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Visual Identity as a Visual Representation Media in Branding Bakso Atok

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ABSTRACT
Visual identity design is very important because it is one of the efforts to represent and represent a particular brand. In addition to representing its brand, visual identity can also increase consumer awareness in choosing the brand. This study aims to raise the problem of street vendors, namely "bakso atok" who do not yet have a visual identity, namely a logo. Many consumers are hesitant about the food sold because they are not sure about the quality and taste, plus they do not yet have a visual identity for their merchandise, namely a logo. Bakso atok needs ideas and innovations to increase awareness and trust for consumers. To solve this problem, visual identity design is very important and primary because the first thing consumers see is the logo of the brand. The purpose of this design is to increase consumer trust in bakso atok and be easily recognized by the public in a wider scope, therefore the logo design is made through various processes from observation, sketches, determining the layout and choosing colors to digitalization according to the concept needed and desired. And with the presence of the Bakso Atok logo, it can improve the quality of the branding image and the quantity of sales results so that many people believe and are aware of Bakso Atok and in developing their business, it can be used as an example by other traders or MSMEs who are also in the stage of developing their business.

1. Introduction

Visual identity can also be called a representation of a brand, something that can be felt through our senses, which presents the desired image of a company to consumers and is also a business tool and strategy to increase brand awareness among target markets (Fauzan & Apsari, 2020). Visual identity is also the main thing for a business in the service or trade sector so that it is always remembered by the entire community in Bandar Lampung City. Visual identity in a product will be able to increase competitiveness with other products in the same field. Visual identity is now very identical to branding issues because visual identity itself is the key to branding to introduce products or services that are promoted from its business.

Branding a business or service, one of the most important things is to design a visual identity, namely a logo, while the logo will be remembered by the general public and is an image of the visual that is represented, because the logo contains symbols that represent the identity of its visual which has meaning and meaning behind the visual that is formed. the logo at least has the application of certain principles such as original, distinctive, legible, simple, memorable, which is used on the media that will be used so that it can avoid difficulties when applying the logo. Identity plays an equally important role as a logo because visual identity is a collection of applications and elements that form a whole that forms the perception of the brand image that is built. According to (Indah Tjahwulan, 2022) Branding is an effort to create a positive perspective on the product itself, the company, or the facilities provided by the company, so that customers can distinguish our business from competitors. Promotional activities are activities that aim to present products or services to customers and persuade them to buy them (Kosanke, 2019).

In its development, meatballs have now become a favorite food of the general public, especially young people. Meatballs are also often found at events held by several seminars or weddings. The rapid development of meatballs today has established several outlets in Indonesia, especially Lampung. Meatballs themselves are liked by many people with middle to upper social status. Many meatball outlets have been established in Lampung, from those that only sell with carts to restaurants that have big brands such as Bakso Sony, Bakso Ngalam, or Bakso Lapangan tembak. One of the meatballs that has been established in Lampung by trading using a cart is Bakso Atok. This study aims to design a visual identity, namely a logo for street vendors, namely Bakso Atok, in order to increase awareness for consumers and help Bakso Atok so that they can have a visual identity in representing their business for branding.

In the current era of globalization where the competitive situation in the market is getting tighter and attracting consumer attention, Product competition is no longer limited to quality excellence or sophisticated technology alone, but also to efforts to achieve added value to provide added value to provide benefits to consumers. The problem of competition is not a new problem in the business world, this is addressed through developments over time in business progress. Every business cannot avoid competition with other businesses or what we usually call competitors. Therefore, it is necessary to have a competitor analysis, especially bakso atok which does not yet have a visual identity in the form of a logo because this is very important in the progress of its business. Regarding the competitor data from Bakso Atok that the researcher analyzed, the researcher collected competitor data from Bakso Atok which was arranged into several categories in the form of a table, the following data will be displayed:

Table 1. *Competitor data list*

	Meatballs with Marem	**Eko Meatballs**	**Pak Mul's Meatballs**
Location	Jl Raden Intan No 61, Bandar Lampung.	Jl P. The Legs No 219Sukarame, Bandar Lampung.	Jl. Raden Intan Bandar Lampung
Social media	Already available (marem_bakso)	Already available (Chicken meatballs_noodles) _eko2).	Already available (baksopakmul)
Target Market	Women & Men aged 10 -65 years	Women & Men aged 20-40 years	Women & Men aged 15-50 years
Price	Rp. 23,000.00	Rp.18,000.00	Rp. 20,000.00
Types meatball	Meatball tendon, meatball egg, meatball meat, small meatballs, tofu meatballs, beef skin tendons, salary, support	Meatball tendon, meatball egg, meatball meat, small meatballs, tofu meatballs, beef skin tendons, salary, allowance	Small meatballs, tendon meatballs, meatballs and eggs.

