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## CHAPTER III

### METHODS

#### 3.1. Data Collection

##### 3.1.1. Interview

An interview was conducted as an elementary research about Rumah Buah. The writer interviewed Mr. Novi, an Assistant Store Manager of Rumah Buah Alam Sutera about the history of Rumah Buah, the reason behind the split from Total Buah, their selling point, and whether a brand confusion is still occurring at the moment. The interview was done face to face on February 12<sup>th</sup>, 2019.



Figure 3.1. Mr. Novi, Assistant Store Manager of Rumah Buah Alam Sutera

The interview was started with the writer giving a statement of understanding that Rumah Buah and Total Buah both used to be a single brand.

This was followed by Mr. Novi agreeing to the statement. He stated that Total Buah was originally a family business founded in 2009. Meaning, some family members own different stores and ran them like a franchise.

When asked about the reason behind the split, Mr. Novi explained that they start receiving several complaints about fruits their customers bought from other Total Buah Stores. This means that they were affected by the quality control differences between the stores. This then led to the split in 2011 where the owner of some of the Total Buah Stores, now Rumah Buah, decided to rebrand all of their existing stores and stand as an independent business apart from Total Buah Group. The split cause the family business to turn into three different fruit stores; Total Buah Segar, Rumah Buah, and All Fresh.

Even after eight years after the split, Mr. Novi admits that to this day, customers still often mistook Total Buah and Rumah Buah for each other. This happens every now and then but there haven't been any further measures taken to deal with the confusion. The only solution the stores have taken were simply by giving a brief explanation to the customers that confuses the two.

### **3.1.2. Questionnaire**

A set of questionnaires was distributed online via Instagram and Facebook and offline directly in store during a visit on February 12<sup>th</sup>, 2019. The questionnaire was given out to fact-check on Mr. Novi's statement regarding the brand confusion happening within the market and to check on customer's brand awareness regarding existing fruit stores.

### 3.1.2.1. Determining Sample Size

Based on the most updated census in Indonesia, it was said that there are 9,607,787 people living in Jakarta, 1,798,601 people in Tangerang and 1,290,322 people in Tangerang Selatan which totals to 12,696,710 people across those three areas. Based on this amount we can calculate the ideal sample size for 93% accuracy as follows:

$$n = \frac{N}{1 + Ne^2}$$
$$n = \frac{12696710}{1 + (12696710)(0.05^2)}$$
$$n = 204.0783523826$$
$$n = 204 \text{ samples}$$

### 3.1.2.2. Questionnaire Results

Based on the above calculations and this research limitations, the writer distributes a set of online questionnaires through Instagram, WhatsApp, and Facebook and received 230 responses. From the 230 responses, a total of 213 responses are people who consumes and buys fruits regularly.

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## Dimana anda seringkali membeli buah buahan?

213 responses

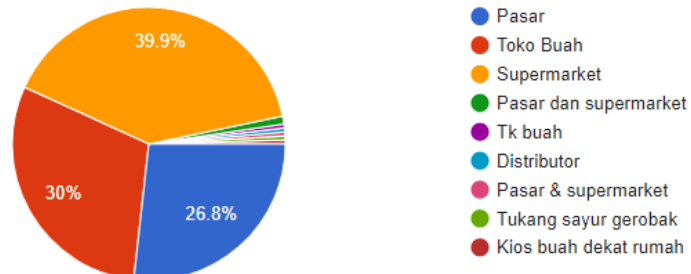


Figure 3.2. Graph on Where Customers Often Buys Their Fruits

Out of 213 responses, there were only 30% of the respondents that prefers buying fruits at a fruit store while there are 39,9% of them who buys fruits in a supermarket. The highest reason behind this choice was freshness of the fruits, pricing, one-stop-shopping, and having the stores near where the respondent's lives. With the project aimed to a higher SES class pricing is not necessarily a problem. Fruit stores cannot defeat a supermarket in their one-stop-shopping region because they have different purpose to start with. So, the selling point salvageable in based on this result is to promote the freshness of the fruits they sell.

