow and red to produce a new color, namely orange. The use of this gradient color style is expected so that the logo appears to appear. An Explanation of the use of colors in the logo can be seen in Figure 12.

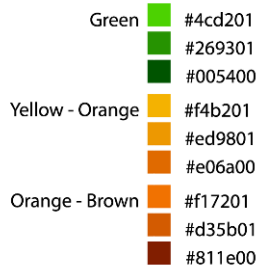


Figure 12. Color Pallete of Logo (Source: Team Processed Data, 2022)

The logo that has been made can also be applied to the same color. So if users or MSMEs owners want to apply a logo in one color, it will not change the shape or elements contained in the logo. This application can be seen in Figure 13.

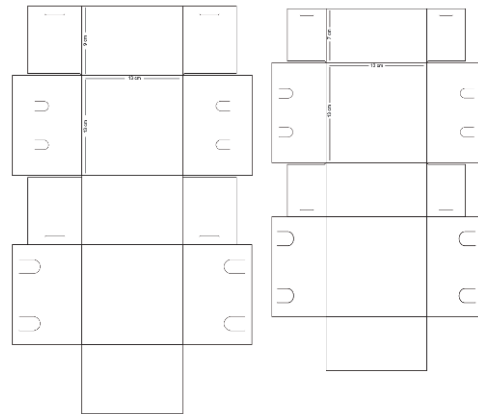


Figure 13. Logo in One Color (Source: Team Processed Data, 2022)

4.1.2. Packaging Design

In the early stages of designing the packaging design, the author conducted an interview process with MSMEs owners to obtain information regarding the packaging model desired by the MSMEs, size, and other information. The results of the interviews at the empathize stage found that the MSMEs needed two packages in the form of box packaging in the same design but different sizes. The difference in size lies in the

height of the packaging used for the difference in the amount of product contents in one packaging box. Furthermore, the author makes a sketch or outline of the packaging which is described in Figure 14.



Packaging dieline 1 Packaging dieline 2

Figure 14. Packaging Dieline (Source: Team Processed Data, 2022)

Furthermore, the author applies the dieline that has been made into a packaging design concept by adding several elements needed using Adobe Illustrator software. The results of this packaging design are based on the designs that have been obtained at the ideate stage, namely in the idea solution section.



Packaging design size 1 Packaging design size 2

Figure 15. Packaging Design (Source: Team Processed Data, 2022)

The elements added to the packaging design are logos, headlines ("ANEKA KUE KHAS MELAYU"), illustrated symbols representing Malay culture, product composition, partnership info (production address and social media), expired date column, halal logo, Indonesian MSMEs product labels, Polbeng-PHR-assisted MSMEs labels, and illustrated symbols from PHR (Pertamina Hulu Rokan) and use colors that match those already used on the logo and the agreement with the MSMEs. The main colors used are green, yellow, brown, and orange.

In addition to packaging design, the author also makes packaging design mockups that aim to provide a real picture of the designs that have been made when they enter the production process or packaging pre-printing. So that at this

stage the user can review and assess the packaging design that has been made. This mockups also aims to save costs when there are changes to the packaging design that has been made. The mockups design does not need to go through the printing process first, but can be displayed digitaly.



Figure 16. Packaging Design Mockup (Source: Team Processed Data, 2022)

4.1.3. Sticker and Flyer Design

The design of this sticker design is used as a digital promotional tool. The sticker design that has been printed will be applied to types of packaging that still use the mica box model and can also be given to consumers who buy products from these MSMEs. In addition, this sticker design is also used as a flyer design that can be used as a tool to promote MSMEs products through digital media. The sticker is 10 cm wide and 15 cm high.



Figure 17. Sticker and Flyer Design (Sumber: Team Processed Data, 2022)

In addition to posters and flyers, the author also designs x-banner designs that can be used as tools for promotion in digital and printed media.



Figure 18. X-Banner Design (Source: Team Processed Data, 2022)

4.1. Testing

Next is the testing process. The method used is an interview, where the writer seeks respondents to be interviewed, and then the respondents are asked to rate and provide feedback on the results of the designs that have been made, such as logos, packaging, stickers, and flyers. Specifically for packaging design, the author experimented by printing packaging designs that were small in size with the aim that later if there was an incorrect shape or size it could be corrected before printing lots for the actual size. So that the packaging can be made to the desired packaging design concept.



Figure 19. Packaging Design Final Results (Source: Team Processed Data, 2022)

The results of the assessment from several respondents and the MSME owners themselves that the designs that have been made are what is needed. The logo that has been made is by the wishes of the user and also has a meaning that is by MSMEs. The packaging design is also what is desired by MSME owners and related stakeholders

5. Conclusion

Based on the research results, it was found that the use of the design thinking method for designing visual identities in the form of logos, packaging designs, stickers, and flyers can be implemented properly, on target, and by the wishes of the user. So is resulting logo design already reflects the identity of Azzahra Kemojo Duri's MSME. So are with the resulting packaging design. The resulting packaging design has an element that indicates where this MSMEs is located, namely elements or symbols of the Malay ethnic group in Riau Province. The Azzahra Kemojo Duri packaging design is also not only used as a container for products but can be used as a promotional media so that people are more interested in buying kemojo cake products at Azzahra Kemojo Duri's MSME with a new packaging design.

Apart from that, sticker designs, flyers, and x-banner designs were also created which could add value to the visual identity of Azzahra Kemojo Duri's MSME.

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