Bakso Atok itself is a street vendor business engaged in Indonesian specialties that are popular with many people in the form of a mixture of beef and other complementary ingredients located on Jl. Ikan tila pecoh raya, kec. Teluk Betung Selatan, Bandar Lampung. Bakso Atok is taken from the word bakso because it sells meatballs and atok is the name of the owner of bakso atok. In this case, the bakso atok business admits that it does not yet have a visual identity for its business, namely a logo, so that people, including consumers of bakso atok, find it difficult to remember and recognize bakso and the image they want to highlight is less visible and impressive. Bakso Atok has been established for a long time in 2004 and until now in 2024 it does not have a logo. Bakso Atok itself still uses a banner in front of its cart with the words bakso atok which is a guide for consumers in finding bakso atok at that location and is also a temporary visual identity because Bakso Atok itself does not yet have a visual identity, namely a logo.

Bakso Atok has no visual identity at all from its inception until now. This is due to the lack of knowledge and understanding of the owner of Bakso Atok in branding his business, because the owner of Bakso Atok also does not understand how to use technology due to age factors. Therefore, Bakso Atok requires innovation in designing a logo for his business in order to create awareness and consumer trust in consuming Bakso Atok.

Figure 1. *Atok meatball location*

2. Literature review

A. Logo Theory

According to Sumbo Tinarbuko from the book entitled "visual communication design as a marker of the era of global society" (Yogyakarta: Gejayan, 2015), pp.168, the logo is like a part of the body that can convey feelings from a product or company. From the marketing side, visual identity has a representation function that distinguishes one product from a competitor's product.

B. Color Theory

According to Sadjiman Ebdi Sanyoto from the book entitled "Nirmana elements of art and design" (Yogyakarta: Jalasutra, 2009), pp.11 & 13, color is a rhythm that can be received by the sense of sight. Color is divided into 2, namely additive and subtractive colors. Additive colors are colors that come from light, another name is spectrum, while subtractive colors are colors that come from pigments. The main colors of additive / RGB are (red, green, blue), while subtractive colors / CMY (namely magenta and yellow).

C. Logo Design Process Theory

According to Surianto Rustan from the book entitled "logo 2021" pp.97, designing a visual identity is a small part of the process of introducing a brand, which is at the brand identity stage. So to design a visual identity we must also have notification from the results of branding research.

D. Typography Theory

According to Danton Sihombing from the book entitled, "Typography in Graphic Design", 2018, pp. 24 the design process is an important step in solving typography problems. Designers function as visual communicators who have the opportunity to organize every creative decision so as to increase the effectiveness and efficiency of a message that will be conveyed by the recipient. The selection of the type must look strong and sharp, but still look fun so that it can provide a visual voice to the message created and correlate with the visual character and photography depicted.

E. Adobe Illustrator Theory

Adobe Illustrator is a software for designing vector-based designs. With this software, you can create stunning illustration designs with professional facilities (Wijaya, 2016).

F. Graphic Design Elements Theory (Texture)

According to Miki Endro from the book entitled "Basic Techniques in Drawing Shapes" (Yogyakarta, 2018), pp.5, namely visual texture in a presentation can be created by representing the surface of the paper with different colors and shapes. Visual texture makes something that is fantasy into reality.

G. Literature Review

1) Research from a journal entitled "Visual Identity Design for UMKM Ruang Keramik Studio, Metro City, Lampung" with researchers named Muhammad Redintan Justin et al, Visual Communication

Design Study Program, Faculty of Computer Science, Darmajaya Institute of Informatics and Business, (January 1-June 2022), Bandar Lampung.