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## Apakah anda pernah berbelanja di toko buah?

213 responses

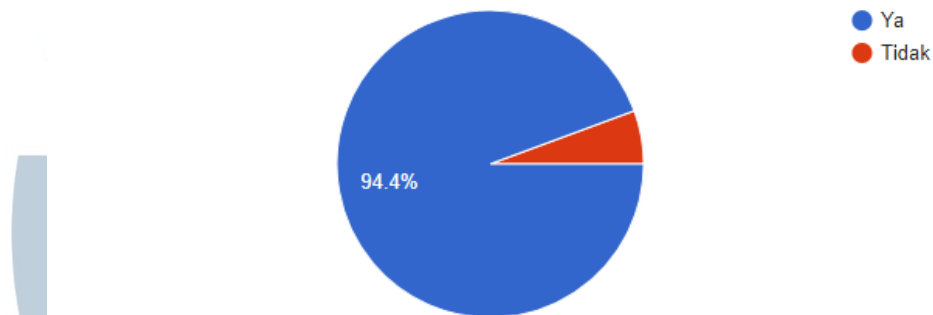


Figure 3.3. Graph on Where Customers Buys Their Fruits

Even though there are only 30% respondents who prefers buying fruits in a fruit store, 94,4% of all 213 respondents had at least buy their fruit at a dedicated store once. This means that even though not as popular as a supermarket, people are aware of the presence of a fruit store in the community.

Knowing that people are well aware of the existence of fruit stores in their community, the next few questions are meant to find out their awareness to specific brands which in this case, the writer aims to find out if the respondents are aware of the brand “Rumah Buah” that has been in the market for eight years now.

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**BUAH®**

Figure 3.4. Partial Image of Rumah Buah's Logotype

The writer showed this partial text/imagery of Rumah Buah's logotype on the questionnaire and asked the respondents to choose which brand came to their mind when they see this text.

Merk dagang apa yang muncul dalam benak anda saat melihat tulisan ini?

213 responses

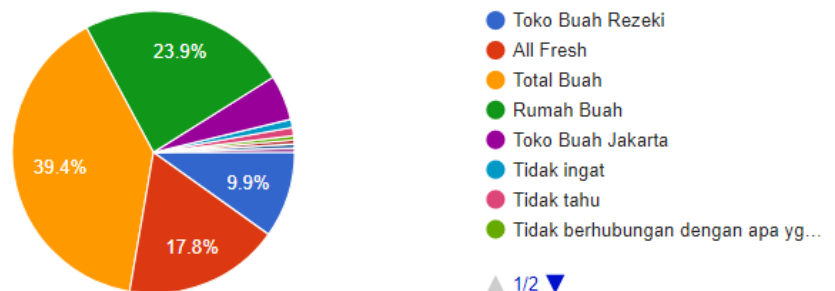


Figure 3.5. Graph on Which Brand Came to Mind When Shown Partial Imagery of Rumah Buah's Logotype

The result of the question shows that only 23.9% of the respondents answered correctly and almost twice of the number of respondents thinks of Total Buah instead.

The next question is to see if other aspects of Rumah Buah can help the customer recalls Rumah Buah instead of other brands. The writer showed two

sets of images of Rumah Buah store in two different questions. The only difference between the two stores were the uniform worn on that day.



Figure 3.6. Rumah Buah Store in Gading Serpong with Green Uniform (First Image)

Merk dagang apa yang muncul dalam benak anda saat melihat latar ini?

