



Implementation of Logo Change on Micro Small Medium Enterprises (MSME) Snack Products as Branding Strategy

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ABSTRACT

This article emphasizes the implementation of logo changes for a snack product made by a Micro Small Medium Enterprise (MSME) production in Bandung City, named Defaya Potato Chips. Art Based Research (ABR) method is used to obtain experiences related to the existence of MSME products and the shape of the logo that responds to the existence of the product. To obtain potential buyers' responses to logo changes, a Likert scale method was used. The fact that MSME snack products are very easy to imitate and tend to be vulnerable to having strong characteristics. Changes to the product logo were made to display the value of the spirit of the product owner, a womanpreneur, who seeks to improve the economic quality of the surrounding community. The result is a response to the new logo that displays the characteristic snack chips using the acronym of the founder's name, aligned with the values of the product. In conclusion, the new logo design embodies the product's values, and gets positive feedback from potential buyers.

Keywords: Logo, MSME, Snacks

1. INTRODUCTION

Logos in the context of function by Erjansola et al (2021) are stated as a visual presentation of a corporation, logos are sometimes thought of as the foundation of corporate identity and apart from their practical advantages and visual attractiveness, they have also been demonstrated to support the expression of identity (Park, Eisingerich, Po1, & Park, 2013). Park et al (2013) explained that throughout history, logos have enabled the efficient identification of individuals (e.g., in ancient China,

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emperors used the dragon as a symbol of imperial power) and groups or movements (e.g., the cross is used on top of church buildings and the swastika on some Buddhist temples). In addition, Park et al also explained that logos can shape the brand's reputation along with consumers' attitudes, their purchase intentions and their brand loyalty. When referring to the logo's ability to shape reputation, this becomes an issue when the product does not have a strong logo. In the absence of other factors, brands provide much needed differentiation and influence customer's choice (Kohli, Suri, & Thakor, 2002). The existence of a logo is a differentiating factor among commercial products. The main value attached to logos has traditionally focused on the identification and the differentiation of the brand from its competitors (Machado, de Carvalho, 2015).

Supriyanto's research (2006) in Suci (2017) concluded that MSMEs (Micro, Small, and Medium Enterprises) have the ability to solve poverty in Indonesia. MSMEs refer to business activities formed by citizens, either in the form of personal businesses or business entities (Wilantara, 2016). It is also explained that this sector contributes greatly to absorbing labor, which is more than 99.45% and is able to contribute to GDP around 30% (Suci, 2017). Darwanto (2013) in his research encouraged MSME innovation efforts to improve competitiveness. One of the weaknesses of MSME products is that they are easily imitated, thus weakening competitiveness. Building a product identity can increase product strength. Identity becomes The strength of a logo serves as an assurance of the worth and quality of goods (Adir, Adir, & Pascu, 2012).

Business continuity in small and medium enterprises relies more on the ability of the key person to manage intangible assets to realize a dynamic and adaptive business to challenges (Beech et al., 2020). Snacks are one of the MSME products with tight competition. Products that are similar in type plus similar flavors, will reduce the ability to compete, especially to potential consumers. Thus, the brand plays a crucial role in influencing consumer perception and establishing a long-term competitive advantage in the market. Defaya products originated from Bandung, a potato chip product. This product is managed by women entrepreneurs, in order to improve the quality of life of the surrounding community.

Women's entrepreneurial orientation is influenced by goals, motives, female identity and personal characteristics (Mokalu in Nurmalasari, 2016). Internal factors (interest, empowerment, and motivation) influence women's decision to become entrepreneurs, especially interest and motivation are the strongest, but empowerment has no significant effect. The name Defaya is an acronym of the owners' names. Giving names in the form of acronyms is common in identity creation, as explained by Muzellec (2006). Defaya products have been rolling since 2018 and entered the potato-based snack market.

