


Rebranding MSMEs Product Brands in Strengthening Visual Identity

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Article Info	ABSTRACT
<p>Corresponding Author: Achirsyah Bahar E-mail: pakiir@gmail.com</p>	<p>The objective of this study is to enhance the identity of Kopide MSMEs through the implementation of a rebranding strategy and visual identity design. By means of documentation studies, interviews, and qualitative descriptive analysis, this study investigates the concepts of media, communication, and visuals in rebranding. The results demonstrate that establishing consumer confidence, increasing sales, and differentiating MSME products on the market are all dependent on an integrated and consistent brand identity. Rebranding of Kopide MSMEs entails the modification of a logo that symbolises the union of coffee and innovative concepts, as well as the incorporation of colour scheme and typeface choices that reinforce the brand persona. It is anticipated that the outcomes will enhance the market standing of Kopide MSMEs and cultivate a favourable perception among consumers, particularly the millennial demographic.</p> <p>Keywords: Brand Identity, Logo Rebranding, Visual identity, Coffee MSMEs</p>

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INTRODUCTION

Maintaining the sustainability of micro, small, and medium enterprises (MSMEs) in Indonesia poses challenges for business owners. This is primarily due to the presence of various segmentations within the MSME sector, as well as marketing patterns and product recognition that may not fully leverage technology. Additionally, the implementation of a business identity branding strategy is crucial for supporting the visual identity of MSMEs and effectively characterising their products (Achmad, 2023). Despite the significant potential of MSMEs, a considerable number of them encounter challenges when it comes to introducing their products to the market. One factor that influences this phenomenon is the issue of brand identification. Hence, the establishment of brand identity for MSME products holds significant importance (Blazquez et al., 2019).

MSMEs must take into account various factors, including target markets, rivals, and brand positioning, while undertaking rebranding efforts. Implementing this will enable MSMEs to make suitable and efficient modifications to their business brand (Quang Jr, 2022). The establishment of brand identity is an integral component of a marketing strategy that seeks to distinguish MSME products from those offered by competitors. The process entails the establishment of a robust and well recognised brand, hence facilitating the development

of a brand image and reputation (Harianto et al., 2022; Suarga & Nirawati, 2023). Brand identity has a crucial role in fostering consumer comfort and confidence in MSME products, hence leading to a boost in sales.

MSMEs are required to maintain a consistent and integrated MSME brand across all facets of their operations, including packaging, websites, and customer communications. The establishment of brand identity for MSME products holds significant importance as it facilitates the development of brand image and reputation. This enhances the perceived professionalism and credibility of MSME products among consumers, hence boosting sales (Marta et al., 2022; Rony, 2019). Hence, it is imperative for Micro, Small, and Medium Enterprises (MSMEs) to prioritise the significance of brand identification and strive to establish a robust and widely recognised MSME brand.

The development of a visual identity for the company's rebranding is crucial in addressing the aforementioned challenges. The term "rebranding" is derived from the combination of the words "Re" meaning "back" and "Branding" meaning "creation of a brand image," with the ultimate goal of improving conditions (Kumoratih, 2022; Marhendra et al., 2021; Rony et al., 2019). Rebranding is a strategic endeavour undertaken by a company to overhaul or modernise an existing brand in order to enhance its quality while still aligning with the company's initial objectives. The company's identity image is essential for its competitiveness in the commercial sector, serving as a key difference from competitors (Alwafa, 2023).

The research aims to develop a conceptual framework and visual rebranding strategy for Kopide MSMEs, which has not been effectively implemented thus far. Additionally, the objective is to build a visual identity that promotes the formation of a new identity image for the rebranding of MSMEs (Mogaji & Mogaji, 2021; Tamitiadini & Lutfianto, 2019). This design is crucial for UMKM Kopide to establish a corporate identity that aligns with the industry's development and characteristics. Currently, UMKM Kopide lags significantly behind competitors who have implemented a branding strategy earlier. The objective of this study is to develop a conceptual strategy and visual rebranding plan for UMKM Kopide, as well as to create a visual identity design that promotes the establishment of a fresh identity image.

METHOD

This research is a qualitative descriptive analysis using data observation, interviews and documentation studies. The data source determined is from the management of the UMK Kopide company. After that, the collected data will be identified and analyzed. The next stage is the concept strategy and visual identity design for rebranding the company's image so that the final result produces a final design in the form of a design solution for solving the problem that has been formulated (Garg & Mishra, 2023).

