

INCREASING VISUAL IMPACT IN MSME STUDY CASE: KUE GIPANG TIGA BUNDA

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ABSTRACT

Micro, Small, and Medium-Sized Enterprises (MSMEs) are vital for Indonesia's economic growth, specifically in promoting local products. However, numerous MSMEs in Cilegon face difficulties due to an absence of robust visual branding. Accordingly, this study seeks to explore the influence of visual branding on MSMEs in Cilegon, with a specific focus on *Kue Gipang Tiga Bunda* by applying design thinking approach. Creating a strong brand identity requires the use of visual branding elements such as logos and key visuals. The objective of this research is to develop a distinct brand identity for *Kue Gipang Tiga Bunda* to set them apart from competitors and enhance brand awareness. Branding may improve brand recognition, attract customers, and facilitate MSME expansions, thereby promoting Cilegon's socio-economic development and competitiveness in the tourism industry.

Keywords: MSME, visual branding, Tiga Bunda cake, brand identity

ABSTRAK

Usaha Mikro Kecil dan Menengah (UMKM) berperan penting dalam pertumbuhan ekonomi Indonesia, terutama dalam mempromosikan produk lokal. Namun, banyak UMKM di Cilegon mengalami kesulitan karena kurangnya branding visual yang kuat. Penelitian ini bertujuan untuk mengeksplorasi dampak branding visual terhadap UMKM di Cilegon, dengan fokus pada Kue Gipang Tiga Bunda. Penelitian ini menggunakan pendekatan design thinking. Branding visual, termasuk logo dan key visual, penting untuk menciptakan identitas merek yang kuat. Penelitian ini bertujuan untuk menciptakan identitas merek baru untuk Kue Gipang Tiga Bunda guna membedakannya dari pesaing dan meningkatkan pengenalan merek. Branding seperti ini dapat meningkatkan pengenalan merek, menarik pelanggan, dan mendukung pertumbuhan UMKM, berkontribusi pada perkembangan sosial-ekonomi Cilegon dan daya saing di sektor pariwisata.

Kata kunci: UMKM, branding visual, kue gipang Tiga Bunda, identitas merek

1. Introduction

In recent years, micro, small, and medium-sized enterprises (MSMEs) have become an increasingly important driver of economic growth and development in

Indonesia (Limanseto, 2022), particularly in promoting local specialty. Kue Gipang is a traditional delicacy that is unique to Cilegon city and has the potential to serve as a key attraction for tourists. It is unfortunate to learn that Kue Gipang, a traditional delicacy, has been experiencing a decline in production, as reported by the Kabar6 news article. According to the article, “Nowadays, Gipang can be considered quite rare. There are very few sellers of this snack outside of Cilegon city. Even in Banten itself, Gipang is only made in small home-based industries.” (Kabar 6, 2015). This study explores the potential of micro, small, and medium-sized enterprises (MSMEs) engaged in Kue Gipang production to play a significant role in driving tourism growth and contributing to the broader socio-economic development of Cilegon. The research also investigates the efficacy of employing key visual elements to fortify the visual branding of Kue Gipang, a traditional snack, in order to augment its sales and influence within the MSME sector. A pivotal component for the success of any enterprise is the cultivation of a robust brand image. Unfortunately, many MSMEs in Cilegon struggle with this aspect, which poses obstacles to their expansion and market competitiveness. Neglecting the exploration of MSME potential, be it in culinary or craftsmanship domains, impairs Cilegon's ability to vie effectively in the tourism industry. "The State Civil Apparatus requires the Cilegon City Government to innovate in digging up the potential of the region to develop more in all areas for public welfare," according to a former Cilegon Mayor, Edi Ariadi, said that innovation in the tourism sector is very important to increase regional competitiveness and improve public welfare (Bantennews, 2021).

