# Redesign Visual Identity 2R Handy Craft as An Effort to Improve Brand Image and Promotion

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**ABSTRACT**
*2R Handy Craft is an MSME that operates in the field of fashion and souvenirs typical of Lampung. As a growing MSME. 2R Handy Craft has a logo that contains elements of plagiarism which can be detrimental and hinder the development of 2R Handy Craft itself, as well as inappropriate promotional media in introducing and offering products from 2R Handy Craft. This redesign uses the morphological method as a creative method to formulate the visual concept of a design. The morphological method was used to redesign the brand image of 2R Handy Craft so that it could create a strong logo visualization to represent the brand image of 2R Handy Craft. Logo design begins with collecting visual data, verbal data, analysis, visual concepts, finalizing the design and then supporting it with promotion through main and supporting media. The result of this redesign is a logo and philosophy which is applied to the main media, namely standard manual graphics, then assisted by supporting media, namely Instagram, stationary set, vehicle design and so on.*

## 1. Introduction

The development of fashion does not only occur in the modern scope, but traditional fashion is also growing along with the times, traditional fashion is starting to develop and has many different types. One type of fashion is tapis. Tapis cloth is a traditional craft originating from Lampung. Filter cloth is made from woven cotton thread, gold thread, or silver thread. This filter cloth can be used by all groups and all genders.

According to Van der Hoop (Azani, 2021), the filter cloth is made to fulfil traditional needs which are considered sacred. These features make tapis cloth a characteristic icon of Lampung. This can happen because tapis cloth is made with taste and love, especially by women both young and old. Tapis cloth is also well known not only on the national level, but filter cloth is also very well known on the international stage.

2R Handy Craft is an business operating in the fashion sector that focuses on making souvenirs. As a business operating in the fashion sector, 2R Handy Craft provides various handicrafts. Even though the products are made through handicrafts, business owners still prioritize the quality and neatness of the handicrafts that the owners make. That's also what makes 2R Handy Craft special. According to the owner of 2R Handy Craft, the owner still does not have a complete brand image that can describe this

business. This makes it difficult for people to recognize the products of these business. Therefore, the owners of filter business need efforts to improve the brand image of the company they own, so that they can compete effectively and develop in this fairly tight competition by redesigning the visual identity.

Brand image is a name, term, sign, symbol, design, or combination of these which is intended to identify goods or services or groups of sellers by distinguishing them from competing goods or services (Supriyadi et al., 2016). The conclusion above shows that brand image is one of the most important assets in a company because with a brand image, the company can establish a good relationship with the audience. Brand image is very influential in building a company's reputation.



**Figure 1**. Imitated Logo

The image above is the 2R Handy Craft logo which still has elements of plagiarism in it. The creation of works is closely related to "Copyright". Because with copyright, the owner can protect the rights of the person who owns or created the work. Intellectual property rights or what is usually called the abbreviation IPR are rights that arise from the intelligence or ability possessed by humans to create works or ideas in the fields of art and literature, science and technology (Disemadi & Romadona, 2021).

The redesign activity will certainly really help the 2R Handy Craft business brand in developing its business and being confident when presenting itself to the target audience. The importance of a visual identity that is able to represent the quality and excellence of the brand is the background for this design, apart from the problem of plagiarism. Therefore, it is necessary to carry out redesign activities or redesign the business 2R Handy Craft brand that be consistent and capable of realizing brand awareness for the target audience.

## 2. Method

In this redesign, the data acquisition process for design uses qualitative methods. The data collected is data from observations, interviews, documentation and other official records. Through this descriptive qualitative approach, it is hoped that the data obtained can help the design process.

2.1. Observation
The observation method is the activity of direct observation of an object in the environment, whether active or running (Moussadecq et al., 2022). Observations in this research are intended to observe the use of reactions to research objects related to the medium that will be used. The observation method used is public observation where researchers make direct observations of actual conditions in the field according to the objectives to be achieved. This redesign activity was carried out to produce a visual identity for the 2R Handy Craft brand by the data obtained.