213 responses

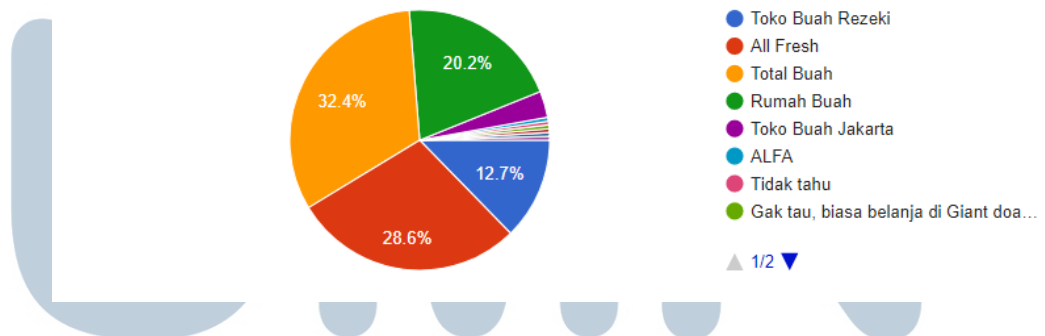


Figure 3.7. Graph on Which Brand was Associated to the Picture Above

These set of photographs are then followed with another set of photographs taken from a different Rumah Buah store that is located in Tol Karang Tengah rest area.





Figure 3.8. Rumah Buah Store in Tol Karang Tengah with Yellow Uniform

Merk dagang apa yang muncul dalam benak anda saat melihat latar ini?

213 responses

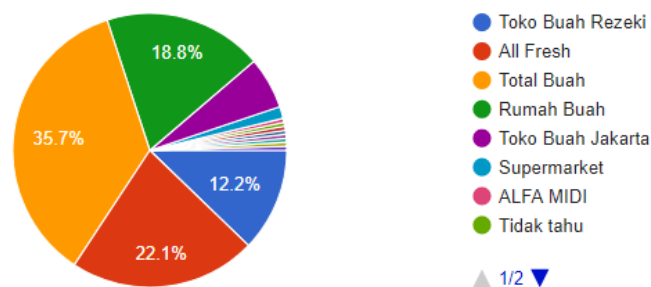


Figure 3.9. Graph on Which Brand was Associated to the Picture Above

The results of the two questions were very much perpendicular to the ones where the writer showed the logotype. It was 20,2% Rumah Buah to 32,4%

Total Buah for the first image and 18,8% Rumah Buah to 35,7% Total Buah

on the second one. Both images were photos of Rumah Buah stores. Despite

the foreshadowing of Total Buah's image within the respondent's minds, the

only difference between the two photographs were the uniform. There are two

things that the writer concludes from this data; the first thing was that even

with eight years being in the market, Total Buah still foreshadows Rumah Buah; and the second thing is that their uniform is a part of their identity. The fact that there's even a 1,4% difference in recognition shows that the green uniform might have led some respondents to recognize Rumah Buah.

The final question was regarding the respondent's awareness to Rumah Buah's colors that was derived from their logotype.



Figure 3.10. Colors from Rumah Buah's Logo

Merk dagang apa yang muncul dalam benak anda saat melihat warna-warna ini?

213 responses

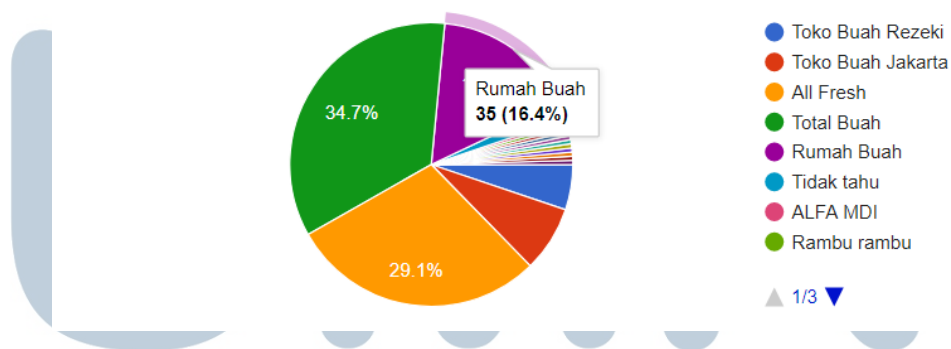


Figure 3.11. Graph on Which Brand is Associated with the Colors Above

The result was that only 16,4% of the respondents associates the colors with Rumah Buah. While 34,7%, which is more than twice the amount, associates them with Total Buah and 29,1% associates the colors with All Fresh. With

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all of the data above, they all supplements the claim that people still can't differentiate the brands apart from each other.

