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Brand Rejuvenation Design of Kecap Banteng

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Abstract: Nowadays in this growing era, every company try to create innovative and creative things to attract millennials generation. Today situation makes business people try to reach millennials generation as their target market. Kecap Banteng is one of local product located in Cirebon, Indonesia. They had long history and still survive, even the rapid competition makes them almost collapsed in a few past years. Brand rejuvenation is one of branding activity to refresh old brand which is sick and almost die. The first strategy of brand rejuvenation is to refresh the brand identity to increase omset and income also refresh the brand equity of Kecap Banteng. Writer lift up this phenomenon and choose this topic with titled "Brand Rejuvenation Design of Kecap Banteng". Writer hopes this brand rejuvenation could lift brand equity of Kecap Banteng in this era, compete with competitor and be the top-of-mind brand in Cirebon.

Keywords: brand rejuvenation, millennials generation, Kecap Banteng, local product

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1. Introduction

Kecap Banteng is one of local product located in Cirebon since 1958. They are using organic ingredients and traditional cooking process. They maintain their taste, quality and authentic with traditional way. In the past three years, Kecap Banteng incomes was dramatically decreasing. According to Babu (2006) the cycle of brand should be in a long term, they should be maintained for defend their brand from competitor. Refresh or renew the visual identity is one of brand rejuvenation strategy to increase the brand image to compete with the competitor (page. 9). This data is supported by questioner with result: 88,1% respondent in age range of 21st -55th didn't know Kecap Banteng existence and 98% respondent said that Kecap Banteng logo is hard to recall. But, based on focus groups discussion, respondent said that logo is one of important element to bring the originality of brand. Accoding to Wheeler (2018) brand identity of a brand should be a differentiates of competitor. According to Babu (2006) brand rejuvenation starting with refresh the visual identity, then it affect to increasing brand image and help the sales of company (page. 10). This condition suit to Kecap Banteng problems. Therefore, Kecap Banteng is struggling for competing nowadays. Brand rejuvenation by refresh the visual identity is needed as a solution for Kecap Banteng. This solution should be increasing the brand equity of Kecap Banteng..

2. Literature Reviews

Literary sources and materials based on books, journal, article, etc. Here some literacy to support fact and data of my journal:

- Brand rejuvenation is a major overhaul of a brand, starting with its positioning and proceeding through creative regeneration of the brand identity (Babu, 2006)
- Brand rejuvenation could affect consumer purchase intentions and consumer loyalty.
- Brand Identity according to Wheeler (2018) is tangible and appeals to the senses. You can see it, touch it, hold it, hear it, watch it move. Brand identity fuels recognition, amplifies differentiation, and makes big ideas and meaning accessible.
- Kapferer (2012) also said that the value brand could be the identity of the brand itself.

3. Design Method

In collecting data, the methodology that used is qualitative. According to Hanington and Martin books titled Universal Methods of Design (2012), this method will be deeper to explorating data, because in it there is split into qualitative and quantitative. There are focus groups discussion, interview and observation in qualitative method and questioner in quantitative method.

3.1. Qualitative and Quantitative

First step to collect data is interview with the business owner to find out some data that will help for the next step. Observation had been done to analyse details of Kecap Banteng products. Focus groups discussion data used as measurement of consumer behaviour for Kecap Banteng target market. There also some analyse action to collect data, such as

analysing SWOT, STP, User Persona, etc. Quantitative method using questioner with random sampling by Slovin rules with 10% error percentage (Ryan, 2013). Questioner collected from 100 respondent who is local people in age range from 21st-55th years old.

- Interview: business owner (internal data)
- Observation: Kecap Banteng Factory (product knowledgment)
- Focus groups discussion: male and female in age range 45th -55th (consumer behaviour)
- Analyze SWOT: competitor
- Analyze STP: target market
- User Persona: target market

3.2 Design Method

Design method used by Wheeler (2018) books titled “designing brand identity fifth edition” consist of:

- Conducting research: collect internal data about Kecap Banteng with step insight, market research and competitive audit



Figure 1 original Kecap Banteng logo

The Kecap Banteng logo is hard to recognize or to remember. According to respondents the logo of Banteng soy sauce must be changed to keep up with new era.

- Clarifying strategy: analyse data by creating brainstorming and mindmapping to find keywords (authentic, historic, family heritage, organic, good quality), then brand bried schematic to find big idea “Nostalgia Warisan Wong Cerbon” and the last to find brand rejuvenation strategy
- Designing identity: starting visualise with brainstorming and mindmapping to decide tone of voice (retro, modern and memorable), collect visual reference moodboard, choose colour and typography, designing visual identity, create supergraphic dan pattern and decided the tagline and layout.
- Creating touchpoints: apply the visual identity to communication media (corporate items, packaging, promotional items, gimmick and merchandise)
- Managing assets: designing brand guidelines to regulate the use of visual identity.

