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CHAPTER III

GENERAL OVERVIEW

3.1.1. Company Overview

Terralogical Photography is a service company, specifically running in the wedding photography industry based in Bali, Indonesia, since 2010. With a vision to be the benchmark of leading wedding photographers in Bali, Indonesia and a mission to spark the love between clients over and over again after seeing their products, *Terralogical Photography* also currently positions itself as creating warm emotions and timeless photographs. Its name *Terralogical* was derived from the Latin word ‘Terra’ which means earth and ‘logical’ or ‘logos’ which means ‘rational thought’, combined, the meaning *Terralogical* depicted the characteristics of their company of being down-to-Earth, which also explains their photographic style of true documented emotions. As part of their visual identity, their logo was born out of the concept of their positioning of warm and romantic emotions, and timeless memories which has been depicted in the chosen color palette of orange and brown, while its timeless representation was reflected in their chosen light-weight and sans-serif typeface. Their logo has been applied throughout their website, Invoice and albums.



Image 3.1.1.1. – Terralogical Photography’s website.

(image source: www.terralogical.com)

Terralogical Photography offers photography services limited to pre-wedding, wedding and post wedding, although they are based in Bali, Indonesia they are also available for destination sessions across the globe, some of the neighboring countries they have worked in include Australia, United States of America, Thailand and Singapore. In line with their growth over the past few years they have been featured in a number of prestigious magazines and websites including *Harper's Bazaar Indonesia*, *Dream Weddings Bali Style* and *Style Me Pretty* and have also been awarded for best photos amongst an internationally acknowledged wedding photographer's society including *ISPWP* and *Fearless*.



Image 3.1.1.2. – media coverage.

(image source: *Harper's Bazaar* magazine)

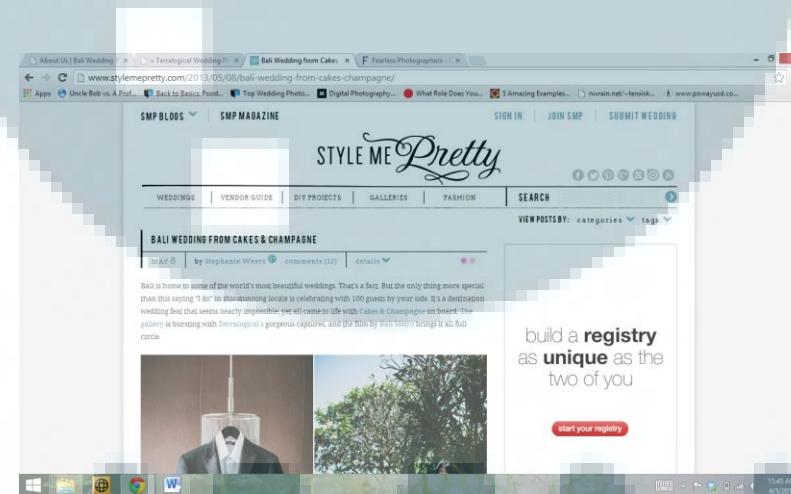


Image 3.1.1.3. – media coverage.

(image source: www.stylemepretty.com)

In an interview undertaken on the 24th of November 2013 with *Bonjo Abadi*, one of the co-founders of *Terralogical Photography* explained that the company's target market comprised of couples specifically women in a socio-economic class A-B between the ages of twenty-six to thirty-six. Looking into the psychographics

of their target market, *Abadi* describes that many of their existing clients possessed either an artistic background or had shown an appreciation of the arts and therefore preferred an artistic, story-telling and photojournalistic styled photos for their wedding day. Many of them were described as laid back individuals who seek quality over price when it came to hiring a photographer, their expectations also included an exceptional customer service and presentation of final photographs such as a personalized treatment of albums instead of the standard template designs *Terralogical* offered, as results shown from a survey conducted from 23rd of November 2013 to the 27th of March 2014 across tourist areas in Bali, Kemang Jakarta and during a wedding exhibition held at the *Ritz Carlton Hotel, Pacific Place* Jakarta as well as a phone survey for *Terralogical photography*'s past clients.

Govinda Rumi, one of the founders of *Terralogical Photography*, stated that it is moving away from its current positioning of creating warm and romantic emotions and timeless photographs because it saw the need to deliver more than just physical photographs but a more committed and outstanding customer service that understands the personal needs of each and every client. Two factors sparked their new direction, first, *Terralogical Photography* saw the need to stand out from its competitor and secondly with the growth of their company, *Terralogical Photography* has not been able to handle all of its customers and many were left unattended resulting in customer complaints and reputation for slow service. By conducting this change towards a new repositioning, *Terralogical Photography* hopes to add added value on their image and the public's perception of their

company; internally they have begun hiring more qualified employees and considered developing a training program with specialists for the employees.