### 3.1.3. Observations

In order to obtain a bigger idea of the market class and competitors that exists, the writer conducted an observation to compare Rumah Buah, Total Buah, and All Fresh.

#### 3.1.3.1. Rumah Buah

Rumah Buah is a fruit store previously owned by Total Buah Group. The business claimed independence back in 2011 and rebranded a total of seven Total Buah stores across Jakarta and Tangerang. Now the business owns eight stores with an addition of a store in Bandung.



Figure 3.12. Rumah Buah Gading Serpong Store

Based on the observation, Rumah Buah shows consistent usage of the color green on the entrance of their stores that are decorated with a text written in serif font that says “Rumah Buah” and is actually inconsistent with their simple bold logotype that they currently use.



Figure 3.13. The Entrance to Rumah Buah Alam Sutera



Figure 3.14. Entrance to Rumah Buah Rest Area Tol Karang Tengah

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A  
R  
A



Figure 3.15. The Store Sells Fruits, Vegetables, Snacks, and Prepacked/Instant Food

The store offers an array of fruits and vegetables, frozen food, prepacked food, imported snacks from the US, Japan, China and Korea and a selection of seasonings and spices. These are actually very similar to what the other two stores offer. The only difference is that Rumah Buah also offers a hefty number of traditional snacks and cakes that appears to come from various local brands and a service corner that offers the customer a free service in cutting, slicing, and juicing the fruits they bought so that they can enjoy them directly. This service is supported by the placement of several tables and chairs that looks like the ones you can find on a generic food court.

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Figure 3.16. Juicing Station at Rumah Buah Gading Serpong



Figure 3.17. The Use of Generic Commercial Cards to Show Promotions and Prices

Identity-wise, inconsistencies are still present despite their eight years plus experience. They have yet to have a designated label both for the price tags or sales information. In-store promotions are still shown handwritten on a piece of yellow promotion card, their logo nowhere to be seen on any of these. They do have labels with their logo that they use on items that are

weighted on-site, but that's just about it. Some stores still have Total Buah's labels on their window pane and they don't have uniform uniforms between stores.



Figure 3.18. Usage of Themed Decor at Rumah Buah Gading Serpong  
Ambience-wise they actually look different from the other two brands.

They used accents according to a recent holiday that happened in this case, the lunar new year, that actually disturbs the whole ambience of the store. The carts they use are unique compared to the other brands, but are still inconsistent as some stores still uses those regular supermarket carts.

#### 3.1.4. Existing Studies

The following results are based on the writer's observation upon Rumah Buah's competitors which are Total Buah Segar and All Fresh

### 3.1.4.1. Total Buah

Total Buah Segar is a fruit store that was founded in 2003 and had their first store in Kelapa Gading, Jakarta. The brand then expanded through the years and have stores across Jakarta, Tangerang, and Bekasi altogether. In 2011, there was a split in the business causing them to lose their stores in Tangerang.



Figure 3.19. Total Buah Sektor 9 Store



Figure 3.20. How Total Buah Displays Their Fruits

Total Buah offers choices of fruit and vegetables like the other two brands. The noticeable difference is that Total Buah did not use as much packaging on the fruit like the other store. The fruits are arranged on wooden table/shelf in such order that they look neat and clean. They did not even have



those colored foam nets that people tends to use for apples and pears in general within their main display.

Other than that, the display the rest of the fruits inside their open fridge along with a selection of pre-bottled beverages, instant food and other groceries. Total buah also sells imported goods like snacks, seasonings, sauces, canned food, biscuits, and frozen food and drinks. They store most of their packaged good in wooden shelves in an orderly display.



Figure 3.21. Total Buah's Rujak Corner

The unique selling point of the store is that they offer pre-pressed juice and rujak corner that offers a choice of fruits and sauces for their costumer to bring home. The rujak is freshly made by their store keepers so that the customer can choose whether they want a spicy or mild rujak and what fruits they want in them.