2.2.  Interview

The interview method is a data collection technique by conducting direct question-and-answer activities with the source (Kadafi et al., 2022). The interview method carried out with the sources was a structured interview. This stage is the stage where the interviewer knows exactly what information he wants to get so a systematic list of questions is designed. On June 15, 2022, the author interviewed the owner of 2R Handy Craft MSMEs. From the results of the interview, the problem was obtained, namely that there was plagiarism in the process of making the previous 2R Handy Craft logo. Plagiarism of logos will have an impact on not realizing brand awareness for the audience because it is difficult to distinguish a brand's logo. Plagiarism also has an impact on branding activities, especially promotions, because it will cause polemics or problems.

2.3. 5W+1H Data Analysis

After the data collection stage, we proceed to the analysis stage using the 5 W + 1H analysis method. This analysis method is a method of determining the subject's response to problems in design based on the data collected. The results of the data analysis obtained are as follows:

**Table 1**. 5W + 1H Analysis

| 5 W+ 1H | Questions | Answer |
|---|---|---|
| *Who* | Who are the buyers or audience of 2R Handy Craft? | 2R Handy Craft's audience is usually dominated by people looking for souvenirs from Lampung. The audience is not limited to age because anyone can use products made by 2R Handy Craft it self |
| *What* | What problems were found with 2R Handy Craft ? | The 2R Handy Craft logo contain elements of plagiarism from other logos or is it just a copy and paste from the internet. |
| *Why* | Why the 2R Handy Craft logo had to be redesigned ? | Because the 2R Handy Craft logo plagiarizes other logos and has an impact on future branding activities. |
| *Where* | Where does the problem happened? | At 2R Handy Craft business in the city of Bandar Lampung. |
| *When* | When did this problem happened? | In 2019, when the 2R Handy Craft brand was founded, it used a copy-and-paste logo from the internet. |
| *How* | What is the solution to the problem? | Redesign the logo and apply it to publication media by emphasizing the brand positioning. |

Based on the analysis carried out by the author, the solution applied is to strengthen the brand image and expand the marketing of 2R Handy Craft products. Brand image can start from redesigning the logo due to the element of copyright and can cause losses to 2R Handy Craft business. After the logo, the author will design supporting promotional media such as banners, x-banners, pamphlets, etc. Marketing will be expanded through social media, especially Instagram.

2.4. Target Audience

From the results of the analysis, the visualization you want to display can be determined, a strategy needs to be carried out, especially in determining the target audience. In determining the target audience there are variables, including: 1) Demographic, Age: 13 - 60 Years, Gende; Male and Female, Education: All levels of education, Economic Status: Middle – Upper Class, 2) Geographic, Region: Indonesia, City/Regency: All cities in Indonesia, Province: All Provinces in Indonesia, and 4) Psychographics, Lifestyle: Social, Active, Keeping up with the times

2.5. Communication Goals

The redesign of the Visual Identity this time aims to build public perception and also build a sense of trust in the 2R Handy Craft brand. This has a big influence on the audience's view and makes the brand remembered positively. The criteria for a good logo are also implemented so that communication objectives can be conveyed to the audience.

2.6. Creative Strategy

The author uses creative strategies in the process of designing the 2R Handy Craft logo and its application media. These creative strategies include: 1) Message Content /What To Say : Based on the Unique Selling Preposition /USP, the 2R Handy Craft brand is unique, namely "Handmade Tapis" in its value. Products that are still made manually are dominated by souvenir products such as brooches, key chains, headbands, earrings, and so on. This makes "Handmade Tapis" the tagline used to convey the message, and 2) How to Convey the Message/How To Say : How the message is delivered is a method for conveying the message to the audience. Utilizing the message content, namely "Handmade Tapis", which will be conveyed through visual language, namely the logo, and supported by the main application media and supporting media. These media are given a visualization of the tapis motif which is the visual identity of the 2R Handy Craft brand as a visual trigger in conveying the message.