RESULTS AND DISCUSSION

During the initial phase, the problem is formulated with the aim of resolving it. This ideation process focuses on developing ideas or concepts that serve as a basis for visualising a design. The current phase involves the designer's examination of the identity and image of

Kopide UMKM, with the aim of generating innovative ideas for the development of a corporate identity that encompasses communication, visual, and media concepts. During the ideation stage, the designer engages in the exploration of visual concepts, as well as the creation of sketches, designs, and alternative designs. The communication concept encompasses various elements, including communication concepts, visual concepts, and media concepts. In the context of the Kopide UMKM rebranding, the design is employed to ensure that the intended messages and information are effectively received and comprehended by the target audience, particularly the millennial generation. The communication strategy employed involves the expansion of branding through social media platforms, utilising appropriate corporate identity and visual elements that are organised in a straightforward and comprehensible manner. This approach aims to facilitate the effective delivery of information to the intended target audience. This communication plan will establish a connection with the principle of brand recognition, which pertains to customers' capacity to identify a brand or product upon encountering all associated elements.

Logo Philosophy

The logo philosophy begins with creating a visual concept in the rebranding design process, a visual concept is needed which requires creative ideas and ideas that can help with the design and serve as reference material in the design process. This visual concept includes redesigning the Kopide MSME identity logo, which previously did not reflect much as a company engaged in selling coffee, and was not yet widely known by the target audience of the millennial generation. So the design of the corporate identity that will be created must contain elements or corporate identity and be full of meaning from the identity that will be created, namely making an analogy with coffee and fresh ideas. The following is a sketch of the initial design of the Kopide MSME corporate identity.



Figure 1. Logos

Based on figure 1, it can be explained that the Kopide logo consists of a combination of a cup representing a cup of coffee and a bulb representing a fresh idea that comes out as if to illuminate the contents of the mind. There is an inscription that reads "Kopide", the name Kopide is a combination of the words Kopi and Ide.



Figure 2. Logo Variations

The Kopide logo is classified as a Picturemark logo type due to the use of a cup and bulb shape in the logo.

Core Value Rebranding and Logo Color Selection

Coffee is a drink made from coffee beans that have been roasted and ground into powder. Coffee is a commodity in the world that is consumed in more than 50 countries. Coffee can be drunk at any time, whether relaxing, during meetings, or when brainstorming or looking for ideas. The delicious aroma and taste of coffee can generate brilliant ideas.



Figure 3. Selection of Colors in the Logo

The color palette chosen for the UMKM Kopide logo is brown which represents coffee which is the mainstay product of UMKM with the color code #613819. Meanwhile, the other color is yellow which represents the brilliance of ideas with the color code #F8B911.

Logo Typography

The logo for 'Kopide' is presented in a handwritten, cursive font. The word 'Kopide' is written in a dark brown color, while the final three letters, 'ide', are highlighted in a bright yellow. The font style is fluid and personal, suggesting a relaxed and approachable brand identity.

Figure 4. Logo Typography

The Kopide logo uses handwritten typography. This type of typography is chosen so that the relaxed impression obtained from the brand identity is more appropriate. This type of typography is suitable for use to create an atmosphere that is suitable for all situations and seems more flexible. The last three letters are deliberately colored differently to further emphasize that the name Kopide is taken from a combination of the words kopi and Ide.



Figure 5. Logo Display Media

The concept of applying corporate identity in the ceramics sector is to provide brand awareness to Kopide MSME customers. The concept of placing corporate identity on smartphones, laptops and merchandise displays visual corporate identity and supporting

graphic elements with a dominant brown color in the background to make the surrounding audience interested in seeing the display containing the corporate identity of MSME Kopide.

CONCLUSION

MSMEs in Indonesia encounter difficulties in ensuring the long-term viability of their operations as a result of fierce competition and inadequate adoption of technology in branding and marketing strategies. An influential and unwavering brand identity is crucial in distinguishing MSME products from rivals, fostering consumer confidence, and boosting sales. This study demonstrates that the process of rebranding, which involves redesigning the visual identity and implementing successful communication methods, can enhance the identity image of MSMEs such as Kopide. The rebranding strategy implemented for Kopide, encompassing a fresh logo design, colour palette, and typography, seeks to establish a brand image that resonates with the intended audience, particularly the millennial cohort. It is anticipated that the execution of this rebranding approach will enhance Kopide's standing within the industry and augment its competitive edge.

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