To address these obstacles and attain lasting progress, small and medium-sized enterprises (MSMEs) in Cilegon City need to embrace novel visual branding and marketing tactics. Visual branding involves the utilization of visual components, including logos, color schemes, and typography, to establish a robust and easily identifiable brand identity. The key visuals convey the distinctive features of the brand that imprint it in the minds of consumers, ultimately setting it apart from competitors. Because brand identity is frequently the first point of interaction a customer has with

a brand, it is crucial that it both draws their attention and rapidly conveys the messages that both show and support the brand (Ambrose & Harris, 2011). By fully leveraging the appeal of traditional culinary and craftsmanship, we can generate numerous benefits and opportunities for the community. A robust brand image is a fundamental component of a thriving business. To harness the influence of micro, small, and medium-sized enterprises (MSMEs) on the city, we must tap into their potential so that the advantages circulate within the community. However, at present, Cilegon has not fully harnessed the potential of its MSMEs and lacks a distinct local brand that can compete effectively in the broader market alongside larger, well-established brands. This dearth of a local brand puts Cilegon at a disadvantage in attracting tourists, despite having the necessary resources to flourish as a prominent tourist destination. MSMEs are a pivotal factor in the growth of tourism in any city, and without a strong local brand that highlights its unique offerings, a tourist destination loses one of its main attractions. For example, a visit to Bandung would be incomplete without purchasing Amanda brownies or Bolen by Kartika Sari as souvenirs, owing to their enduring reputation in terms of taste and brand identity. With a compelling visual brand, the brand's image can soar and promote the product effectively in a larger market, positioning it as a formidable competitor among similar businesses. Consequently, this also enhances tourism growth in the city, as local brands gain prominence in the market. These examples underscore the significance of providing comprehensive support to MSMEs to bolster tourism growth. To satisfy both local and international tourists, MSMEs must continually innovate and exhibit creativity in their local product offerings. Over time, competitors in similar businesses evolve, and those who fail to adapt may find themselves falling behind in the competitive landscape. Unfortunately, many MSMEs in Cilegon struggle in this area, which is hindering their growth and expansion. "I would like to emphasize that MSMEs in Cilegon are not as strong as those in larger cities. MSME entrepreneurs need to consistently innovate and be creative to ensure the continuity of their businesses, especially in the current pandemic

situation." according to the current Cilegon Mayor Helldy Agustian (Pemkot Cilegon, 2021).

Visual branding and logo are important for the growth of micro, small, and medium-sized enterprises (MSMEs) in various ways. Firstly, it helps to differentiate the business from competitors and create a strong brand identity. A unique logo can help MSMEs to stand out and be easily recognizable, which is crucial for establishing a loyal customer base. This, in turn, can lead to increased sales and revenue (Neumeier, 2003). This study employs a hybrid methodology, primarily utilizing design thinking as the main approach and complementing it with The Outline of Logo Design Process as a derivative method.

By centering its attention on Kue Gipang, this study serves a dual purpose: preserving this cultural heritage while also investigating its economic potential. Kue Gipang is crafted by micro, small, and medium-sized enterprises (MSMEs) in Cilegon, making them essential contributors to the local economy. This research seeks to evaluate how visual branding can empower these MSMEs. By examining Kue Gipang MSMEs, the study offers valuable insights into how visual branding strategies can facilitate their growth, subsequently benefiting the progress of Cilegon. The primary objective of this research is to assess the potential impact of visual branding, encompassing aspects like logo design and key visual elements, on the advancement of micro, small, and medium-sized enterprises (MSMEs) in Cilegon, Indonesia, with a particular focus on Kue Gipang Tiga Bunda.

In the context of Kue Gipang Tiga Bunda, a logo design featuring a symbol or icon could effectively encapsulate the core qualities of the product and its distinctive selling points. As an illustration, such a logo could incorporate a symbol or icon that symbolizes the three founders of the business, along with three Kue Gipangs, and possibly wheat to signify its use of organic ingredients.

Such a logo can help Kue Gipang Tiga Bunda MSME stand out from similar products in the market that often only use simple text logo with no symbol which makes most of products look the same from afar. It can also enhance the visibility of

the brand in a larger market by creating a visually appealing and easily recognizable brand identity that can be used across various marketing materials, packaging, and digital platforms.

Furthermore, the simplicity and versatility of symbol and icon logos make them suitable for application in different sizes and formats, such as on product packaging, signage, social media profiles, and promotional materials. This makes the logo easily adaptable and scalable, allowing for consistent branding across various touchpoints, which can further enhance the visibility of the MSME brand and create a strong brand recognition among consumers.