Based on the results of the study that Based on the results of the research and design of the visual identity that has been discussed previously, designing a logo through observation and surveys on site with qualitative methods raises the question of how the concept will be discussed through visual identity, then the core of the discussion can be drawn, namely that the idea in designing the identity of the Ceramic Studio Room is "ceramic studio (taking ceramics)" which is a place to sell various types of ceramics in the city of Metro. The design of the visual identity of the Ceramic Studio Room is requested to be able to sharpen the brand image of the Ceramic Studio Room so that it can compete with its competitors. Logos, stationery sets, marketing media, packaging, and clothing are the media used in designing the ceramic studio room logo.

2) The research entitled "Visual Identity Design of Central Coffee in Alahan Panjang" by Taufik Kurniawan, 1201214/ 2021 (2018) revealed that the results of his research were:

Based on the results and discussion of the visual identity design of Central Coffee, it can be concluded that the visual identity design activity is to determine the character to be built and the identity represented by Central Coffee. In designing a visual identity, data collection is very important as a reference and basic guideline in designing a visual identity. There is a reason why we adjust our logo to the purpose and design of our visual identity so that it represents Central Coffee and distinguishes us from our competitors. The selection of shapes, colors, and elements contained in the logo adjusts to the expression. The silhouette of Mount Talang represents the origin of the product and is interpreted to maintain product quality. The shape of the cup and saucer which are also the initials of the name Central symbolize the movement of Central Coffee's business which continues to move in a better direction along with the times. The selection of the Futura Md BT font for Central and Dancing Script for Coffee will give a decorative, relaxed and friendly impression to your consumers, making Central Coffee immediately recognizable by the target and potential consumers who will be used. The overall colors are black, brown, gold, cream, and white to represent the audience you want to reach.

3) Research from a journal entitled "Logo Design and Visual Identity for the City of Bogor" with researcher Brian Alvin Hananto1, Visual Communication Design Study Program, Pelita Harapan University, January 2019.

Based on the research results, we adopted the design concept of Kujang Chiung Mata Sembilan which is a heirloom of the Sunda Garu Kingdom. Kujan is not only a symbol of the Sundanese people, but is also recognized as a symbol of the city of Bogor through the construction of the Kujan Monument. As previously mentioned, Kujang Chiung Mata Sembilan is an axe held or
carried by a prabhu (or king). This knife is of the highest quality. After getting the basic shape, the designer digitally created a logogram design and added details that had never been sketched before, such as the curved shape of the knife handle, the blade, and the shape of the ciung knife head. After roughly getting the desired logogram shape, the designer gave it a color that matched its progressive and friendly characteristics. After determining the desired logogram shape, the designer added a logotype that balanced the logogram shape and provided the foundation and structure for the entire logo. The message from this research and design is that branding programs need to recognize and consistently manage brand identity across all existing brand touchpoints. Promoting your brand program requires attention to detail and micro aspects to be consistent with the program's plan and big picture. Logos and signatures are the components of visual identity that are often seen by viewers. Therefore, it is a good idea to start the process of designing your logo or visual identity with the elements used in your logo, such as color, text elements, shape elements, etc.

4) Research from the journal entitled "Redesigning Packaging Design & Visual Identity for UMKM Zultan", Brian Alvin Hananto, Visual Communication Design Study Program, et al.

Based on the results of the study, the Draft compiled by the Zultan UMKM drafting team was compiled using a systematic methodology or compilation: initial draft, draft, draft. This design created three alternative visual identity designs. Of the three alternatives, Zultan UMKM chose one alternative design that was developed as Zultan's product packaging. During this design, the writing

team realized that visual identity design needs to be applied consistently across all design media or brand touchpoints. Thus, product design and product packaging can be a bridge between consumers and the organization behind the product.

5) Research from a journal entitled "Visual Identity Design and Sasirangan Promotion" with researchers named Azizah Septiningtyas, et al, (August, 2017).

Based on the research results that by creating an identity of the brand, packaging, and advertising of Sasirangan Banjarbaru, it can add brand awareness so that consumers understand about Sasirangan Banjarbaru, and are moved to buy it, and tell others what you know. Advertising materials are adjusted to the psychology of the target market, and the stages of the advertising communication plan are made so that information is conveyed to the target market with easy-to-understand alternatives.

