



Renewal Method Visual Identity of Logo Company PT. Angsa Putih Kurnia Kharisma

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ABSTRACT

Corporate identity is a very important thing for a company to have which in general can be described in the form of logos, taglines, company colors and many other aspects that make up the company's identity. Corporate identity is very crucial for a company because it plays a role in creating an image of the company for the community and also what makes it differentiate among the players. PT. Angsa Putih Kurnia Kharisma is a company engaged in the largest compressor industry in Indonesia which has been established since 1990 until now where it is still not well known by many people so that through redesigning the company logo, it is hoped that it can provide attractiveness and be a differentiator from other competitors. The design of a visual identity in the form of a logo redesign for PT. Angsa Putih Kurnia Kharisma will be applied to all media used such as brochures, x-banners, stationary sets, posters, and others which are expected to increase public awareness of PT. Angsa Putih Kurnia Kharisma.

1. Introduction

Indonesia is a country that has various companies in various fields where as time goes by, the number of companies in Indonesia tends to continue to grow. However, not a few companies are able to survive and continue their business over time, especially when competition is getting tougher, and currently in new normal era, so it is very important for a company to have a strong strategy and companies need to build a good image and quality in order to survive in the market. Not only focusing on these two things, companies must also remain consistent in maintaining the quality of products and services offered to be able to compete among other players.

One of the industries that has a significant impact on others company that engaged in the compressor industry where one of the players in this field is PT. Angsa Putih Kurnia Kharisma which has been established since 1990 until now where generally the compressor machines from this company support the activities of factories and other large companies engaged in various fields. As time goes by, it is undeniable that there are many competitors that are growing in this compressor industry which makes competitiveness even higher both in terms of products and services so that a strategy is needed to be able to compete to overcome this.

Strategy is a unified, comprehensive and integrated plan that links the company's superiority strategy with challenging environment and which is designed to ensure that the main objectives of the company can be achieved through proper implementation by the compnay (Rangkuti, 2013). One of the strategies

that can be implemented is through the formation of the image displayed by the company where the company's image works as a filter that influences perceptions of the company and it helps the consumer to choose the companies that are available.

Even though PT. Angsa Putih Kurnia Kharisma has been in the compressor industry for over 30 years, it is undeniable that PT. Angsa Putih Kurnia Kharisma still lacking from the side of public awareness and even some people have a misperception of the industry run by PT. Angsa Putih Kurnia Kharisma if they judge from the side of the company logo and its name. Due to the lack of its company's identity, it is crucial to renew the visual identity of PT. Angsa Putih Kurnia Kharisma so the visual identity in the form of a logo will be transformed into more modern and attractive to increase the awareness from the consumer. Brand awareness is the ability of a customer to recognize or be able to recall the brand (Cahyani, 2016). And that is the reason why logo is a very important aspect because it contains meaning to symbolize the positive goals of the product or service it represents (Kartika and Dian, 2013). By renewal the logo into more modern and attractive, it is hoped that it will catches the public's attention and it can maximize the use of visual identity in promotional media used by the company and introduce PT. Angsa Putih Kurnia Kharisma with a new image that highlights excellence, vision and mission so that awareness towards this company in the community also grows.

2. Method

The research process is carried out using qualitative research methods with an observational analysis approach. Qualitative research is research that intends to understand phenomena about what is experienced by research subjects such as behavior, perceptions, motivations, actions, and others holistically and by means of descriptions in the form of words and language, in a special natural context by utilizing natural methods (Moleong, 2017). In this research process also use observation methods that are adapted to design principles and also by collecting and analyzing data related to competitors engaged in the compressor industry using SWOT and Six Thinking Hats methods. Observation is data collection technique to observe human behavior, work processes, natural phenomena, and respondents (Sugiyono, 2017). According to Jauch and Gleuck (Amirullah, 2015) SWOT methods is analysis based on logic that can maximize strengths and opportunities, but simultaneously can minimize weakness and threats. Six Thinking Hats are methods that solve problems from various points of view with different approaches so that these observations are also carried out more optimally and more constructively. There are six hats in each methods that describes it functions:

a. White Hats (Facts)

At this stage, researcher is focused on the facts and data that are already available where at this stage can also hold discussions about the information that has not been obtained and find out where this information can be obtained.

b. Red Hats (Feelings)

At this stage, the researcher is focused on things that are the opposite of the White Hat stage where this stage is focused on the feelings that arise when identifying problems. However, the feelings that arise do not have to be followed because the most important thing at this stage is that the researcher obtains and becomes aware of the feelings that arise and hears each of these feelings.

c. Yellow Hats (Benefits)

At this stage, the researcher is focused on being able to think positively from the many ideas given where from these ideas will be selected some that show a positive attitude by thinking about the possibility of their realization.

