

## **Visual Identity Design of Trio Jaya Bidaran & Ciput Cake in Blitar City**

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### **ABSTRACT**

The MSME that we chose is the business of making Bidaran and Ciput cakes "Bidaran & Ciput Trio Jaya Cake" located in Pakunden Village, Kec. Sukorejo, Blitar City. This Bidaran & Ciput Trio Jaya cake has a prominent uniqueness, namely many flavors, but the development of this business is constrained by not having a brand that is the hallmark of the business and lack of knowledge about digital marketing. The solution is to make innovations in product Visual Identity to make it more attractive and to carry out marketing development by creating social media accounts so that these MSME can be widely known so that they can help business development.

Keywords: msme, brands, visual identity, trio jaya

### **INTRODUCTION**

MSME are groups of businesses that are characterized by their scale, resources, and number of employees. Visual identity has a very important role for MSME. Landa (2011) explains that companies that offer the same services or products must have a differentiator that can distinguish them from each other. must have a differentiator that can distinguish them from each other. one another. If the company does not have a difference, then the company will be considered as a 'faceless' company. considered a 'faceless' company. By Therefore, in order to differentiate one company from another, it is necessary to have a visual identity, logo or icon that can

distinguish them from each other. have a visual identity, logo or icon that can avoid the company from appear generic from one another.

However, there are still many MSME that do not have a distinctive visual identity, one of which is Trio Jaya MSME. Trio Jaya MSME sells a variety of processed ready-to-eat snacks that are attractive and also affordable, such as ciput and bidaran cakes. Trio Jaya MSME is located in Blitar City, East Java. Ciput and bidaran cakes are typical light snacks of Blitar city which are very popular with the Blitar community, these ciput and bidaran cakes are very easy to find in stalls. The price is cheap and the savory taste makes this ciput and bidaran cake attractive to the public. Ciput and bidaran cake which is a type of cake made from butter dough, wheat flour and eggs which are kneaded then flattened into several parts and wrapped around the center. Ciput and bidaran cake can be enjoyed with a cup of coffee/tea, or as a light snack. The crispy and crunchy texture of ciput and bidaran cake makes this cake very popular with the public. In its packaging, this ciput cake is generally only packaged using ice plastic and there is no identity about Trio Jaya MSME.



Figure 1. Logo  
Source: author's documentation

In addition, the Visual Identity of Trio Jaya MSME still does not have strong characteristics. Visual identity according to Landa (2011) is a verbal and visual articulation of a brand, consisting of the application of the of a brand, which consists

of design applications such as letterheads, business cards, website, and logo. To be able to function properly and maintain the level of relevance to the target segmentation, the visual identity must be recognizable, memorable, distinctive and flexible.

In an increasingly competitive business world, visual identity is not just about appearance, but also about how the brand is seen and remembered by customers. Therefore, investing in a good visual identity can give MSME a huge advantage in building and maintaining a strong customer base. The redesign of the visual identity of Trio Jaya MSME is needed to achieve a consistent visual identity that can differentiate them from other MSME. that is consistent and can be a differentiator from competitors. The redesign of the visual identity of Trio Jaya MSME is also expected to fulfill the right association with the mainstay products of Trio Jaya. association with the flagship product that it products it offers and illustrate the uniqueness to help process differentiating perceptions from its competitors.

### **Theoretical Framework Visual Identity in MSME**

Visual Identity serves as a reflection of the characteristics and vision- mission of the company (Putra, 2020). A logo is an identity in a visual form that is applied in various facilities and company activities. According to Thabroni (2019), as a visual form, visual identity displays symbols that reflect the image to be displayed. Visual identity must also be in line with the values, characteristics and vision-mission of a company. Visual identity is also referred to as a company symbol, which can be in the form of a logo or symbol with the aim of being easy to remember. The designed visual identity is also applied in promotional media. Based on some of the above definitions, it can be concluded that visual identity is a visual image in the form of a logo and its derivatives that describe the values, characteristics and vision-mission of the company. This image is what differentiates one company from another. The uniqueness of the characteristics displayed is a reinforcement for the company to be more easily recognized by the public.