3. Research methods
A. Data analysis
Data analysis is a method of mapping, parsing, calculating, and reviewing collected data in order to answer the problem formulation and obtain conclusions in research. As expressed by Sugiyono (2018, p. 285) that Data analysis techniques are methods used in the context of computing to answer the problem formulation and test the hypotheses proposed in research. While the definition of data analysis techniques comes from other experts such as Patton. Sorting and dividing data into models, categories, and basic descriptive units. Analyzing bakso atok, Researchers use several mobile and desktop media to organize and draw conclusions from observations and Google forms questionnaires, as well as the results of face-to-face interviews at the location

B. Data collection technique
The data collection techniques used by researchers are as follows:
1) Observation
   It is a method of collecting data directly from the scene/stakeholders with
   The aim is to systematically collect data on the subjects being studied to obtain original or authentic data and to find out the detailed conditions of the survey location. In the observation, I conducted a direct survey research to the Basko Atok place located at Jl. Ikan Nila, Pecoh Raya, Kec. Telukbetung Selatan, Bandar Lampung City, Lampung.
2) Interview
   In this case, the researcher conducted a Q&A with the owner of the bakso atok design business. The Q&A material interviewed was in the form of his business conditions, profile and logo. The following is a summary of the interview conducted by the researcher with the owner of bakso atok as follows:
   (1) Fresh and new logo
   (2) The logo is in the form of a mascot of himself
   (3) With the hope of increasing sales after branding
3) Questionnaire
   In this case, the researcher created a questionnaire to find out the response and feedback of the community including consumers of bakso atok through the google form media and produced graphs and comments from consumers. This determines that bakso atok is doubted by the community and consumers because the business does not have a visual identity in the form of a logo.

4. Results and Discussion
A. Sketch Design
The author conceptualized the logo to be created using a sketch image to find ideas that would be made into a logo from the object of his research, namely bakso atok. Designing through sketches itself is one of the methods often used by designers in designing logos in collecting visual elements that will be applied to the logo to become a unity. The author managed to collect keywords from the visual elements, namely Lampung ornaments, the character of bakso atok, mangkok, bakso. These elements are visual elements that are closely related to bakso atok. The sketches made from the results of visual elements collected from ideas are as follows:

Figure 2. *Logo Sketch*

All the sketches drawn were selected to be used as selected materials to be used in the logo digitization process.

B. Logo Digitalization

After drawing the logo through the sketch that was made and choosing one of the several sketches that were made, then enter the design visualization stage. Design visualization is the stage where the logo we design through our sketch image is digitized through software to enter the final stage of the logo. The logo that is drawn is made digitally to be used as several alternative designs, the following are alternative designs that are made:

Figure 3. *Digital Process (1)*

Figure 4. *Digital Process (2)*

Based on the acquisition and digitalization process of the logo above, alternative designs have been made to be used as discussion material that will become the final logo. The determination of the logo is based on aspects that are suitable and in accordance with the concept that will be designed for bakso atok. The results of determining the selected logo design are as follows:

Figure 5. *Final Logo*

In designing a visual identity, namely a logo, it must have a meaning and significance behind the logo which aims to describe the image of the brand. To find out the meaning behind the Bakso Atok logo, here is a description of the philosophy of the Bakso Atok logo:

Figure 6. *Meaning of Logo*

After creating the philosophy of the bakso atok logo, the next step is to determine the right typography or letters for the bakso atok logo. As a verbal or logotype of the visual identity of bakso atok. The author determines several appropriate letters to be selected as a logotype that matches the logogram, here are the typography, letters that have been selected:

Figure 7. *Font Type*

The author has chosen a suitable font, namely the beef meatball font that fits the concept of the bakso atok logogram. This logotype is a comic sans type that displays uniqueness, friendliness and simplicity in the font.

After those steps have been achieved, then the next step is to determine the color of the bakso atok logo. Of course, the color selection must be suitable and can be appropriate in selecting the target audience. This is one of the most important aspects because the color will be easily remembered by consumers/customers when recognizing a brand. Here is a description of the color and meaning of the bakso atok logo:
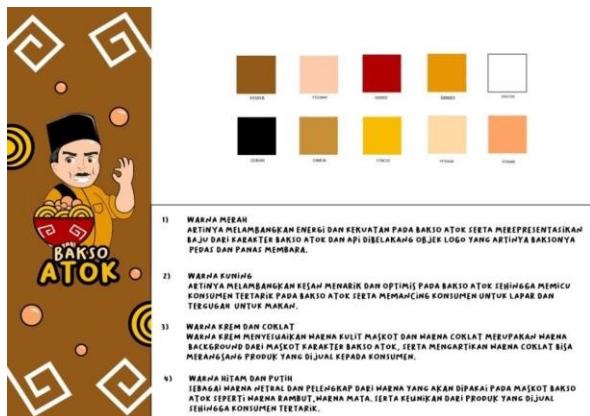

Figure 8. *Color Philosophy and Logo Meaning*

Color is the most important part in designing the design that will be made because each color has a meaning and significance that can affect a person's psychology when seeing a design. The following colors will be used and used to design a visual identity in the form of a logo from the bakso atok business, namely:

1) Red
This means it symbolizes the energy and strength of Bakso Atok and represents the clothes of the Bakso Atok character and the fire behind the logo object, which means the meatballs are spicy and burning hot.

