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CHAPTER I

INTRODUCTION

1.1. Background

A visual identification of a company or a brand is a combination of multiple correlated elements such as graphics, sounds, typography and ambience. The coherence of all those aspects are important in building a strong and consistent brand. Having a series of visual identification that are built under a guideline helps a brand to stand out and be more recognizable (Wrona, 2015).

Brands are bound to have competitors within their market class. In that respect, a good visual identification helps consumers differentiate a brand from the rest of its competitors and stand out. An outstanding promotional effort is greatly appreciated as it helps prevent a phenomenon called “brand confusion” in which consumers aren’t able to recognize a brand and mistook them for others because of a communication failure (Bregman, Geuens, & Pelsmacker, 2001).

Rumah Buah is a fruit store/supermarket that currently owns eight stores across Jakarta, Tangerang, and Bandung. According to Mr. Novi, an Assistant Store Manager at Rumah Buah Alam Sutera in a prior interview, the brand was originally a family business previously known as Total Buah Group. The business was then split into three different independent fruit stores that now we know as Rumah Buah, Total Buah, and All Fresh. Rumah Buah was established in 2011 and replaced several existing Total Buah stores such as the Alam Sutera, Gading Serpong, and Rest Area Karang Tengah branches. Even after eight years since their establishment, people still thinks that the two brands are the same. This was proven

by Mr. Novi's statement and a questionnaire result that shows that out of 212 responses, only 24.1% actually recognizes Rumah Buah when they were shown a partial text of the brand's logotype. Also, when shown an image of the store itself, only 19.6% of the respondents associate it with Rumah Buah while 34.2% of the responses associates the picture with Total Buah. This very fact show that the brand has yet to attain their place of recognition amongst consumers

This problem could've been avoided with a proper branding and identity design that leads to a more consistent and unique brand. This occurrence is also known as "brand confusion" in which case could affect sales, attraction of customer and even a misuse of intellectual properties (Foxman, Berger, & Cote, 1992). Foxman, Berger, and Cote quoted Diamond, 1981, that a brand confusion is often caused by the presence of similarities between brands. Whether it's their visuals or promotional aspects to the ambience the brand brings towards the market that leads to this confusion, a brand confusion is more often than not misleading and is a disadvantage to the brand.

Based on the above facts and current situation, the writer hereby proposes a final project with a topic of "Redesigning Visual Identity for Rumah Buah" in which the writer will embark on a research and study whilst redesigning the visual identity of Rumah Buah so it can gain its standing as a brand without being associated to Total Buah.

1.2. Problems

Based on the above background, the problem for this research are:

1. How can rebranding and a new visual identity help avoid misperceptions by consumers with similar businesses?
2. How to incorporate the new visual identity into a GSM and the brand's collateral?

1.3. Limitations

In the process of designing this project, the limitations of the research are as follows.

1. Geography: Jakarta and Tangerang which are where Total Buah stores that are replaced by Rumah Buah exists.

2. Demography:

Sex : Male and Female

Age : 28-35 Y.O.

Education : Bachelor Degree

SES : A (Upper Middle Class)

3. Psychographics : Individuals that are health oriented, lives an up-class life and are willing to maintain their social status and lifestyle. Not price oriented but rather lifestyle oriented.

4. Design process remains as prototypes, can be developed further, web and promotional sites are as reference/mockup and not a running page which gives margin for a further development

1.4. Objectives

The objective of this final project is to design a visual identity for Rumah Buah that strengthens their standing as a brand in the market.

1.5. Benefits

The benefits of this final project are as follows:

1.5.1. Benefits for the Writer

This final project was written as the writer's effort in fulfilling one of their requirements to obtain a degree in design in Multimedia Nusantara University

1.5.2. Benefits for the University

As a contributive reference for future thesis, research, or other types of studies conducted within the Multimedia Nusantara University.

1.5.3. Benefits for the Society

To help the readers learn more about the respective studies and reference within the contents of this report and apply them where necessary.

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