## **Logo in MSME**

A logo is a brand identity that communicates. Broadly about products services, and organizations quickly (Suyanto, 1999: 87). According to David E Carter, a corporate identity expert and author of The Big Book of Logo volumes 1, 2, and 3 from America, considering a good logo must have the following criteria:

- Original and Distinctive or has a distinctive value, uniqueness, and clear distinguishing power.
- Legible or has a fairly high level of readability even though it is applied in various sizes and different media.
- Simple or simple in the sense that it is easy to capture and understand in a relatively short time.
- Memorable or easy enough to remember because of its uniqueness even in a relatively long period of time.
- Easily associated with the company where a good logo will be easily connected or associated with the type of business and image of a company or organization.
- Easily adaptable for all graphic media. Here the factor of ease of applying (installing) the logo both regarding the physical form, color and configuration of the logo.
- Relevant is a logo that must reflect or represent the type of business or organization it represents. A relevant logo can help build a positive impression and image for the business.

In the overall use of Logo overall, both verbal and visual have quite important uses, which is to strengthen the identity (Chidtian, 2020).

## **Logo Application in Media**

In its application, the logo can be applied to print and digital media according to the needs of companies and MSME. Therefore, the logo must be flexible and easy to read when the logo is applied to various media. A guidebook for logo usage or what is often called a GSM (graphic standard manual) is needed in order to maintain the visual consistency of the logo that will be applied to the media. Graphic Standard Manual is a media guide to inform the standardization of a visual identity that has been designed, in order to maintain the consistency of the identity form (Rustan, 2009). This GSM is used as a reference from MSME or outsiders when they want to apply visual identity to the media.

In addition to the logo usage guidelines in the form of GSM, the logo will be applied to several media as a communication tool for MSME to attract customers and collaborate with outside companies and partners. Among them are merchandise, packaging, aprons, etc.

## **RESEARCH METHOD**

Research in designing the visual identity of Trio Jaya MSME uses descriptive qualitative methods. According to Mukhtar (2013: 10) descriptive qualitative research methods are a method used by researchers to find knowledge or theory about research at a certain time. knowledge or theory on research at a certain time. In this context, descriptive qualitative methods are used to explore in- depth understanding of the characteristics and values that MSME want to convey through their visual identity. Qualitative methods allow researchers to conduct interviews, group discussions, or document analysis that helps in collecting data about the vision, mission, and views of MSME owners towards their brand. This is important to understand the business essence, purpose, and story behind the brand. From the data collected, researchers analyzed the data using the TOWS Matrix. TOWS Matrix is a strategic analysis tool used in business to identify Strengths, Weaknesses, Opportunities, and Threats that may affect an organization or project. TOWS Matrix

is used as the first step in designing a visual identity by considering the following strategic factors, namely:

1. Integrating Visual Identity with Business Strategy: In analyzing the strengths and opportunities, it can identify the positive aspects to be reviewed in the visual identity of Trio Jaya MSME. This could be a competitive advantage, unique value, or strategic market focus. The visual identity can be engineered to reflect these elements.
2. Addressing Weaknesses through Visual Identity: Internal weaknesses such as product quality or lack of brand visibility can be addressed through designing a visual identity that reinforces a professional image and brand appeal.
3. Capitalizing on Opportunities with Visual Identity: Visual identity can help MSME capture market opportunities.
4. Protecting against Threats through Visual Identity: If there are communicates durability, reliability, or innovation that will keep customers loyal even in difficult situations.
5. Underscoring Brand Values and Principles: The TOWS Matrix can help researchers consider the values and principles underlying Trio Jaya's MSME business, and the visual identity can be designed to clearly reflect these values.