2) Yellow
This means that it symbolizes an interesting and optimistic impression on Bakso Atok, thus triggering consumers to be interested in Bakso Atok and tempting consumers to be hungry and tempted to eat.

3) Cream and brown color
Cream color to matchThe mascot's skin color and brown are the background colors of the Bakso Atok character mascot, and it means that brown can stimulate the products sold to consumers.

4) Black and white color
As a neutral color and complement to the colors that will be used on the bakso atok mascot such as hair color, eye color. As well as the uniqueness of the product being sold so that consumers are interested.

The colors in the image above are the colors that have gone through a discussion process to become the final colors that will be used by the Bakso Atok logo based on the appropriate concept.

C. Digitalization of Main Media Logos
1) Graphic Standard Manual
The main media in the initial manufacturing process is the Graphic Standard Manual (GSM) measuring A5 (21 x 14.8cm) which contains the rules, vision and mission, logo size, logo color, logo font, and logo mock up.

Graphic Standard Manual (GSM) is a designer's literature or guide that contains guidelines containing rules, vision and mission, colors, typography, mockups about logos that are made to build a brand with

a strong image and image representing its brand. This GSM is useful in helping us to maintain the strength and consistency of the logo (M. Divo Bramasta, 2023).

Figure 9. *Graphic Standard Manual*

D. Supporting Media

Supporting media is often also called below-the-line media is very important in encouraging and guiding the main media in promoting and branding a business. Supporting media also serves to increase brand awareness to the target market. Here are the supporting media for bakso atok that were made:

1) Uniform Design
The main media marketing is uniforms because it differentiates employees and customers and

implements branding consistency and adds a sense of awareness to customers.

Figure 10. *Uniform Design*

Media Material: Cotton (Polo Shirt)
Illustration : Logotype and Logogram of bakso atok

2) Glass Design
The glass design is intended as a souvenir at a wedding, gathering, or other formal event. Useful to complement the main media supporting merchandise.

Figure 11. *Glass Design*

Material: Ceramic
Size : 20 cm × 8 cm

3) Business Card Design
The use of business cards for businesses is to differentiate between employees and customers and strengthen the brand image of their business. Business cards are also often used in businesses that want to improve branding so that their business continues to grow and advance, thereby increasing sales.

Figure 12. *Business Card Design*

Material: Art Paper Size : 9.5
cm × 12 cm

4)   Instagram Feed Design
Instagram feed is intended as the main media promotion media that includes visual and verbal elements of advertising anatomy by conceptualizing it according to the target market.

Figure 12. *Instagram Feed Design*

Size: 1080 pixels × 1080 pixels
Material: Digital

5)   Banner Design
Banners are usually used as promotional media for products offered to the target market at formal events for product branding through visual and verbal elements according to the anatomy of the advertisement.

Figure 13. *Banner Design*

Size: 160 cm × 60 cm
Material : Vinyl

6) Conclusion

The design of the visual identity of bakso atok aims to improve the image of bakso atok in branding its business and to be able to compete with competitors of bakso atok. Visual identity is important to note because it concerns the visual and verbal appearance of the logo as a message delivery to the target market.

The result of designing a logo design that is made by linking colors, typography, visual elements, layout, size and a good promotional design style. In designing this bakso atok logo design, the mind map method or commonly called mind mapping is used.

To find keyword ideas and simplify the visual and verbal search process needed to become a logo that fits the concept and is attractive. Bakso Atok has supporting media such as promotional media and merchandise, namely uniforms, glasses, business cards, billboards, roll up banners with the aim of improving the image of Bakso Atok and strengthening the branding of Bakso Atok and becoming a representation of Bakso Atok to create trust and awareness from consumers of Bakso Atok.

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