2.7. Media Strategy

To realize this creative strategy, media is needed as an intermediary to convey information. The media is divided into two things, namely main media and supporting media. Main media is the main supporting media for conveying the information you want to convey. In this case, the author uses a graphic standard manual as the main medium for conveying this information. By creating standard manual graphics designed in landscape format with A4 size (21 x 29.7 cm), users can find it easier and more helpful to use previously created logos. This aims to make it easier for users to understand and apply logo design elements consistently.

To expand a company's marketing, effective use of supporting media is required. This supporting media functions as a tool to expand brand reach, such as banners, x-banners, pamphlets, business cards, and so on. In the current digital era, the use of online media has also become very important in supporting the Company's marketing at large. Distribution Strategy A Distribution strategy is needed to accelerate efforts to improve brand image.

2.8. Morphology

The word morphology can simply be interpreted as the shape and structure of an object, or another definition says that morphology is the arrangement and relationship of the parts of an object (Wicaksono, 2018). Morphology is a method that will be used as an initial stage in logo design by creating and collecting visual elements and visual solutions and then making them into a unified whole. The visual elements that the author needs for this method are the name of the business, Lampung ornaments, handmade, and also a butterfly as a symbol that is attached to the old logo of 2R Handy Craft. The elements mentioned are elements that are closely related to 2R Handy Craft business themselves. The author created several columns as objects for collecting visual elements that will be combined to create new elements. The morphological methods used in this work are as follows:
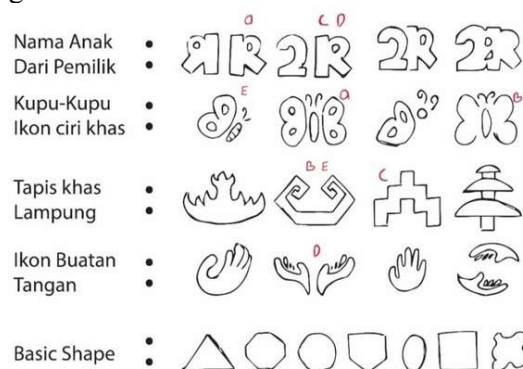


**Figure 2**. Visualization Of Morphology Method

All these elements will be selected and combined to become a new character. The main visual element that will be chosen is the Lampung ornament itself. Using the morphological method, 4 (four) new visual elements were created, the following are the results of the process of combining visual elements using the morphological method:
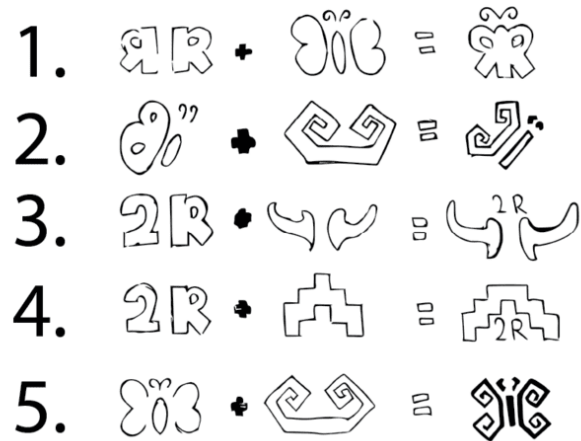
**Figure 3**. Symbol Combination Process