Potato chips are in fact one of the most widely sold snacks in the market. There are many established brands in circulation, including in souvenir shops. Of course, this product faces high competition. Based on communication with the product owner, the characteristics of this business are conventional marketing without specific identity planning. What was prioritized at that time was to make the product identity follow the established brand. This means that there is imitation of brand identity following retail snack products that have spread in supermarkets, minimarkets, and traditional markets. Of course, there will be brand inequality. This had an impact on Defaya's product recognition in the market. So, referring to the research of Wibowo et al (2024) that

business continuity in small and medium-sized organizations can be empirically understood through their unique qualities that set them apart from corporate-scale businesses. So that there is a need to differentiate with other products, in the form of making a new product logo.

2. LITERATURE REVIEW

The term "brand society" describes how a brand creates a community or social identity around itself, encouraging a feeling of shared values, emotional ties, and a sense of belonging among its customers (Rachbini et al, 2023). Henderson and Cote (1998) showed that design characteristics influence cognitive and affective reactions to logos, before any promotional activity is implemented (Machado, de Carvalho, 2015). Oscario's (2019) explanation of the logo is a depiction of the entity it represents, and has uniqueness. Become a differentiator between one entity and another. The emphasis is on simplicity and flexibility, especially considerations of shape, color, and size. Landa (2011) explains that to fulfill the achievement of maintaining the level and relationship with the target market, visual identity is conditioned to have properties:

- *Easy to recognize.*
When people see an identity in their heads, they immediately remember the name of the company, in other words, it is easy to identify and interpret.
- *Easy to remember*
To be easily remembered in people's heads is that each component must be interconnected in terms of color, shape and other elements that are also unique, and interesting.
- *Have differences*
The part that distinguishes a company from its competitors is not only from the elements in it such as color, shape, name, and so on, but also must have unique characteristics that are incorporated into these elements.
- *Timeless*
Staying connected over a long period of time whether times or eras are changing.
- *Fleksibel*
If a logo has been applied to various media both internal and print and still conveys its message and purpose as well as the level of readability is maintained, then the logo has a good level of flexibility in terms of color, shape, name, and elements.

The need to present a new visual identity can be caused by several criteria (Landa, 2011), namely:

- Change of a name
- Improved regeneration of a company, product, service or group.
- Redesign of the visual identity (aiming to match the target conditions with the aim of maintaining the relationship).
- *Re-design of an existing logo* (changing the target market, or redefining a brand).
- Combination of two brands: *Re-design of a logo* to shift the old logo to represent the collaboration and values of the new company.

Lou Danzinger's statement that "design is intelligence made visible" (Wheeler, 2018), is a response to Einstein's statement that "creativity is intelligence having fun". Design responds to complicated problems to make them possible. The presence of a logo to increase brand awareness is twofold (Kohli, Suri, Thakor, 2002), first, the logo can be used in conjunction with the name. Images can enhance the memory that accompanies words, so using a logo affects the speed of recognition. Similarly, logos can help remember brand names. Secondly, logos increase the ability to replace names when constrained by space and time. When the product is in the store, the ability to recognize the product logo becomes very important.

Logos that incorporate product category clues will be more effective (Kohli et al, 2002). Rustan (2009) explains that at the stage of choosing a color if it is appropriate and that part is the most essential method in designing a visual identity, as well as requiring a comprehensive study of various related fields such as psychology, customs and culture, and communication styles. Landa (2011) explains that a logo must be able to express the sight and feel of a brand in other words the result of the display to create an unusual and *interesting* work in order to have differentiation from competing products. As well as being able to be displayed through elements, textures, and a collection of points that have characteristics, images, colors, shapes and other visual elements.

3. METHODOLOGY

The data collection technique is carried out by means of in-depth interviews, namely asking general questions and then being explored and developed when the interviewee provides answers and is further explored when conducting subsequent interviews. This research is an implementation of descriptive, art-based research (ABR). The nature of this research is descriptive, considering that the data obtained will then be created into a logo product. In addition, observations were made to the location where the product was made, to obtain the quality of the product character. Although MSME products tend to be similar, efforts were made to find the interesting and unique side of Defaya's potato chip snack products. The research and data search was carried out in two stages, namely field research which was carried out from December 20, 2022 to January 10, 2023 in the form of documenting products/objects and points of sale, followed by personal communication with resource persons on January 2, 2023.