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Figure 3.22. Usage of Warm Colored Ceramic Tiles on Their Walls

The other noticeable difference is the ambience of Total Buah. They used a relatively warmer lighting and environment design compared to the other two brands. This is shown by the use of yellow light bulbs and crème-red tiles on their walls instead of plain white walls like Rumah Buah and All Fresh.



Figure 3.23. Total Buah's Price/Weighing Label

Identity-wise they are quite similar to total buah. Their price tags and in-store promotions are still in generic printouts or cardboards that does not

contain their identity at all except for the price label for weighted fruits or vegetables. The employees wear brown uniforms that are accompanied by a denim apron with Total Buah embroidered on it.

#### 3.1.4.2. All Fresh

All Fresh is a fruit store like Rumah Buah that was once belonged to Total Buah Group. Unlike the two other brands, this brand utilizes the color purple within their identity and broke through the expected stereotype of using green to convey the values of a fruit store.



Figure 3.24. All Fresh Alam Sutera Store

The exterior of an All Fresh store consists of large glass windows and walls painted in green and purple. Inside, they use an all white wall with accents of purple for their prints around the store. They stick to their colors in terms of shopping carts and uniforms like in figure 3.23.

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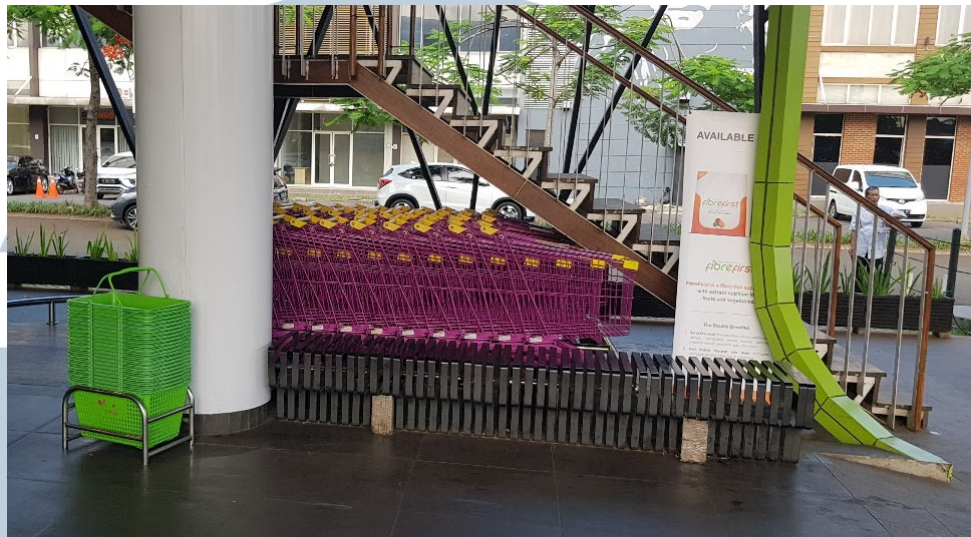


Figure 3.25. Green Baskets and Purple All Fresh Carts

All Fresh offers a variety of fruits displayed on a three stacks shelves that are made out of light-colored wood. They also sell vegetables and some imported and local snacks and groceries. Their unique selling point is that they offer a salad bar where customers can choose from their pre-cut fruit and vegetables selection and can choose from various dressings.



Figure 3.26. All Fresh's Salad Bar



Figure 3.27. All Fresh's Interior with Purple and Green Accents

Identity-wise, All Fresh seemed like the most consistent because they keep on repeating the use of their two colors all around the store. Price tags are still in regular printouts of black on white. But otherwise, they managed to implement their colors within their interior and merchandises such as the Eco bags they sell and displayed next to their cashier.

#### 3.1.4.3. Kem Chicks

Kem Chicks is a grocery store that was previously founded and owned by Bob Sadino of PT Boga Catur Rata. The first store being located in Kemang, South Jakarta, this brand now has two stores including the one located in Pacific Place, Jakarta. Founded in 1970 by Bob Sadino himself, this year marks Kem Chicks' 49<sup>th</sup> year since its establishment.