The visual identity design of Trio Jaya MSME uses primary data collection with interviews, observations and questionnaires. As well as secondary data collection obtained through literacy on websites, journals and books. In primary data collection, interviews were conducted with MSME owners to obtain information about the background and types of industries run in full. In addition, observations were made to obtain data on the behavior of buyers and the production process carried out at Trio Jaya MSME. The questionnaire was conducted to determine the concept of designing the re-branding of Trio Jaya MSME online with a google form that can be accessed by everyone with the target segmentation of the Blitar City

community and its surroundings within the age range of 20-35 years. From the results of distributing questionnaires to target respondents with a vulnerable age of 20 - 35 years in Blitar City and surrounding areas, 100 respondents were obtained. The questionnaire was filled out by 70% women and 30% men. With respondents from Blitar City as much as 40%, Blitar Regency as much as 15%, and the rest are respondents from other cities in the East Java region.

### **Existing Study Company Profile**

Business name : Trio Jaya

Business type : Ciput and Bidaran cake

Owner : Sunarmi Established 2000

Address : Jl. Kalitepus.2, Kel. Pakunden, Sukorejo Kec, Blitar City 66122, East Java

### **Product Variants**

Trio Jaya MSME has 2 products, namely Ciput and Bidaran cake.

### **Variety of Flavors**

The flavor variants owned by bidaran and ciput cakes are original, sweet, and chocolate flavors.

### **Price**

Prices for each product vary greatly and are affordable. Starting from Rp. 10,000 - Rp. 35,000

### **Composition**

The composition contained in bidaran cake is glutinous rice flour, butter, eggs, sugar, coconut milk, baking powder, and oil. While ciput cake is made from glutinous rice flour, butter, eggs, sugar, coconut milk, sesame seeds, and cooking oil.

### **How to Make the Cake**

Ciput and bidaran cakes, which are types of cakes made from butter dough, flour and eggs are kneaded then flattened into several parts and molded, then prepare warm oil and then put it little by little into the oil while forming.

## **Marketing Method**

Through word of mouth, deposited in stalls, offline stores and through the Whatsapp application and participating in MSME events in the city of Blitar.

## **Product Photo**



Figure 1. Product Photo  
Source: author's documentation

## **RESULT AND DISCUSSION**

### **Data identification**

The design concept that will be used in designing the visual identity of Trio Jaya MSME will be in accordance with the identity that has been built and attached to MSME. The identity that Trio Jaya MSME wants to highlight is a dynamic and innovative MSME where MSME can adjust all conditions both in the production process and when serving consumers. The visual image that Trio Jaya MSME want to display is an implementation of the meaning of the brand name, MSME objectives, and target consumers of Trio Jaya. The visuals that will be displayed in designing the identity of the Trio Jaya brand are dynamic MSME in carrying out

operational activities, both production and service, have innovative characteristics and uphold the value of decency and beauty in the design of Trio Jaya fashion products.

#### Analysis TOWS MATRIX

Strategy TOWS MATRIX	Strength	Weakness
	<ul style="list-style-type: none"><li>• Affordable price</li><li>• Many flavors developed by Bidaran &amp; ciput Trio Jaya cake</li><li>• Has regular customers because it has been established since 2000.</li><li>• Have business legality such as NIB, PIRT, Halal, NPWP</li></ul>	<ul style="list-style-type: none"><li>• Lack of promotional media on social media</li><li>• Lack of visuals that represent the meaning of Bidaran &amp; Ciput Trio Jaya cake</li><li>• The packaging of Bidaran &amp; Ciput Trio Jaya Cake still seems old-fashioned so that it is less attractive to consumers.</li></ul>

<b>Opportunity</b>	<b>Strategy S-O</b>	<b>Strategy W-O</b>
<ul style="list-style-type: none"> <li>• The existence of social media to expand promotional media and can introduce Bidaran &amp; Ciput Trio Jaya Cake products</li> <li>• The number of MSME events in Blitar City</li> <li>• Sales increase on big days</li> <li>• The number of pastry competitors in Blitar</li> <li>• Visual Identity from competitors is superior to Trio Jaya MSME.</li> </ul>	<ul style="list-style-type: none"> <li>• With events from the government, Bidaran &amp; Ciput Trio Jaya Cake has the opportunity to promote its products to the public.</li> <li>• With the existence of social media, we can promote and advertise Trio Jaya's Bidaran &amp; ciput cake products through Instagram and Facebook.</li> </ul>	<ul style="list-style-type: none"> <li>• Creating a visual identity that has the characteristics of Kue Bidaran &amp; Ciput Trio Jaya</li> <li>• By optimizing printed promotional media for event needs</li> </ul>
	<b>Strategy S-T</b> <ul style="list-style-type: none"> <li>• Make different innovations with the aim of competitor differentiation.</li> </ul>	<b>Strategy W-T</b> <ul style="list-style-type: none"> <li>• Utilize printed promotional media to introduce products.</li> </ul>