2. Literature Review

Within the literature review, a significant pattern emerges as multiple researchers (Fadhilah et al., 2021; Negoro et al., 2023; Prastowo et al., 2022) consistently adopt the Design Thinking methodology in their efforts to enhance brand identity in micro, small, and medium-sized enterprises (MSMEs).

Tabel 1. Review of previous research

No	Author	Title	Object	Method	Analysis
1.	(Fadhilah et al., 2021)	Perancangan Ulang Logo Sebagai Identitas Visual Praktik Dokter Hewan Get Vet	Veterinary Brand Identity	Design Thinking	SWOT, USP
2.	(Prastowo et al., 2022)	Perancangan Logo “Rumah Makan Sate Sapi Suruh dan Bakso Salatiga” dan Media Promosinya	Diner House	Design Thinking	SWOT

3.	(Negoro et al., 2023)	Implementasi E-Commerce Clothing Line Menggunakan Metode Design Thinking dan System Usability Scale	Clothing Brand	Design Thinking	SUS
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While various methodologies exist for conducting research, the consistent use of design thinking in brand identity enhancement for MSMEs suggests its unique suitability for addressing the complex challenges these businesses face. There is a notable gap in the understanding of why design thinking is particularly effective and whether its principles can be further optimized to empower MSMEs to differentiate themselves in crowded markets.

While design thinking is a commonly used methodology in brand identity enhancement, this study combines it with a specific focus on logo design and key visual elements. This integration of design thinking as the primary method and The Outline of Logo Design Process as a derivative method is a unique approach that hasn't been extensively explored in the reviewed literature.

3. Creation Methodology

This research employs both design thinking and The Outline of Logo Design Process to guide its methodology. Design Thinking is a problem-solving method that prioritizes human-centered innovation. It involves understanding user needs, generating creative ideas, creating prototypes, testing solutions, and making improvements based on feedback. In tandem with Design Thinking as the primary method, the study also incorporates The Outline of Logo Design Process (Li et al., 2014) as a supplementary method.

Design Thinking offers a human-centric approach that is especially pertinent in design-related research, fostering empathy with users, needs identification, and innovative solution development.

Conversely, The Outline of Logo Design Process presents a structured framework for logo design, breaking down the process into distinct stages like research, conceptualization, and implementation, ensuring that all essential steps are covered.

Integrating these two approaches leverages their respective strengths. Design Thinking instills a human-centered perspective, while The Outline of Logo Design Process provides a structured guideline. This synthesis can lead to more efficient logo design, meeting user needs while adhering to industry standards and best practices.

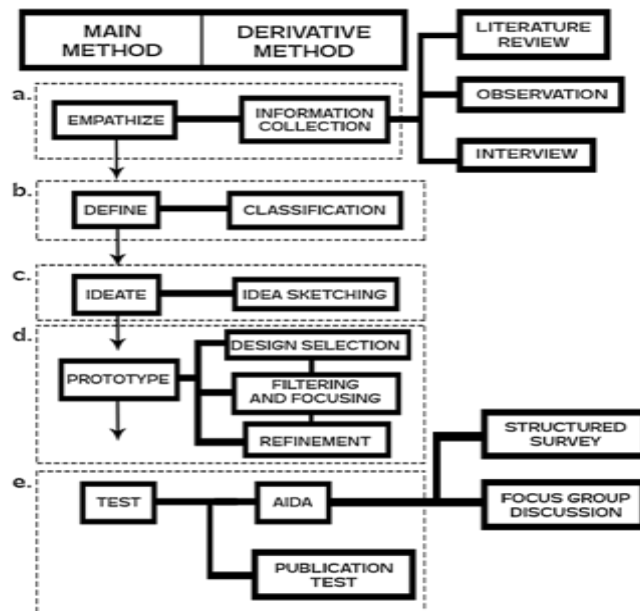


Figure 1. The outline of Kue Gipang Tiga Bunda visual branding process
(Source: Li et al., 2014; Plattner, 2010)

4. Discussion

4.1 Kue Gipang Tiga Bunda Initial Brand Identity

Kue Gipang Tiga Bunda is a traditional Cilegon snack brand, known for its unique and savory taste. This delicacy is typically produced by micro, small, and medium-sized enterprises (MSMEs) in Cilegon, Indonesia. Its name, "Tiga Bunda," translates to "Three Mothers" in English, possibly suggesting a connection to its origin or recipe. Kue Gipang is distinguished by its traditional appeal and the potential to serve as a cultural and culinary attraction in Cilegon. Its production often involves the use of organic ingredients, making it a promising candidate for modern branding and marketing strategies to enhance its recognition and economic impact.