The RSVP strategy (Research, Strategy, Visualization, and Implementation) is the way to implement logo creation (Rustan, 2021). After the research stage, the strategy stage is carried out in the form of setting the product name, determining keywords, creating a mind map, visual references, and logo anatomy, type, and criteria. The visualization stage is carried out in the form of sketches, alternatives, determining typography, and colors. Furthermore, the application stage is in the form of determining the system and logo application.

After the logo was made, a questionnaire was distributed to potential buyers regarding responses to the logo. The method used is the Likert scale method, the Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. The 13 questions are divided into five elements of consideration, namely distinctiveness, readability, simplicity, memorability, and relevance to the product it represents. Accompanied by 4 assessment questions.

4. DISCUSSION

As an MSME product that has been running since 2018, it can be explained that Defaya potato chips have their own market. Based on personal communication with the owner of this business, there is a desire to produce halal snack products that are affordable and can be consumed by various ages. Initially, the name of this product was Defaya Potato Chips, referring to the main ingredient, potatoes. The product has been sold in prominent pastry shops in Bandung, such as Prima Rasa, Borma, Bu Wita, and Amanda. One of the displays when in the shop window is shown in figure 1.



Figure 1: Defaya products when in the shop window

The product packaging for Defaya Potato Chips is a plastic jar with the product logo attached. When referring to Figure 1, it can be seen that this product looks similar to other products next to it. This shows that the logo affixed to the packaging has not shown any characteristics. This can be seen in the comparison between the previous logo of Defaya Potato Chips and the logo of the retail product it references (shown in Figure 2).



Figure 2. Elements of the Defaya Potato Chips logo compared to retail product logos

Judging from Kusrianto's theory (2009), it can be concluded that the Defaya Potato Chips logo does not cover three points, namely:

- *Legible*
The use of script type fonts with a low level of legibility and when resized into a smaller size it will be difficult to read.
- *Simple*
There are repetitive ornaments in the shape of potatoes and the lack of *white space* that makes the Defaya Potato Chips logo seem crowded.
- *Memorable*
Making the Lays product logo as a reference makes the Defaya Potato Chips product difficult to remember. People are used to the logo of potato chips in the shape of a circle wrapped in red flag ornaments as Lays.

The next element is typography, as Wheeler (2009) states that typography is an important core of an identity system. Kusrianto (2009) explains that there are four main principles that greatly affect the success of a typography design, as follows:

1. *Legibility*
The degree to which a letter is readable.
2. *Readability*
Use letters and focus on their relationship with other letters so that they are easily readable.
3. *Visibility*
The strength of a letter, word, sentence in a visual communication work can be read at a certain distance.
4. *Clarity*
The level of ability of a letter in a design work can be read and understood by the intended target.

Brand awareness is needed by considering the *easy to recognize* factor, the reason for applying a typography *style* that does not change is also intended to be consistent over a long period of time. Meanwhile, the Defaya Potato Chips logo uses many letters in one logo visualization (see Figure 3). In addition, the logo uses primary colors and tends to be warm, both on the letters and the background.

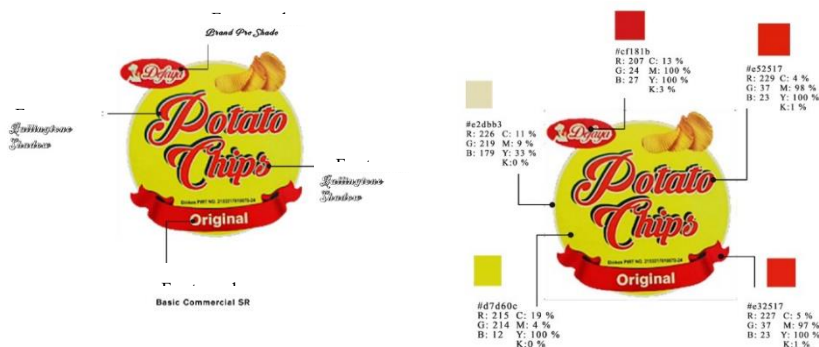


Figure 3: Lettering and colors on the Defaya Potato Chips logo

The logo is designed using a *combination logo* type consisting of a logogram and logotype, which displays a heart symbol as well as a potato shape and a logotype with the words "Defaya Chips" which if the product will develop its business in the field of snacks besides this logotype potato material can be reused as well as there are *crumbs* ornaments that suppress the characteristics of snacks which are unique.

