
Designing Visual Identity as An Asset for *Photo Cabin* Rebranding

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ABSTRACT

Photo Cabin is one of the many photo corner businesses in Surabaya. With the high number of competition and the high demands of photo corner services at Surabaya, Photo Cabin must be able to attract more clients to survive the competition. In order to achieved brand loyalty, a good brand image is needed which is formed from a good brand identity. Charles Kwee as the owner of Photo Cabin has given the fact that when Photo Cabin was established the Brand Identity was not designed properly due to the various limitations. Therefore, designing visual identity as an Asset for Rebranding efforts for Photo Cabin is needed in order to survive the high competition rate and fulfilling the high demand of photo corner services at Surabaya. The design method used in this design are Design Thinking method.

Keywords: Brand, Brand Loyalty, Brand Image, Brand Identity, Design Thinking, Photo Corner, Photo Cabin, Rebranding

INTRODUCTION

Photo Cabin is one of the many photos corner business in Surabaya, which started its business on 1 April 2021. The initial capital of Photo Cabin is a laptop, a digital camera, studio lightning set, and a *Kodak 605* printer. Photo Cabin started as a side business of Charles Kwee who works at Ligocraft as a project manager. From the interview, Charles stated that Photo Cabin received several orders of photo corner services between September and December. Photo Cabin most often serves on weddings; in addition, Photo Cabin also caters other events, such as sweet 17

birthday parties, corporate events, and other events that requires photo corner services.



Image 1. Photo Cabin Logo
(Source: Personal Documentation)

The main challenge faced by Photo Cabin is the high number of competitors in photo corner services. Looking at *Bridestory* website, a website that is dedicated for wedding vendors and photo corner services, by choosing Surabaya as the location, it shows that there are around 40 vendors that provide photo booth services. Furthermore, searching for websites via Google search with the keyword *photo corner services in Surabaya*, it shows hundreds of photo corner services, whether those using blogs, websites, or online shopping website, such as Tokopedia, Shopee, and Buka Lapak to offer their services.

From the results of an interview with Charles Kwee as the owner of Photo Cabin, it is known that at the initial of the establishment of Photo Cabin, there is a lack of seriousness to plan the brand identity; there was no in-depth research taken because it focused more on building/ having a start-up business when he established Photo Cabin. Therefore, to face the high competition in the photo corner business industry in Surabaya, it is necessary to create a visual identity as an effort to rebrand Photo Cabin.

Consumers are aware of the importance of a brand. This can be seen when they are making a purchase, where consumers often tend to prefer a product or service that comes from a good and well-known brand. According to Kotler in Karsono (2021), brand is one form of quality assurance of products or services. Thus, if the brand is well formed, then the price will no longer be the main consideration for consumers.

To face the business competition, the visual identity of Photo Cabin is needed so that potential customers can be convinced to buy their services. Visual identity

has an influence on brand identity, so it needs to be designed properly and well. Therefore, it can be concluded that to face the high competition in photo corner business and to fulfill the high demand for photo corner services in Surabaya, it is necessary to design a visual identity as an asset of rebranding for Photo Cabin.

Photo Corner

According to Sinaipar, M (2012), the definition of Photo Corner is a photography service that uses a background placed in a corner of an event. Some types of events that use a photo corner service includes weddings, birthdays, corporate events, etc.

Brand

A brand is an identity, symbol, or name that has significant attributes towards a product or service (Karsono et al 2021). According to Baeva in Karsono (2021), a brand can represent the quality of a product or service. In addition, a brand can represent the perceptions and feelings towards a product or service's quality, and can represent an image, social status, and people's lifestyle.

Brand Loyalty

According to Tjiptono in Nasib (2021), brand loyalty is the customer's or consumer's loyalty or commitment towards a product or a service brand, which also define a positive attitude to make other purchases in the future. As previously stated, regarding customer's loyalty tendency, loyal customers can make a large contribution to the company's success by creating a profitable business.