Author also has done a survey about the previous brand design of Kue Gipang Tiga Bunda.



Figure 2. Initial design of Kue Gipang Tiga Bunda brand
(Photo: Alrazi & Rachman, 2023)

The survey captured feedback from participants who believed that the brand's initial design had room for improvement to enhance its appeal and make it more distinctive in the market through a unique design. The data shows that the majority of respondents either "Agree" (61.7%) or "Strongly Agree" (31.7%) with this notion.

The chart illustrates the percentage of participants who responded positively to the statement, "I tend to select the brand with superior visual branding when deciding between two similar products from different brands."

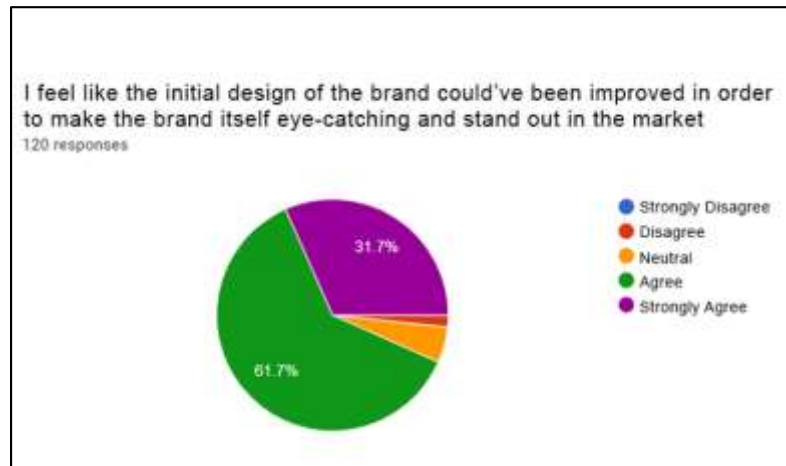


Figure 3. Feedback of initial design
(Design: Alrazi & Rachman, 2023)

The interpretation of the chart reveals that a significant portion of the respondents either "agree" (55%) or "strongly agree" (30.8%) with the statement, indicating a clear preference for brands with strong visual branding. This implies that a compelling visual identity plays a crucial role in both attracting and retaining customers.

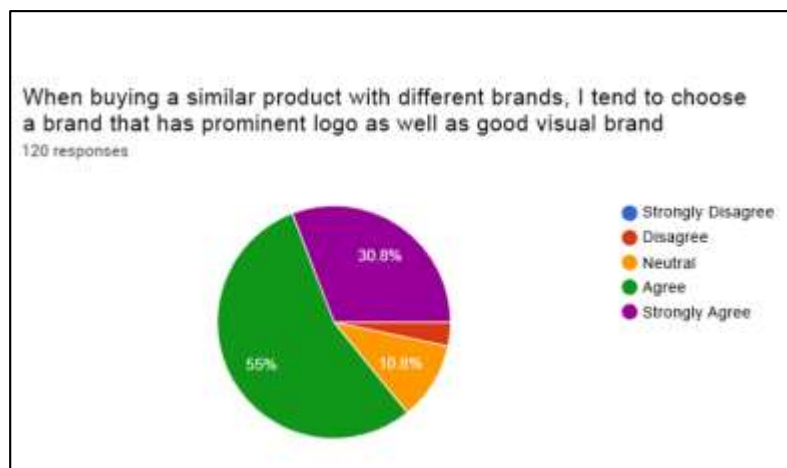


Figure 4. Survey result
(Design: Alrazi & Rachman, 2023)

It's essential to recognize that the chart exclusively reflects the views of the survey participants and may not necessarily mirror the sentiments of the wider

population. Moreover, the chart may have limitations, such as sample size and the demographic characteristics of the respondents.