d. Green Hats (Creativity)

At this stage, researcher are invited to think creatively and innovatively to explore new ideas and are challenged to think outside the box. At this stage, researcher also gives birth to creative innovations which are expected to be the answer to existing problems and explores creative ideas without receiving much criticism so that the exploration runs more optimally.

e. Blue Hats (Process)

At this stage the researcher is taught to refer to the process, for example by analyzing the current position, what steps need to be taken in the future, which at this stage includes the discussion

process, objectives, and the scope of the conversation that wanted to obtain information.

f. Black Hats (Cautions)

At this stage researcher is taught to see everything from the bad side which from this stage helps the researcher to design a better plan to ward off negative things that might arise in the future as well as correct deficiencies and avoid fatal risks before taking steps to come forward. This stage is a stage that is contrary to the yellow hat stage where the yellow hat will be positive when an idea is given but the black hat is just the opposite. But those responses are based on logic, facts, and realistic opinions.

In addition, interviews were also conducted with several informants in order to obtain input and views on the company where the results of these observations will be used as a reference during the research process. This observational research also goes through a deductive thinking process where it begins with a general theory based on it and then connects it with observational data to be tested. The purpose of this research is to investigate based on the data obtained through observation, it is hoped that this can be a reference for maximizing the visual identity redesign process on the company logo of PT. Angsa Putih Kurnia Kharisma to have more attractiveness in the eyes of the public.

3. Results and Discussion

This section contains some source of information, facts and findings that will be discussed further during the research process

3.1. Historical Background of PT. Angsa Putih Kurnia Kharisma

PT. Angsa Putih Kurnia Kharisma is a company operating in the largest compressor industry in Indonesia which has been established since 1990 with the motto : quality, advanced technology, specialty. Not only provide products, but PT. Angsa Putih Kurnia Kharisma also offer a systems and after sales services to enhance the customer satisfaction both in terms of products and services. Ever since the company established, this is the preview of the company logo that exists and have not through any changes for 30 years until now.



Figure. 1 The company's logo of PT. Angsa Putih Kurnia Kharisma
(Source : Company's Documentation)

3.2. The Details of Proposed New Logo

As mentioned due to lack of identity and awareness towards company of PT. Angsa Putih Kurnia Kharisma, many of public shares the same perception of how PT. Angsa Putih Kurnia Kharisma should consider on a renewal corporate identity in terms of logo since many competitors shown up with more eye-catching and modern so it is a crucial move to step up into this problem. Here is the proposed new logo of PT. Angsa Putih Kurnia Kharisma that was created using mind mapping method which is a method of expressing thoughts which is the use of the whole brain by using visual images and other graphic infrastructure to form impressions (Aris, 2014).



Figure 2. Proposed New Logo of PT. Angsa Putih Kurnia Kharisma

The new logo of PT Angsa Putih Kurnia Kharisma depicts a simplification of the swan shape which looks more modern with a circle that describes the eyes of the swan. The green color on the logo of PT. Angsa Putih Kurnia Kharisma symbolizes continuous growth in both the company and the products it produces and also it gives a calm and relaxing effect that can attract consumers attention. Meanwhile the gold color on the eye of the Swan symbolizes success and prosperity in the company. PT. Angsa Putih Kurnia Kharisma uses the font type "OPTIAggie-Solid" which has a modern visual style in letters and uses the font type "Montserrat-SemiBold" which is formal, these two fonts are combined to be modern and formal when used.

3.3. The Response Towards New Logo

With the details of proposed new logo that explained during the research process through observation, interview and discussion with all parties involved, most of them shared the same answer that they agree the proposed logo is way more attractive than the existing logo of what PT. Angsa Putih Kurnia Kharisma had currently. By applying this new logo, it is hoped that not only gain public's attention and awareness towards company but also it maximizes the company's identity so it can also help to reach out to more new customer in the future by maximizing the new logo usage in the promotion materials such as banners, brochures, business card, etc to introduce the company to public.

4. Conclusions

As the results of the analysis related to the importance of renewal the visual identity in the form of a logo for PT. Angsa Putih Kurnia Kharisma where the purpose of this analysis is to see how attractive the logo is owned by the company through the results of the analysis and getting the point of views from the public, it can be concluded that a brand that has an attractive visual identity design has more influence on attractiveness and awareness in the eyes of the public. The advantage after this analysis is to realize and notice that there are things that must be corrected to improve the company's image through a visual identity renewal process of the logo on the company PT. Angsa Putih Kurnia Kharisma and the limitations experienced by the author are that the time given to create a design tends to be short so that the results are less than optimal where it is hoped that in the future this can be corrected in order to obtain maximum results.

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