Brand Image

To achieve customer loyalty to a brand or brand loyalty, one of the factors that play an important role is the ability of a company to manage brand image. According to Keller (2013: 72), the definition of brand image is the perception formed by consumers about a brand, as reflected and stored in the memory of consumers. It is a node of information related to the brand image in the consumer's memory and is meaningful for the consumers.

Brand Identity and Visual Identity

Furthermore, Wheeler (2013) states that investing in brand identity is important because by investing in brand identity, a company helps the consumers by making them it easier to choose or buy. According to Faiz (2013), visual identity consists of all things related to the image of a company that serves as a bridge to unite various contexts, and target audiences, for the company. Wheeler (2013) suggests that visual identity can facilitate awareness and recognition of a brand.

Rebranding

Rebranding is derived from the word Re which means "return" or "repeat" and the word Branding which means "the creation a brand image" with the aim of creating changes for the better. Thus, rebranding is a step in forming a new image of a company followed by reorganizing a better management and performance (Istiqomah 2014).

Lifestyle Classification and Target Audience

According to Kotler in Angga (2013), the definition of lifestyle is the pattern of life of a person which is usually expressed in opinions, interests, and daily activities. Thus, an individual's lifestyle can be known from their everyday routine. Meanwhile, according to Tarigan (2015), lifestyle is behavior, attitudes, actions, and behaviors that are formed in accordance with the demands of the era based on the thinking ability of the individual.

To analyze and classify the lifestyles of each of the existing target audiences, currently the society is still referring to the VALS framework (Kusumawardhana, et al 2012). Angga (2013) states that VALS is the most famous psychographic segmentation in the world, which was discovered in 1978 by an international research center, SRI, to explain and predict the values, lifestyles, and consumption patterns of a segment of target audience. VALS (Values, Attitude, Lifestyle) is one of the tools that is often used to map the lifestyle of a target audience (Wedel & Kamakura, 2012).

In the classification and mapping of VALS theory, the target audience from Photo Cabin belongs to the *Experiencers* group which are characterize as those who

tend to have more energy compared to other types of target audiences. They prefer spending their income on clothes, music, fast food, instant products, and prioritizes fun things just like the hobbies of young people in general. In choosing a brand, they generally prefer a brand that can help them to express themselves.

RESEARCH METHOD

The research method used is using a qualitative approach, namely by conducting interviews to several expert users and extreme users. The interviews are conducted to obtain some input on the designs and are carried out during the testing stage of the design thinking method.

Design Method

The design method used during the study is design thinking procedures. Design thinking is a procedure commonly used in problem-solving, problem-design, to problem-forming stages, where during the process, design thinking is focused on human-centered, and every design thinking process originates and is aimed at humans (Husein in Syahrul 2019). According to Dewi (2018), design thinking is a method that is often used in the creative thinking method, which is a problem-solving method that focuses on the users.

In the design thinking procedure there are several stages, namely *Emphasize*, *Define*, *Ideate*, *Prototype*, and *Test*. The design thinking procedure was chosen to support this rebranding process because design thinking is a method that is often used in the creative thinking method, which is a problem solving method that focuses on the users. This is also in accordance with the purpose of Photo Cabin design, which is to produce a visual identity as an asset for rebranding efforts to achieve brand loyalty. To achieve brand loyalty, one of the factors that play an important role is the ability of a company to manage Brand Image.

RESULT AND DISCUSSION

Design Concept

Based on an interview with Charles Kwee as the owner of the Photo Cabin, at the beginning of the establishment of Photo Cabin they used the phrase "On the Spot Family Portraiture and Photo Booth" as their tagline. At the time, the target audience of Photo Cabin was people who require photo corner services on their weddings and other formal events, ranging from 20-60 years old male and female from middle to upper-middle economic group. The value offered from the service is dedicated more towards family photo services and photo booths. However, after running the business for more than 1 year, there is a realization that the main target audience of Photo Cabin are people who need photo corner services on their wedding, domiciled in the city of Surabaya, Indonesia, age 20-30 years old, male and female, and coming from middle and upper economy group. This group of people like to try new things and tend to follow the trend. They also use the social media a lot as a means for them to express themselves. To suite the new target audience, Photo Cabin decided to change their tagline to "Instantly Fun" raising their brand value as an exciting business in the event and instant.