4.2. Visual Brand Improvement Potential Impact on Kue Gipang Tiga Bunda

Kue Gipang Tiga Bunda has the potential to enhance Cilegon's tourism sector as a Micro, Small, and Medium-sized Enterprise (MSME) by showcasing the region's culinary heritage, fostering a sense of local identity, strengthening the local economy, and drawing tourists seeking distinctive experiences. By endorsing Kue Gipang Tiga Bunda as a symbol of Cilegon's culinary richness, it can support the city's image and narrative as a hub for food enthusiasts. Moreover, as an MSME, it embodies the entrepreneurial ingenuity of local artisans, while also luring food enthusiasts and culinary travelers, potentially resulting in increased tourist numbers, extended visits, and additional expenditures, ultimately benefiting Cilegon's broader tourism sector.

During our research, we had an important discussion with Rita Yanuarti, the owner of Kue Gipang Tiga Bunda. She highlighted a significant issue her business encounters: a lack of a distinct and recognizable brand identity. This means that customers often find it challenging to differentiate her products from those of other companies. To put it simply, it's akin to having two identical candies wrapped in different packaging, which leads to confusion among people.

Implementing a visual branding strategy would provide substantial benefits to Kue Gipang Tiga Bunda in multiple ways. It would enhance the product's visual appeal and make it more memorable for customers, effectively distinguishing it from competitors.

The author conducted a focus group discussion involving a variety of experts in the field, including Freelance Graphic Designer Ratu Baina, Graphic Designer Nurul Fauziah, and Sunendra from the Centre of Domestic Product Utilisation, which is responsible for managing local products in Indonesia and their marketing processes. The consensus from this discussion was that visual branding holds immense importance for small businesses.

These experts collectively agreed that visual branding plays a pivotal role in helping small enterprises distinguish themselves in a competitive market and in enhancing the perceived legitimacy and attractiveness of their products to consumers. They likened visual branding to a unique signature that not only makes a business memorable but also instills trust in customers, thereby creating a connection.

Furthermore, the group delved into the fundamental components of visual branding that small businesses should concentrate on. This includes the development of a distinctive logo, the consistent use of colors and fonts, and the creation of a cohesive visual identity across all marketing materials. It was noted that consumers tend to favor products with strong visual branding as it conveys a sense of quality and reliability, and, in some instances, even prompts impulse purchases based on the attractiveness of the packaging.

In terms of evaluating the success of their visual branding efforts, the experts recommended examining metrics such as sales figures, brand recognition, customer loyalty, and engagement rates. They also emphasized the value of gathering feedback from customers through surveys and discussions to gain insights into the effectiveness of their branding strategies.

The approach used in this study, which involved investigating the perspectives of experts and assessing market reactions, yielded valuable insights into the significance of visual branding for Micro, Small, and Medium-sized Enterprises (MSMEs).

4.3. New Visual Brand Design Process

Upon reviewing the initial design, the author initiates the brainstorming phase. During the initial stage, it begins by seeking inspiration, including an exploration of the business's core values, to gain a deeper understanding of the enterprise. This comprehension forms the basis for conceptualizing the logo. Subsequently, the author proceeds with the process of sketching and doodling. The feedback provided by the business owner proves invaluable, offering guidance to designers in simplifying and

refining their concepts. During this step, the author generates a variety of designs that could potentially serve as concepts for a new logo and key visual.



Figure 5. Brainstorm sketch process
(Photo: Alrazi & Rachman, 2023)

As illustrated above, these are a collection of logos that have undergone a thorough brainstorming process, ultimately culminating in the selection of logo 5, based on the preferences and input of Kue Gipang Tiga Bunda's owner and staff following the design selection phase.

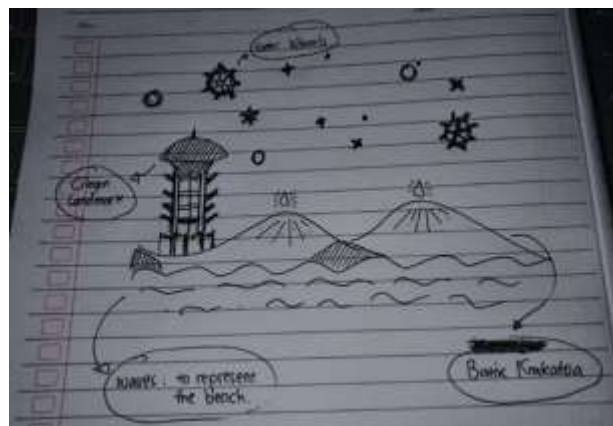


Figure 6. New key visual of Kue Gipang Tiga Bunda
(Photo: Alrazi & Rachman, 2023)

The design depicted above is selected as the Key Visual to enhance the visual branding, working in conjunction with the chosen logo.