Table 1. Analysis TOWS MATRIX  
 Source: author's documentation

## **Data Analysis**

An interview is a question and answer session with two people who aim to find information. This interview is useful for obtaining information from a source who is concerned with a phenomenon or problem. So that the results of the interview can be concluded and taken as data in this design. In this technique, interviews were conducted with sources related to Trio Jaya MSME, namely interviews with Ms. Sunarmi as the owner of Trio Jaya MSME to obtain data related to the branding of Trio Jaya MSME. and the second with an expert brand and logo designer, namely Mr. Aji.

Observation is an effort in specific data collection carried out by the author. The author goes to the location of the research object so that he can make direct observations with the aim of knowing the real conditions and activities at Trio Jaya MSME which are located at Jl. Kalitepus.20 Kel. Pakunden Kec. Sukorejo, Blitar City 66122 East Java. This observation was carried out on October 18, 2022 with the observation stage, namely observing the branding owned by Trio Jaya MSME. This method aims to make the data obtained by the author more accurate.

The questionnaire is a data collection technique in the form of written questions given by respondents to be answered (Sugiyono, 2015). This questionnaire aims to determine the concept of designing the visual identity of Trio Jaya MSME through online with a google form that can be accessed by everyone with the target segmentation of the people of Blitar City and its surroundings in the age range of 20-35 years. From the results of distributing questionnaires to target respondents with a vulnerable age of 20-35 years in Blitar City and surrounding areas, 100 respondents were obtained.

- a. From the respondents' answers, the logo is one of the important things as a visual identity on tourism. This can be proven by 48% choosing strongly to agree and 42% choosing to agree. 10% chose neutral.
- b. From the respondents' answers, the characteristic of the city of Blitar is the world peace gong. This can be proven by 52% choosing the world peace gong, 35% choosing the penataran palah temple, 13% choosing the puppet show.

## **STP Analysis**

- Demographics
  - Gender: male and female
  - Age : 20-35 years old
  - Status : Married, not married, ever married,
  - Occupation : Student, public/private worker, entrepreneur
- Geography
  - Region : Blitar City, Blitar Regency, etc.
  - Region : East Java
  - Density : City
- Psychographic
  - consumptive lifestyle because they like to buy light snacks, frugal lifestyle because bidaran & ciput cake products are cheap

## **Design Concept**

The initial stage is the logo design process based on the results of data and visual concept thinking which is used as a visual reference in the initial idea stage (Yani, 2022)

The concept of designing the visual identity of Trio Jaya MSME uses a combination of logogram and logotype. According to the Grapiku.com website, this type of combination logo can be a good choice because the logo can be used in various media and needs, and the logo will be more integrated and strengthen the brand image.

The forming elements of the Trio Jaya MSME logo consist of the Trio Jaya bidaran & ciput cake product elements. Then the second is the gong element as a representation of the peace gong as a characteristic of the city of Blitar, the third icon is in the form of a love shape which represents that bidaran cake products are favored by the people of the city of Blitar,. The basic color of the visual identity of

Trio Jaya MSME consists of 3 colors, namely yellow, orange, and brown. For the type and typeface applied in the design of the visual identity of Trio Jaya MSME serif with Jazmine typeface, and Sans Serif font with Enchanted Land typeface.

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### Color

The colors to be used are brown and yellow. This color is taken from the typical color of the bidaran cake and the ciput itself. While the colors tosca and orange are taken from keywords that have the meaning of friendship.