Image 2. Photocabin Logo - Version 2
(Source: author's documentation)

In the classification and mapping of VALS, the target audience of Photo Cabin is classified as the *Experiencers* group, which are characterize to have a tendency of being more energetic compared to other groups of audiences. in general, they prefer to spend their income on clothes, music, fast food, instant things, and prioritizes fun things, including the hobbies. In choosing a brand, they generally

prefer a brand that can help them to express themselves. However, the replacement of the tagline and brand value from Photo Cabin itself is not accompanied by a change of visual identity that reflects the new values. Photo Cabin still uses the old visual identity so it doesn't match the "instantly fun" value that they want to convey

The idea of this design is to incorporate the tagline "Instantly Fun" into the new visual identity media of Photo Cabin. According to Anindita (2016), many businesses use flat design because Flat Design gives a modern, simple, and playful impression and incorporate bright colors. Thus, the design style will be in accordance with the brand value of Photo Cabin that they wish to convey. The logo concept used in this design is logotype or wordmarks. Logotypes are usually used for brands that have unique and long names. In addition, logotype is easy to apply to promotional media, making it suitable for developing brands. The typeface concept used in this design uses a *modern san serif typeface* as the headline and a *serif typeface* as the body text.

Visualization Design

The following is a visualization of Photo Cabin's visual identity and its application to different types of media used by Photo Cabin



Image 3. Design Visualisation
(Source: author's documentation)

Testing

The profile of the expert users in this design is Alvin Raditya who is a branding expert and the owner of Visual cast brand consultant in Surabaya. Another expert is Andy William, who is one of the photo corner business owners in Surabaya. Next is Jonathan who is one of the crew who has worked in a photo corner business in Surabaya for 4 years. Whilst the profile of the extreme users chosen in this design stage to be the informant are people who have used Photo Cabin services: Sarah Koesbianto, Lazarus Ivan, and Jonah Soesanto. The following is the data obtained from interviews with the informants: in terms of the visual identity concept proposed in this design, the informants gave a positive response

and assessed that the "Instantly Fun" concept was good and unique, because the concept or the impression that is highlighted between 1 photo corner and the others looks the same, not too much of a difference. However, the concept of "Instantly Fun" brings a difference and makes Photo Cabin stand out compared to its competitors.

The informants agreed in using the logotype in this design. Logotype is usually used for brands that have a unique and long enough name. Besides, logotype is easy to apply to promotional media, thus, it is suitable to use in developing brands. However, the new design of the logo produced received some input from the informants, where some of them considered that the new logo design still has similarities with the old logo design. They recommend modifying the logo further. In addition, the typeface used in the new Photo Cabin logo uses the *serif* typeface, so it is considered to not represent a "fun" impression; on the contrary, it looks more "elegant". Therefore, some informants suggest using the *san serif* typeface so that the impression of fun can be achieved more. The typeface used in this design, both for the headline and the body text, is considered good and in accordance with the concept wanted to be achieved.

CONCLUSION

The results of the evaluation of the "Instantly Fun" concept received a positive response. The concept or impression that was highlighted between a photo corner to other photo corners looked similar. Thus, the "Instantly Fun" concept shows a difference and made Photo Cabin stand out compared to its competitors. The concept of Instantly fun is also suitable for the target audience, which are the millennials, who are very dynamic and do not like things that are fairly old-fashioned, or stiff.

In accordance with the input from the informants who stated that good performance is no less important than designing a visual identity, Photo Cabin is also expected to remodel and maintain its performance so that a good brand image can be formed by the target audience towards Photo Cabin.

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