4.3.1 Batik Krakatoa (Simplified)

Batik Krakatoa, originating from Cilegon, Indonesia, which is situated near the renowned Krakatoa volcano, is a distinctive type of batik fabric. The design of this particular batik is influenced by the natural beauty and rich cultural heritage of the region. It blends traditional motifs with contemporary elements, and it is crafted by a married couple, Helldy Agustian and Hany Seviatry (Jimi, 2020).

The production of Batik Krakatoa entails a complex process that demands skilled artisans to employ wax-resistant dyeing techniques in creating intricate patterns. The resulting Batik Krakatoa fabric is celebrated for its detailed designs and vibrant colors, serving as a material for crafting traditional and modern attire, accessories, as well as home decor items. The production of Batik Krakatoa holds a significant place in Cilegon's cultural heritage and is recognized as a precious art form in Indonesia. However, in this Key Visual (KV), the design has been subtly simplified while retaining a trace of its original influence.



Figure 7. Batik Krakatoa new key visual
(Design: Alrazi & Rachman, 2023)

4.3.2 Gear Wheels

In the realm of Cilegon's Batik Lereng Lesung, "roda gigi" translates to "gear wheel" and pertains to the particular pattern or motif incorporated into the batik Lereng Lesung design. Cilegon, recognized as a prominent industrial city, enjoys widespread

national and international acclaim. The inclusion of gears in this Key Visual (KV) aims to symbolize Cilegon's status as one of Indonesia's major industrial hubs, a city with a well-established reputation in the industrial sector.

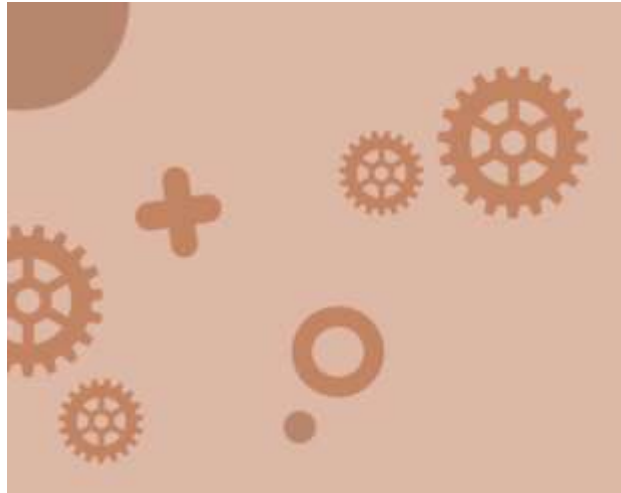


Figure 8. Gear wheels new key visual
(Design: Alrazi & Rachman, 2023)

4.3.3 Cilegon City Landmark

A city landmark is a notable place, structure, monument, or location within a city that holds historical, cultural, architectural, or artistic importance. It serves as a point of interest that is both distinctive and often embodies the city's identity to residents and tourists. City landmarks can also function as meeting points or reference points for navigation within the urban area (Appleton, 1975).

In connection with the gear symbol in this Key Visual, the prominent Cilegon City Landmark, conceptualized by Wira Niaga Sejahtera, a Design Consultant Organization based in Palembang, was the inspiration for the design. When viewed from above, this landmark resembles a gear, symbolizing Cilegon's stature as one of Indonesia's leading industrial cities.

Key visuals play a vital role in design, as they offer a visual representation of the central concept, message, or theme in a design project. Often referred to as a hero image, a key visual is typically the primary or dominant image used to convey the

essence of a design (Ware, 2008). Its purpose is to capture the viewer's attention and engage them with the design. Through the use of an eye-catching or compelling image, the key visual can spark the viewer's interest and motivate them to delve further into the design. Additionally, the key visual serves to visually communicate a specific message or idea. It accomplishes this by using imagery directly tied to the message, which reinforces and clarifies the design's meaning.



