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CHAPTER V

CLOSING

5.1. Conclusion

As the pioneer of grand Chinese Restaurant in Jakarta, Eka Ria has the opportunity to sell their history as an expertise and reasons to believe. This was supported by the fact that they have been running for nearly 1 century, passing over generations to generations. On top of that, Eka Ria has the sources to creating a whole level of kinship experiences, which are great assets that they have built from the past years that can be used on developing their brand over times.

The generations has been changing, and the younger families are now taking over. Unfortunately, the customers and prospective costumers can not relate themselves to the brand as what has been stated on the vision and mission. The brand itself was which perceived as not relevant, creating doubts on the heart of customers. But, in fact, they have a strong interest on the history of the brand itself, as a power to build expertise and trust. So, Eka Ria needs to flourish their essence, as the pioneer who brings the joy of kinship merriments since the first time they stood.

The creation of this new identity is a role for the brand itself, to communicate the long-lost value that have to be restated on the younger audiences. By doing this brand repositioning, the author hopes that Eka Ria will be seen as a particular brand, with its own unique positioning.

5.2. Input

On creating a new identity based on rebranding cases, the author recommends to deepen the research for the causes for the rebranding cases. This research then can be the reason on selecting a specific type of rebranding strategy, whether the brand needs to be rejuvenated or repositioned. The causes themselves can be summed by the information from the brand itself, or from the customers or prospective customers of that brand.

Another thing to add is to collect references or do researches towards another rebranding cases. By referencing to another brand books or identity guidelines, designers can have some inputs on the new rebranding approach or how to create a consistent identity system. The creation of the identity itself has to stick on the brand brief to ensure the message consistency.

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