Rumi has also said that by having *Terralogical Photography*'s logo redesigned, it would play an important part in externally signaling the public of their internal change by reinventing the company's image with added value that would represent their new positioning of delivering genuine care and quality.

3.1.2. Competitor Analysis

Gusde Photography, as one of *Terralogical Photography*'s closest competitor, is also based in Bali, Indonesia whom has been in the industry since 2007. According to Govinda Rumi, who was a former intern at *Gusde Photography* in 2008 said that *Gusde Photography* has had a reputation for being the first wedding photography vendor in Bali with a photojournalistic style approach while at the time other wedding photographers in Bali and in Indonesia in general were still unfamiliar with, therefore *Gusde Photography* attracted more clients who understood the style, of whom were mostly residing outside of Indonesia.

Gusde Photography offers family portraits as well as wedding. Govinda Rumi also said that several factors differentiate *Terralogical Photography* and *Gusde Photography*, the first being their pricelist, *Gusde Photography* being significantly higher; their medium, *Gusde Photography* uses a Nikon DSLR while *Terralogical* uses Canon DSLR as well as Hasselblad and Contax to accommodate clients who preferred film to digital; their age difference, the team at *Terralogical Photography* are significantly younger motivated individuals and reflect the

flexibility and spirit they possess; there are language barriers where according to Rumi, the team at Gusde Photography are limited to Indonesian and basic English reflected in their web articles, but as for Terralological Photography, they cater for services in Indonesian as well as fluent English, Japanese and basic Mandarin to better accommodate international clients.

Like Terralological Photography, Gusde Photography are also award winning and members of Fearless Photographers and ISWP. They have a vision to be the leading wedding photographer in Indonesia and a mission of capturing real moments and bring timeless treasured memories.

In regards to their visual identity, the logo pays respect to its founder Gusde himself, written in heavy typeface with his initials as the logogram in a single color palette of gray.



Image 3.1.2.1. – competitor's website
(image source: www.gusdephotography.com)

3.2 Research Results

A survey was conducted taking samples from a target market as well as existing clients of Terralogical Photography. The first survey directed at their target market of couples between the ages 26 – 36 was distributed online embedded on their website as well as by person during a wedding exhibition held on the 3rd of April at the Ritz Carlton Hotel, Jakarta. The survey was intended to find out how the public reacted to Terralogical Photography's visual identity, and how their move towards a repositioning were supported by the needs of consumers regarding their expectation of a wedding photographer or not. Results from the survey showed that the public associated Terralogical Photography with the image of quality photojournalistic wedding photography with premium prices yet when confronted with the logo they did not make the connection and thought of it as generic and too corporate. The sample group showed high expectations in an exceptional service, put quality over quantity and prefer exclusive presentation and personalization in the treatment of final products such as through albums when hiring a wedding photographer.

Below is the survey and its results equally distributed on the 23rd March - 4th of April 2014 to the public in South Denpasar, Bali, also during a wedding expo at The Ritz Carlton Hotel, Jakarta and via online embedded on Terralogical Photography's website, there were 75 respondents in total.

1. Terralogical Photography is a company who specializes in photography service. What are your reactions after seeing this logo?

Looks generic	92%
Looks unique	2.7%
Looks too corporate and stiff	90.7%
Has a sense of personal touch	4%
Does not have a sense of personal touch	86.7%
Wedding photography with quality over quantity	92%
Wedding photography with quantity over quality	5.3%
Iconic (easy to remember)	16%
Not iconic (hard to remember)	74.7%

2. how important do you feel the treatment of customer service should be when hiring a photographer?