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Figure 3.28. Kem Chicks Store Sign

Kem Chicks provides fresh fruit and vegetables, raw ingredients, as well as ready made food and beverages along with numerous imported goods. The store aims for a middle to higher class customers as it serves a more expensive selection of groceries.



Figure 3.29. Kem Chicks Interior

That being said, the brand was said to support local business to grow and compete with international products which is why we can still find local goods within the store. Even so, during the observation, the writer notices that Kem Chicks has a unique arrangement to their products and shelvings. they highlighted more expensive imported goods within shelves on eye level and put local, less expensive

goods on the lower rack. This made the store look more exclusive as they highlight the more “unique” products for their customers to notice.



Figure 3.30. Example of How Kem Chicks Display Products

The other noticeable difference was the overall vibe of the store that is filled with warm lighting, wooden shelves, and the shelf height being within eye level, making shopping for goods more convenient as the items are easier to reach. However, there were inconsistencies in the use of furniture as some were just wire racks while some are made of wood and these two were placed within a short distance making the difference very noticeable.

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Figure 3.31. Shelf Height and Inconsistencies

Within the fresh ingredient section, the fruits and vegetable range were much less than what Rumah Buah offers. The vegetables are mostly prepacked and outsourced while the fruits are in the open for shoppers to choose from. The quality of the fruits itself during the observation was concerning as some are no longer fresh which means, Rumah Buah has the upperhand on this section.

### 3.1.5. SWOT Analysis

The SWOT Analysis is done by the writer to find out where Rumah Buah is better than the other competitors, the points that they are lacking and where they can improve in order to gain a better standing within their market.

#### 1. Strength

Rumah Buah's strength based on the interview and observations are that they have the larger fruit and vegetable choices, they sell other



groceries and they also sell local delicacies. The other point is that they have a dine in section along with fresh juice and cutting section

## 2. Weakness

Rumah Buah's weakness is that they are overshadowed by the existence of Total Buah Segar, its previous parent company. Along with that, they have way too similar concept, branding, and visuals to a point that even their customers cannot differentiate them.

## 3. Opportunity

Their opportunity to grow lies in how they can present their store layout with a concept and further exploit their dine in role and services.

## 4. Threats

Threats to Rumah Buah are that they have the least number of stores compared to the other two brands and that they currently are placed in locations where Total Buah stores used to exist.

### **3.2. Design Methods**

In this final project/research design process the writer took upon the methods of Alina Wheeler in her book "Designing Brand Identity" that divides the process into five major steps which are conducting research, clarifying the brand's strategy, defining the brand's identity, creating the brand's touchpoints and asset management for future uses.

### **3.2.1. Conducting Research**

The first step to Wheeler's method in branding is to conduct a research. This step is important for a designer to get to know the brand that they are working for. They need to gain the base information of the company through qualitative and quantitative methods.

Qualitative data collection are interviews, observations, FGD, and social listening. These methods can be done preferably face to face but a phone call can also do when necessary. While as quantitative data can be obtained through online surveys, product testing, segmentation and equity tracking. These two methods are essential in obtaining data about the market a brand is in. it will help a designer identify the problems better once they understand the conditions a brand is in.

In this project, the writer has conducted both an interview and an online survey in order to obtain several information regarding the brand. Knowing that the brand previously is a single company, an interview was conducted to find out if the writer's understanding was correct and to know the reason behind the split of the two companies. While doing so, the writer also aims to find out if the brand sees a problem in their company in which case, the brand confusion deducted by the writer.

As for the quantitative research, the writer has distributed an online survey using google form that was given to 230 respondents both online and offline across Jakarta and Tangerang. With a bare minimum of 204 responses in order to achieve 93% accuracy, there was 213 people who states that they do buy fruits often. The

quantitative research was done in order to gain information about the market class, their tendency, primary values and their awareness to existing brands of fruit stores.