Figure 2. Color  
Source: author's documentation

### Typography

The typography that will be used is the Gothic type. The font used is Enchanted Land. The selection of this type of typography is taken from the modern concept and the shape resembles a thimble cake and ciput.



Figure 3. Typography  
Source: <https://pin.it/3EQNTHT>

### Verbal Concept

The tagline or slogan that will be used on Trio Jaya's bidaran & ciput cake products is "Bestieku". This word means that Trio Jaya's bidaran & ciput cake

products can be enjoyed at any moment with friends, family, and close friends. And can be used as a daily snack or as a souvenir.

### **Alternative Logo Sketch**



Figure 4. Alternative Logo Sketch  
Source: author's documentation

### **Digital Logo Alternative**



Figure 5. Digital Logo Alternative  
Source: author's documentation

**Final Logo**



Figure 6. Final Logo  
Source: author's documentation

Logo	Packaging
<b>Before</b> The logo consists of the word "SUNARMI" in large, bold, blue letters with a yellow outline. Below it, the words "Bidaran & Ciput" are written in a smaller, yellow, sans-serif font. The background is a blue textured surface.	<b>Before</b> Two pieces of Sunarmi Bidaran & Ciput packaging are shown. On the left is a clear plastic bag filled with a light-colored, textured snack. On the right is a green and yellow box with the brand name "BIDARAN" and "SUNARMI" visible.



Table 2. Final Logo  
Source: author's documentation

## GSM

Standard Manual (GSM) book is a book that contains standardized reference guidelines from the logo-making process and also information about the brand identity of Bidaran & Ciput Trio Jaya Cake so that it can be implemented in several media.



Figure 7. GSM  
Source: author's documentation

## Note Book

Note book is a media in the form of proof of payment or transactions between individuals and other individuals, or between companies and other companies.

The designed payment note is intended to differentiate the type of payment note from the Trio Jaya MSME brand with other brands so that they are not confused.



Figure 8. Note Book  
Source: author's documentation

## Packaging

The packaging used to protect the contents of the Trio Jaya Bidaran & Ciput Cake brand is pouch packaging. This pouch uses a pouch with a transparent hole so that the product is visible and to attract the attention of buyers.



Figure 9. Packaging  
Source: author's documentation

## **Shopping Bag**

Shopping Bag is a medium-sized bag used by buyers to bring home products from Bidaran & Ciput.



Figure 10. Shopping Bag  
Source: author's documentation

## **Apron**

Apron serves as a complementary uniform that can be used when producing Bidaran & Ciput Cakes.



Figure 11. Apron  
Source: author's documentation

## T-shirt

T-shirt serves as a complementary uniform that can be used when producing Bidaran & Ciput Cake.



Figure 12. T-shirt  
Source: author's documentation

## Sticker

Sticker is a promotional media that is affixed as a brand identity.



Figure 13. Sticker  
Source: author's documentation

## **Keychain**

A key chain is a small hanger used to hook a small object with a keyhole. Key chains are usually used as souvenirs, merchandise, souvenirs or product promotion tools. This key chain will be shaped according to the logo of Bidaran & Ciput Trio Jaya Cake.



Figure 14. Packaging  
Source: author's documentation

## **CONCLUSION**

Departing from the problems faced by Trio Jaya UMKM, where there is no consistent visual identity to represent the face of the Trio Jaya MSME brand. So a logo was designed to differentiate the Trio Jaya MSME brand from brands in the market. Identifying problems with a brand can be identified by looking at the needs needed for both the short and long term.

In its application, there was previously an identity owned by Trio Jaya MSME. The inconsistency of a visual identity of a brand results in misunderstanding in the community to recognize the face of a brand.

This design produces a visual identity in the form of the Trio Jaya MSME logo, which can later be applied to print and supporting media that can help Trio Jaya MSME to be more easily recognized by the public and become a differentiator

from competitors. The application of the logo to the media is adjusted to the needs of Trio Jaya MSME. In this design, the identity is applied to notebooks, t-shirts, packaging, aprons, stickers, key chains, shopping bags.

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