The next step is the Visualization stage, starting with determining keywords in the form of kinship and help. This is in accordance with the results of personal communication with the owner who wants to contribute to equalizing the economy of the community around the place where the product is made. This was then translated into key visuals in the form of a combination of heart imagery and chip pots (see Figure 5).

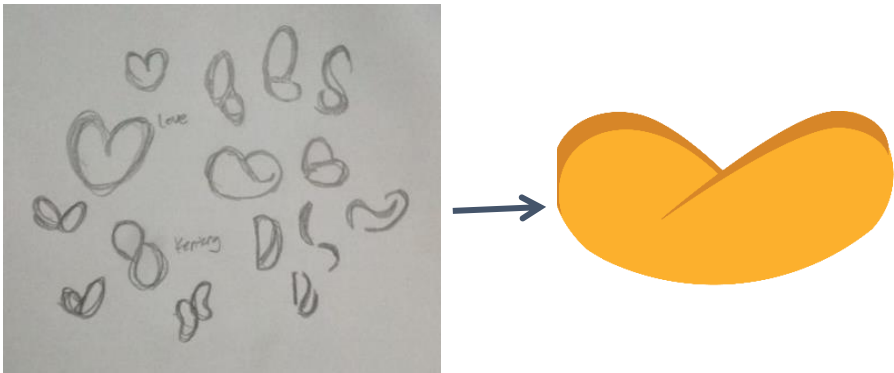


Figure 5: Pencil sketch and finalized heart shape of the logo.

It is explained that the final logo is a combination logo, so this form does not stand alone. Instead, it is combined with the name Defaya Chips to emphasize the product's position as a chip snack. Noting that this new logo is made to show a potato chip product, the colors used still represent the reference. The color used has a warm impression, and the color that will be applied to the logo is a dark yellow color inspired by potatoes. The next color is used with the aim of giving the impression of two different points of view, there are two *outlines* to show the existence of dimensions in the form of *outlines*. Placed at the top of the logo as if to give a shadow and produce two different points of view, namely the first curve of potato chips. Second, a heart shape with a light brown color inspired by the color of the potato skin itself.

As an affirmation of the heart shape, the name Defaya Chips was added. Given that this product previously had a low readability problem at the smallest size. The use of a font that has a high readability level with bold type, combined with a vintage impression. The type used is named "Mouse Memoirs". In addition, there is an additional use of elements, aiming to emphasize the impression of crispness. The logotype consists of two words, Defaya and Chips. In the word chips, crumbs will be added to make it feel like a bite when consuming snacks (see Figure 6).

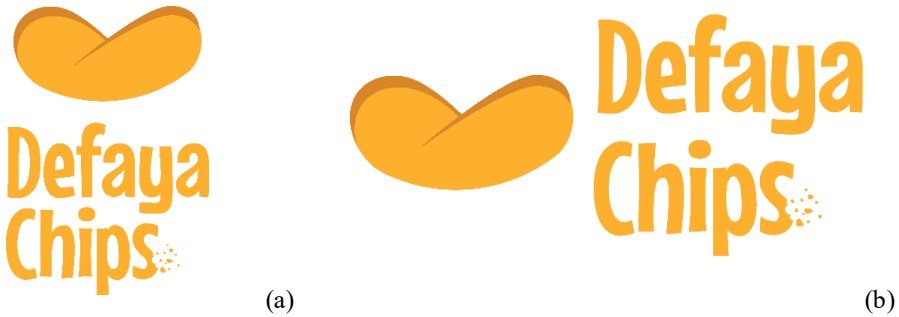


Figure 6: Visualization of the combination logo (a) longitudinal usage and (b) horizontal usage

The Application stage is when the logo is placed on the potato chip packaging. There are five flavors of the product, namely original, cheese, spicy cheese, balado, and spicy. The color palette used is orange, red and brown. The color variations on the packaging can be seen in Figure 7 below.