### 2.9. Color Selection

The color aspect is a very influential aspect of the brand image of a business. Humans react very easily to color. which allows them to see, recognize, and identify a brand. Therefore, color selection must be chosen very carefully and carefully so that the audience can distinguish the brand that they will remember.
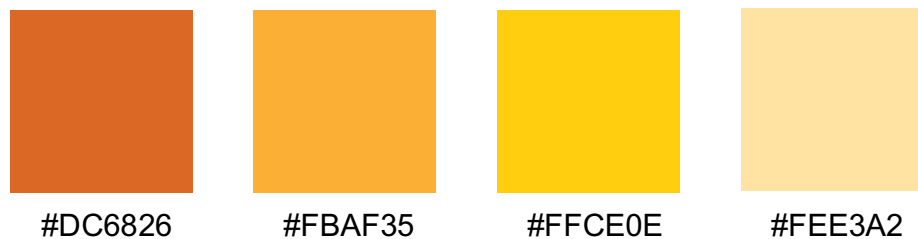
| #DC6826 | #FBAF35 | #FFCE0E | #FEE3A2 |

**Figure 4**. Color Palatte

### 2.10. Font Selection

Typography is the study of letter forms in which letters, numbers, punctuation marks, etc. not only a symbol of sound but are primarily seen as a form of design (Priscilia Yunita Wijaya, 1999). One of the supporting factors in brand image is typography. With typography, we can communicate messages effectively.

ABCDEFGHIJKLMN
OPQRSTUVWXYZÀÅ
abcdefghijklmnop
qrstuvwxyzàåéîõ&
1234567890($£.,!?)

**Figure 5**. Avant Garde Font

# 3. Results and Discussion

3.1. Visualization Design

After collecting the results from the morphology and turning them into several design alternatives, we then move on to the design visualization stage. Design visualization is the stage where the logo sketch enters the digital phase. By entering the sketch into the digitization stage, we can see the final form of the alternative design that the author has created. Several alternative designs that have been digitized will be sorted and selected according to their suitability for 2R Handy Craft business. Several design alternatives have been digitized as follows:
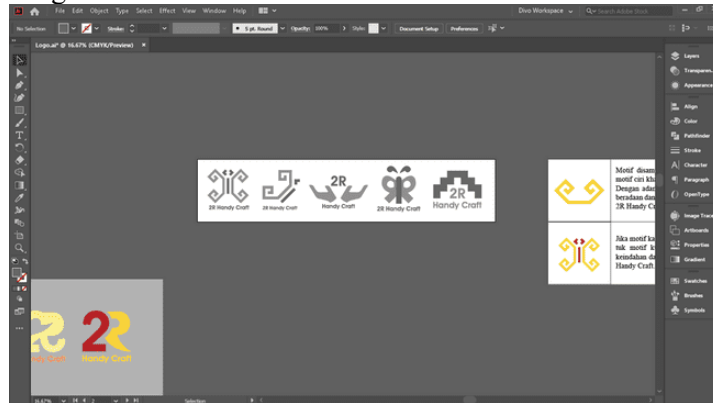


**Figure 6.** 2R Handy Craft Logo Design Process

Based on the digital results of the alternative designs above, one will be selected to be taken into consideration which will become the final logo. The logo selection was made based on beauty and adjusted to suit 2R Handy Craft business. The logo that has been chosen is then developed into several alternative designs. After considering several factors, business owners choose the following logo:



**Figure 7.** Final Logo.

Logo design cannot be separated from the meaning engraved in it, the meaning is intended to describe or imply the image of a company itself. To clarify the meaning of the selected logo, the author created a visual meaning table. The following visual table has been designed:

| | |
|---|---|
|  | Motif disamping merupakan motif utama sekaligus motif ciri khas Lampung yang memiliki bentuk kapal. Dengan adanya motif tersebut akan menandakan keberadaan dan juga menandakan isi produk dari UMKM 2R Handy Craft. |
|  | Jika motif kapal tersebut disatukan, maka akan terbentuk motif kupu-kupu. Kupu-kupu memiliki makna keindahan dari sebuah proses yang dilakukan oleh 2R Handy Craft. |

**Figure 8.** Philosophy Logo.

After creating a visual table that is by the provisions of the initial concept that has been created, the next stage is to choose the typography as the logotype. The author has selected several fonts that will be selected and selected to become the logotype. Here are some fonts that have been selected:



**Figure 9.** Fonts In Logos

The author chose typeface number 1, namely AvantGarde Bk BT. The typeface is chosen according to the suitability of the logo that has been created. The typeface on the logotype is sans serif which gives a modern impression. This type of typeface has a firm and solid character. After several stages have been fulfilled, the next step is the color selection stage. Color selection is very necessary in logo design. Color functions as an attractant for the audience and also potential audiences. This is because color is the easiest aspect to remember when the audience sees something new. The author will create a visual table to clarify the meaning of the colors.

| | | |
|---|---|---|
|  | <br>#B52227 | Dalam hal yang positif, warna merah menggambarkan cinta, berani, dan kuat. Hal tersebut sangat berkaitan dengan 2R Handy Craft yang dipenuhi kecintaannya terhadap budaya lokal. |
| | <br>#FAD430 | Warna kuning menggambarkan keceriaan, sifat aktif dan ekspresif. Selain daripada itu, warna kuning sangat menarik perhatian. Warna ini memberikan energi positif kepada konsumen yang melihatnya. |

**Figure 10.** Color Philosophy.

The colors in the table above are the colors that the author has considered to be the final colors for the logo that has been created. The colors chosen were considered based on the philosophical and geographical aspects of 2R Handy Craft business located in Lampung.

3.2. Main Media

The first main media in this design is the Graphic Standard Manual (GSM) which includes logo guidelines and stationary design. GSM supporting media has A5 paper size (21 x 14.8 cm). Graphic Standards Manual is a book or guideline that contains rules regarding logos, font type selection, layout, patterns, and other elements used by a company to build a strong identity. This GSM is used as a basic guide for designers to be consistent in creating logos in various fields. This manual also covers the design process, concept, and application of visual identity. In applying the GSM that has been created, users must pay attention to several important elements in applying the design so that the logo and visual identity that is built can be conveyed well. Some elements that need to be considered include the meaning of the logo, size, and layout of the logo, color palette, typography, and font type. All of this is important so that the company's visual identity can be well-received and understood by the audience.



**Figure 11.** Graphic Standart Manual Logo

3.3. Supporting Media

Supporting media acts as a driving force in the main media as a tool to help direct audiences to the main media. If the supporting media is part of the main media, then the supporting media can function as a reminder to the target audience about the mainstream media. Supporting media also acts as promotional media for 2R Handy Craft. Selected supporting media include Instagram feeds, billboards, vertical banners, x-banners, mugs, polo shirts, paper bags, nametags, business cards, and vehicle designs. The following is a visualization of the supporting media used for logo application:



**Figure 12.** Instagram Feed Design



**Figure 13.** Billboard Design



**Figure 14.** Vertical Banner Design

**Figure 15.** X-Banner Design



**Figure 16.** Logo On Mug and Uniform.



**Figure 17.** Logo On Papper Bag and Name Tag.

**Figure 18.** Logo On Name Card.



**Figure 18.** Logo On Vehicle

## 4. Conclusions

The visual identity redesign of 2R Handy Craft MSME aims to differentiate 2R Handy Craft as a tapis MSME from other tapis MSMEs in Lampung, especially in Bandar Lampung. The unique Visual Identity approach is the basic idea of this design so that it can differentiate 2R Handy Craft from its competitors. The results of this design include innovative Visual Identity such as logos, colors, typography, aesthetic elements, and unique promotional design styles. In this design, the morphological method is used to simplify the visual search process for logograms by combining visual elements and visual solutions that produce interesting new characters. Visual Identity media consists of the main media, namely Instagram, as well as supporting media in the form of banners, x-banners, stationery designs, vehicle designs, etc. The aim of creating this media is to increase brand awareness of 2R Handy Craft among the public.

Observations and interviews need to be carried out at the initial stages of visual identity design. It is hoped that the work that has been created can be put to good use by the owner of 2R Handy Craft for the progress of the tapis MSME itself. The Morphological Method can be a method that can be maximized and used in designing Visual Communication Design in the future.

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