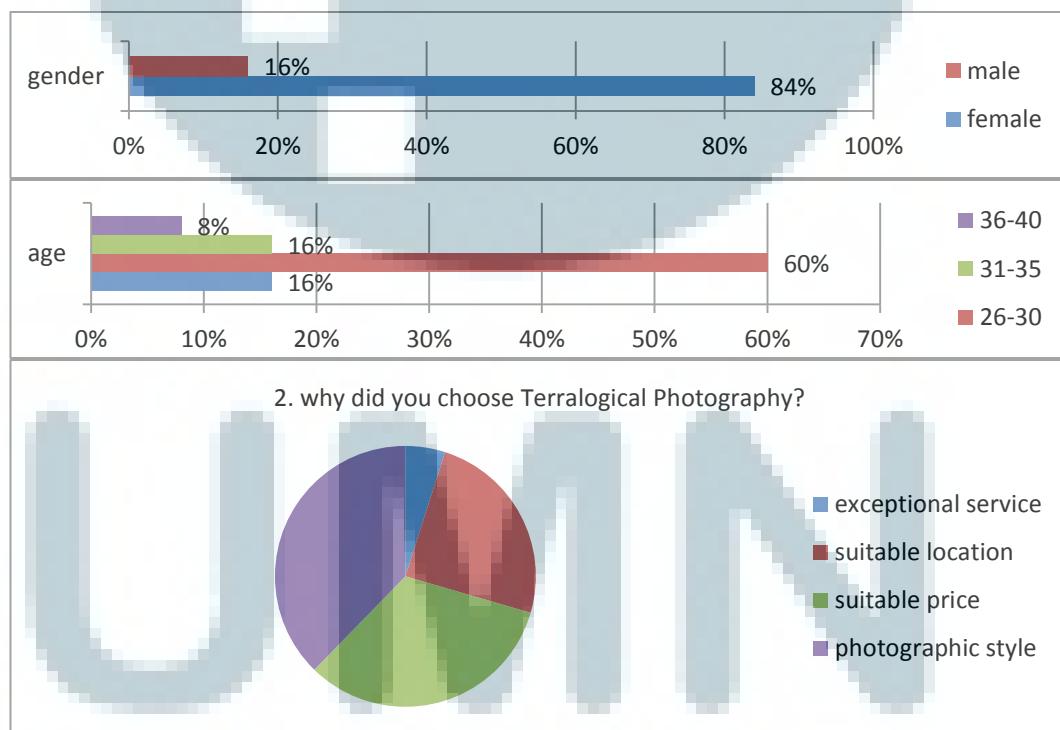


3. how important do you feel the treatment of personalized album design and final presentation of your wedding photos should be?

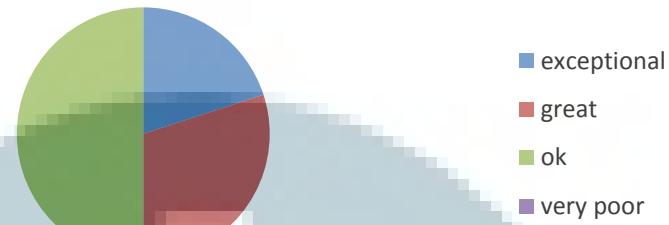


In a telephone survey conducted for Terrallogical Photography's past clients, many chose Terrallogical Photography as their wedding photographers because of its suitable price, location and style, yet they did not feel they were receiving an exceptional customer service where they scored poor on, when asked what factors made it poor, they all associated it with slow communication and follow up. Terrallogical Photography in the eyes of their existing clients had a reputation for slow customer service, which is essentially what Terrallogical Photography wishes to avoid.

Below are the results from the survey questions directed at Terrallogical Photography's past clients via telephone, of 25 respondents.



3. how would you rate our customer service?



4. were you happy with our standard album designs or would you have preferred a more personalized treatof album design?



5. Do you have the tendency to feel intimidated in front of the camera? (are you camera shy?)



6. how important is it to you that you are made to feel comfortable with the wedding photographer you hire?



The author also conducted an interview with the founders of Terralogical Photography which was intended to find out more about the company itself, including its values, how it runs, and where it stands amongst the wedding photography industry as well as its plans to reposition. The table below shows Terralogical Photography's SWOT analysis based on the interview.

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> - A Strong Portfolio - Are trendsetters in the industry, always fresh - First to offer bridal boudoir session - Complete source of medium, from digital to film - Creative, young, motivated team - Profitable - Supporting networks - International award-winning - Prestigious media coverage - Multi-lingual 	<ul style="list-style-type: none"> - Reputation for Slow service ; communication ; follow up - Lack of Consistent standard in their designs - No in-house designer - Between wedding photography vendors tend to offer same experience of memories and timelessness.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> - Expand Destination pre/wedding - Final product presentation ; post production - Online sharing ; instant proof ; online storage - Location – Bali, a wedding destination - Word of mouth marketing 	<ul style="list-style-type: none"> - Many copycats - New competitors

The founders of Terrallogical Photography shared their views on the company as well as the wedding photography industry, saying that there was little that physically differentiated one wedding photography vendor to the other, everybody could deliver quality photographs that were alike in style, this aroused the idea for Terrrallogical Photography to change its direction beyond just delivering quality photographs, but moreover the experience.