Figure 9. Cilegon city landmark new key visual
(Design: Alrazi & Rachman, 2023)



Figure 10. New key visual of Kue Gipang Tiga Bunda
(Design: Alrazi & Rachman, 2023)

Furthermore, key visuals contribute to establishing and reinforcing a brand identity. Consistency in imagery and design elements across various platforms can help build a strong brand presence and enhance brand recognition. When incorporating

distinctive or unique imagery or design elements, the key visual aids in making the design stand out and become more memorable to the viewer (Malamed, 2015).

The next step is prototype. By engaging in the prototyping process, the visual branding of Kue Gipang Tiga Bunda can be subjected to visual evaluation, fine-tuned, and ultimately transformed into a captivating and resonant brand identity that connects with its intended audience and maximizes its impact on Cilegon's tourism industry. Utilizing graphic design software or prototyping applications, digital representations can be generated to simulate the eventual visual branding of Kue Gipang Tiga Bunda. These representations encompass components like logos, color palettes, fonts, packaging concepts, and key visual elements.



Figure 11. New visual brand design prototype
(Design: Alrazi & Rachman, 2023)

In the new design presented above, the author opted for a simplified depiction of Kue Gipang. This decision was made to align with a more contemporary design approach and was influenced by the personal request of Rita Yanuarti, the proprietor of Kue Gipang Tiga Bunda. Rita Yanuarti explicitly expressed her desire to place greater emphasis on Kue Gipang within the logo design, with the aim of conveying the message that Kue Gipang Tiga Bunda specializes in the production of Kue Gipang. The logo features three Kue Gipangs, symbolizing "Tiga Bunda," which translates to "three mothers." The incorporation of the paddy in the logo serves to underscore the

message that Kue Gipang Tiga Bunda uses fresh ingredients in its production, ensuring the quality and freshness of their products.

Following the the development of a new logo for Kue Gipang Tiga Bunda, the data or feedback displayed on the chart indicates a favorable reaction from the staff and owner of the MSME regarding the selected logo.



Figure 12. Final design of new logo for Kue Gipang Tiga Bunda
(Design: Alrazi & Rachman, 2023)

The fact that 64.2% of respondents expressed agreement and 19.2% conveyed strong agreement suggests a preference for the new logo over the original one in the initial design.

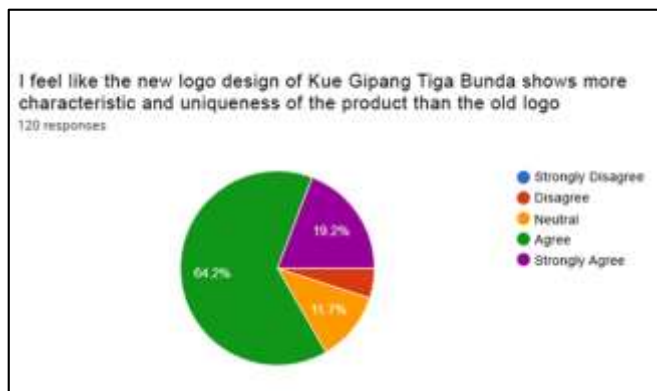


Figure 13. Visual likeness chart
(Design: Alrazi & Rachman, 2023)

The respondents exhibited a favorable reaction to the new Key Visual (KV), with 60.8% indicating agreement and 15% expressing strong agreement.

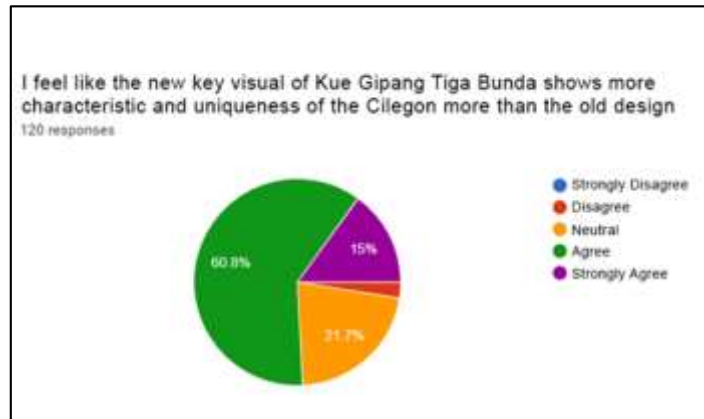


Figure 14. Visual likeness chart
(Design: Alrazi & Rachman, 2023)

The survey participants have expressed agreement with the new comprehensive visual brand presented in the final design mockup above. A total of 63.3% have indicated agreement, while 17.5% have strongly agreed. These responses suggest that the respondents are not only inclined to purchase Kue Gipang Tiga Bunda in its new visual design but are also more likely to gain a better understanding of Cilegon through this branding.