● Original		● Balado		● Pedas		● Keju Pedas		● Keju	
C: 36%	C: 22%	C: 67%	C: 0%	C: 25%	C: 34%	C: 14%	C: 6%	C: 0%	C: 0%
M: 78%	M: 62%	M: 60%	M: 76%	M: 100%	M: 99%	M: 100%	M: 85%	M: 45%	M: 71%
Y: 79%	Y: 73%	Y: 58%	Y: 100%	Y: 99%	Y: 82%	Y: 62%	Y: 96%	Y: 80%	Y: 100%
K: 44%	K: 7%	K: 43%	K: 0%	K: 21%	K: 50%	K: 2%	K: 1%	K: 0%	K: 0%
R: 109%	R: 187%	R: 70%	R: 242%	R: 159%	R: 103%	R: 205%	R: 224%	R: 249%	R: 243%
G: 53%	G: 112%	G: 70%	G: 98%	G: 30%	G: 13%	G: 30%	G: 77%	G: 158%	G: 110%
B: 41%	B: 80%	B: 70%	B: 34%	B: 34%	B: 28%	B: 79%	B: 41%	B: 73%	B: 33%
#6d3529	#bb7050	#464646	#f26222	#9f1e22	#670d1c	#cd1e4f	#e04d29	#f99e49	#f36e21



Figure 7: Color palette and packaging where the logo is placed

After making the logo, confirmation of the logo results was made to potential consumers as respondents. In this study using a Likert Scale of 1 to 5 which is adjusted to the research survey conducted. The Likert scale is a scale used to measure the perceptions, behavior or opinions of a person or group about an event or social reality

(Bahrun, Afifah, & Mulyono, 2018; Saputra & Nugroho, 2017). In this study using the following measurements:

Value of 0-1 means not good

Value 1.1-2 means not good

Value 2.1-3 means good enough

Value 3.1-4 means good

Value 4.1-5 means very good

Questions were given referring to the criteria of (1) original or uniqueness, (2) legible or readability, (3) simple, (4) memorable, and (5) easily associated with the product.

Table 1: Consumer counting score results

Indicator	Question Number	Number of Questions
Indicator of Original or Distinctive	1, 2, 3	3
Indicators of Readability	5, 6, 7	3
Simple Indicator	8, 9	2
Memorable Indicator	4, 12, 13	3
Indicator of Easily associated with the product	10, 11	2

Results

The results of Indicator of Original or Distinctive get a Score of 4 which is good

The results of Indicator of Readability get a Score of 4.6 which is very good

The results of the Simple Indicator get a Score of 4 which is good

The results of the Memorable Indicator get Score 4.3 which is good

The results of Easily associated with the product Indicator get Score 4 which is good

The next question was an assessment of the product, consisting of four questions, regarding beauty, uniqueness, ability to evoke mood, and memorability. This question was scored from 1-10. The average answer from respondents is 8.25, which is good. This shows that the new Defaya Chips logo has been able to fulfill the elements of the criteria set, namely uniqueness, readability, simple, memorable, and easily associated with the product.

5. CONCLUSION AND RECOMMENDATION

The logo change of Defaya Chips has been done by considering the aspects that are the strength of the product, namely the value of help and love. This is clearly implemented in the new logo. The combination of logogram and logotype is also an implementation of the acronyms of the business owners' names. In addition, the character of the chips product is also implemented through the shape of the crumbs that

show crunchiness. After being updated, the logo received a good response from potential product buyers, who gave a favourable rating to the new logo. It can be seen from the scores obtained based on the consideration of five indicators.

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