The last effort was an observation conducted both within the targeted store and its competitors' stores. The observation was meant to help the writer obtain a bigger idea of how they deliver their service to the customers. The observation helped the writer rule the differences between the brands, their uniqueness and similarities altogether.

### **3.2.2. Clarifying Strategy**

After the collection of data from a research, a designer need to analyze the data and start a journey to define a brand's values, market, advantage and disadvantages, their segmentation and how the brand wants to be perceived by its customers. The idea is to narrow the ideas into a clear brand positioning and essence of a brand.

A brand's positioning needs to be influenced by all of their stakeholders and not just the customers alone. This is where a designer need to determine the brand's pillars which are their purpose, difference, value and execution. Once formulated, the designer can continue their process in creating the branding by writing a quick brief on the brand as a guideline for further design process.

With the brief made, a designer can take measures on determining a brand nomenclature fitted for the brand. In case of a rebranding, then this process can be replaced with renaming when necessary.

Based on the above method, the writer here studies the results of her research. This has been done to a point of analyzing customer's awareness towards the brand and the causes to their brand confusion. Another effort that has been done

prior to the designing process was deciding on the market segmentation/limitations of the research based on the data received and a market analysis based on potential demographic groups.

In further measures, the writer intends to do an in-depth interview with the HR and PR department of the brand or the CEO if possible to obtain a better point of view in how they want to place themselves within this market class of service. An effort has been made to approach corresponding interviewees through phone calls and emails in which the writer explains the purpose of the project along with the outline of the interview. This phase will be done after mutual agreements with the counterparts.

A brand brief will then be made based on the data acquired through the process above combined with a set of existing data the writer collected in the beginning of this research.

### **3.2.3. Designing Identity**

After gaining data through a number of research and analyzing them into an agreed brand brief, designer embarks on an attempt to design the brand's identity. This includes the brand's logo, colors, typography, the look and feel of the brand, their supplementary visual assets and presentation of the brand.

Designing a logo starts with sketching out options and variations of the symbol, and can be supported with a word or words combined to form a logotype or wordmark. A proper logo should be able to represent a brand and their core values despite being simple and brief so it is easy on the eyes.

The look and feel of a brand is determined by combining the colors, typography, images and design altogether to convey the brand's purpose and help audience recognize the brand more. A consistent use of the look and feel of brand can help an audience familiarize themselves with the brand itself.

In accordance to this step of the method, the writer intends to use a brainstorming chart in order to figure out related images that can be associated with the brand's value and naming. That is then supported by the choice of colors and super graphics for the brand's identity.

After having all the corresponding assets, the writer applies the designs onto company prints and see if they work in sending the message needed else, it needs to go back to the drawing board. If the applied forms are able to properly deliver the need message, then the design are applied to more elements as necessary.

#### **3.2.4. Creating Touchpoints**

After the test of whether the design manages to serve the purpose, the designer needs to create how this design can be applied real time so that it can have direct contact with the stakeholders.

This is when the designer uses their design to deliver the company's message through planned contents such as websites and its contents, stationeries that the brand can use within their office and external needs which includes and are not limited to business card, letterhead, invoices, labels, prints, etc.

Creating touchpoints also includes designing the packaging of the brand, a planned template for their promotional needs, and when necessary, their

environment implementations, vehicles, and uniforms. In several cases, this also include creating a set of merchandise or ephemera with are distributable.

### **3.2.5. Managing Assets**

The final step of a branding job is to create a guideline for asset management. Asset management starts with the release of the designed materials to the target audience. This is the kick start to a newly designed brand. This phase is the true make it or break it moment for a brand because they are now shown to their stakeholders.

After the publishing process, a designer need to prepare a brand guideline. This is essential so that a brand can still use the design long-term and this can also be used as future reference. Managing assets uses a tool commonly known as the book of visual identity or a graphic standard manual.

A graphic standard manual is a set of rules created by the designer so that their design can function as they were expected to. This contains restrictions of the brand identity usage, rules on sizing, materials used and applications, visual comparison, and include all the predesigned material in it along with the respective rules (Wheeler, 2018, p.120-204)

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