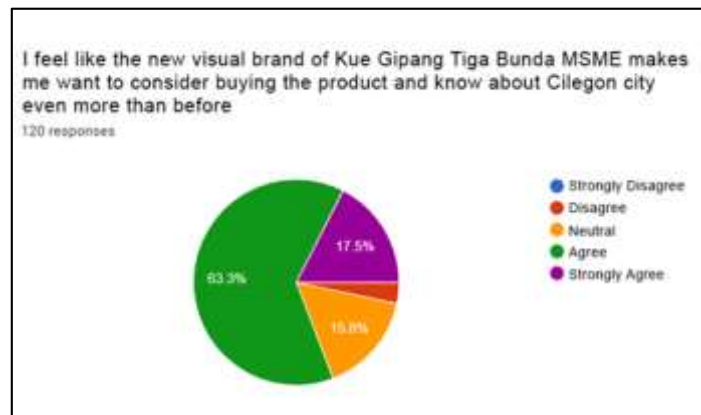


Figure 15. Visual Likeness chart
(Design: Alrazi & Rachman, 2023)



Figure 16. New visual of Kue Gipang Tiga Bunda
(Design: Alrazi & Rachman, 2023)

In general, the respondents have shown a significant degree of agreement and strong endorsement of the new comprehensive visual branding featured in the final design mockup, with 63.3% expressing agreement and 17.5% strongly concurring. This suggests that the new visual design has resonated positively with the respondents, enhancing their inclination to consider purchasing Kue Gipang Tiga Bunda and deepening their understanding of Cilegon.

As a result, the final logo was selected mainly because a majority of potential consumers of Kue Gipang Tiga Bunda strongly implied that it effectively conveys the product's distinctive characteristics more than the other logo options. By highlighting these unique features, consumers can better grasp the essence and qualities of the product they are buying. The design features should try to communicate the brand identity or brand meaning correctly (Gu, 2013).

Through an extensive exploration of visual identity, logo design, and key visual components, this study show to uncover how effective visual branding can set a brand apart in a competitive market and potentially influence its growth and recognition. In branding visual design can be used to differentiate products, create brand awareness

and justify a premium price (Iivanainen, 2017). In the end, consumers are interested in buying, and product sales increase.

5. Conclusion

The core objective of the study is to showcase the importance of visual branding in creating a distinct identity for MSMEs like Kue Gipang Tiga Bunda. The case study of Kue Gipang, a traditional Indonesian snack, serves as a practical context, demonstrating how visual branding can elevate a relatively unknown product to a recognizable and desirable brand.

The study begins by establishing the key components of a strong visual identity. It emphasizes the role of elements like logos, packaging design, booth design, and overall product presentation in creating a consistent and memorable brand image. The data collected from focus group discussions and expert interviews further strengthens this point. The experts unanimously stress the significance of visual branding in distinguishing MSMEs from competitors, enhancing brand recognition, and building credibility.

The research confirms that a strong visual identity significantly boosts brand awareness and product distinctiveness. A well-designed logo and key visual increase consumer recognition, loyalty, and emotional attachment to the brand.

Investing in a robust visual identity is vital for success in a competitive market. Small businesses can use key visuals and logo design strategically to stand out. Consistency, feedback, professional design, and staying updated with market trends are crucial considerations.

Feedback from a focus group shows a positive reception of the study's approach to enhancing small business branding. The comprehensive insights offer practical guidelines for small businesses to succeed in a competitive marketplace.

In summary, skillful design enhances brand recall and product distinctiveness, empowering small businesses to become memorable and successful. A strong visual

identity sets a product apart and boosts brand recognition, as supported by feedback from a structured survey with the target audience.

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