Terrallogical Photography's repositioning is characterized by genuine care, care for the needs of its clients, genuine in the way they retell a story through their photographs right through the way they present themselves to clients. Apart from that, Terrallogical Photography is also characterized by its down-to-earth nature, they are humble, friendly and essentially genuine. These characteristics are unique to Terrallogical Photography, and according to their customer feedback, many of their clients appreciate what makes up the Terrallogical characteristics, clients feel less gap between photographers and develop friendships, it allows them to feel less intimidated being photographed and comfortable in their skin, because they get to know the team at Terrallogical Photography in a more personal manner. Boudoir sessions uniquely offered by Terrallogical are proof that clients place trust and confidence and most importantly feel comfortable with themselves and Terrallogical Photography.

As part of their new direction, Terrallogical Photography are making changes by recruiting qualified employees to handle specific job desks such as an in-house designer, sales, and assistants to make sure no customers are left unattended, they are also developing training programs for their employees to be

sure the service is consistent from employee to employee.

As part of understanding the image that Terrallogical Photography would like to portray through their new logo, a series of attributes were posed and placed into order of interest by Terrallogical Photography. The top three attributes helped to shape the idea behind the concept of redesigning Terrallogical Photography's new logo.

Natural	10	Dynamic	6
Down to earth	10	Literal	5
Caring / friendly	10	Abstract	6
Warm	9	Traditional	2
Simple	8	Authentic	5

Table 3.1.1.2. – favoured attributes.
(source: *Owners of Terrallogical Photography*)

Based on the surveys and interview, results showed support for the repositioning of Terrallogical Photography. To signal this change, a logo redesign as part of their new visual identity will represent its new positioning of delivering a Terrallogical experience, that delivers quality beyond the physical photographs but moreover the whole experience of the service that shows genuine care for its clients, the reasons being, to eradicate current company reputation for its slow service, to develop a new image that represents Terrallogical Photography's values and its unique selling point that are supported by the expectations of a wedding photography service shown by its target group.

3.3. Concept

Based on the data that has been processed, a brainstorm of ideas is generated in order to shape the concept of the project. Data showed that a high percentage of the respondents associated the logo of Terrallogical Photography with rigidity and a generic look that made it hard to remember and differentiate. The author idealized a concept to make the logo iconic as well as reflecting the values and positioning of Terrallogical Photography.

3.3.1. Mindmap

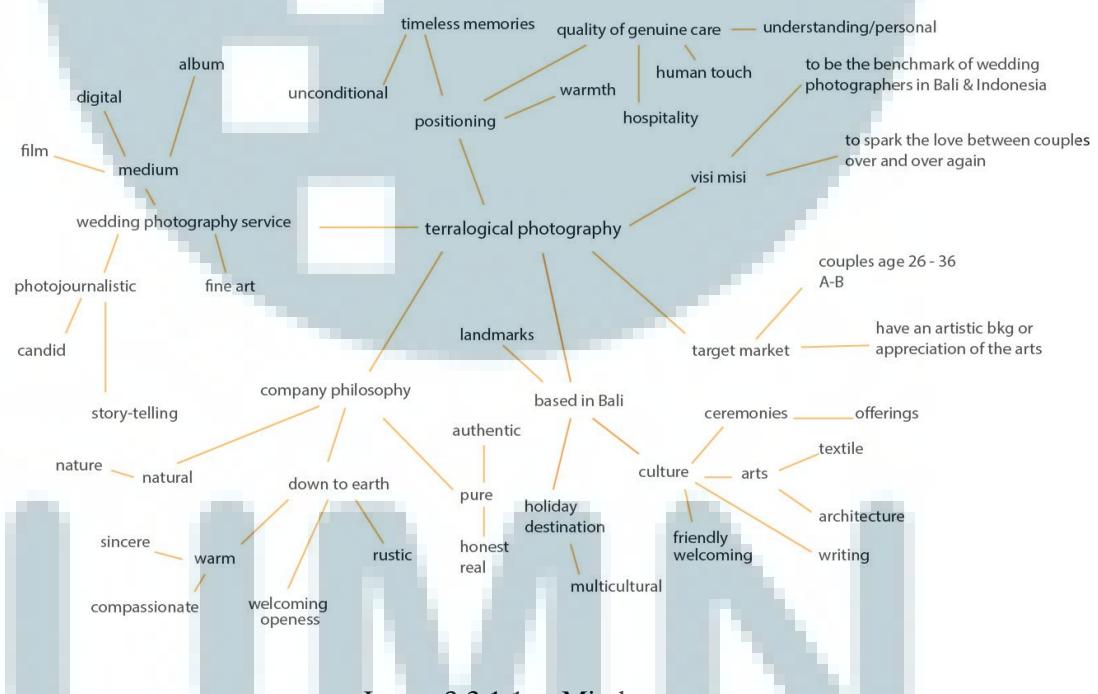


Image 3.3.1.1. – Mindmap

(source: interview with Terrallogical Photography)