4. Strategic And Design Analyze

In doing the sketch, the author researches some of the behavior of bull animals so that the author takes the right visual direction. The author enters the sketching stage by taking several Banteng body structures as follows:

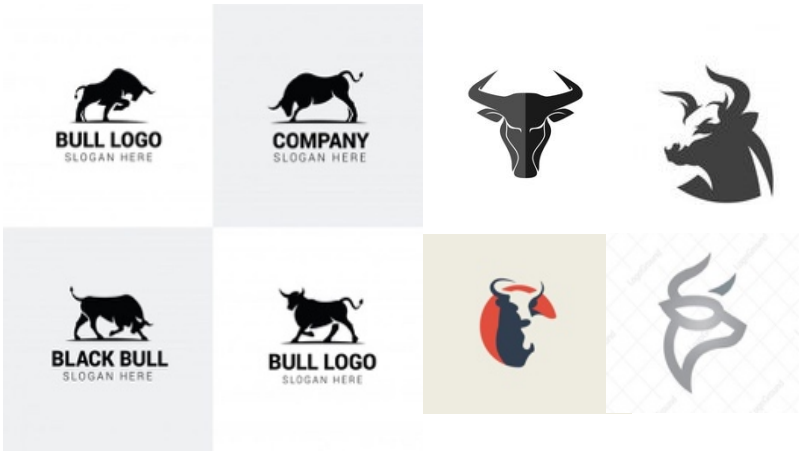

Figure 2 bull anatomy study

The author is also looking for several typefaces that match the initial concept and the tone of voice that I chose, namely retro, modern and memorable. The typeface that I chose has a firm impression but is still condense to give it a slightly modern and simple impression, then has a texture like it has been splashed by a brush. It wants to represent an old-style and traditional impression. After the authors conduct research with some of this information, the authors enter the digitization stage as follows:

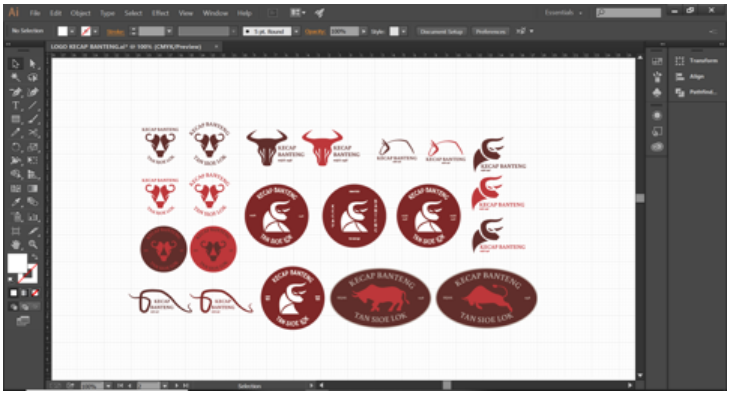

Figure 3 typographic study

the next step is to choose the structure of the upper body, namely the head to be used as the main symbol in the logo. Based on the author's research on the behavior or characteristics of bull animals, female bulls as leaders of other bull herds will be alert and always pay attention to their environment when they are in a crowd and do eating and drinking activities for their growth. From the results of the digitization, one image will be used as the new logo for Kecap Banteng

The next step is takes the structure of the upper part of the body, namely the head to serve as the main symbol in the logo. Based on the author's research on the behavior or

characteristics of bull animals, female bulls as leaders of other bull herds will be alert and always pay attention to their environment when they are in a crowd and do eating and drinking activities for their growth. Step one of designing identity is create visual identity by modular grid to reconstructed part of symbol anatomy to set the proportional shape. According to Krause, (2012) emblem mark is the right choice for logo which using symbol and typeface in retro style. Bull symbol is refer to its name. The philosophy of Kecap Banteng new visual identity is implied. The up-half body structure of bull have an important meaning as a leader or someone with high position. This representative Kecap Banteng as the best local product in Cirebon. The direction of bulls head is in the right side has meaning of giving trust to consume



Figure 4 Final refreshing Kecap Banteng Visual Identity



Figure 5 refreshing super graphic Kecap Banteng Visual Identity

Supergraphic is one of important visual elements to support the usage of visual identity in communication media. The structure of supergraphic used by some elements such as head

part of bulls, batik mega mendung and bunga kantil. Some unique parts in each elements is simplify and collaborate to create new shape.

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