

## **CHAPTER III**

### **RESEARCH & DESIGN METHODOLOGY**

#### **3.1 Research Methodology**

To gather the necessary data to redesign PT Zyrexindo Mandiri Buana Tbk.'s visual identity, the writer employed the gathering of qualitative data and quantitative data, also known as a mixed methods approach. According to Creswell (2018), the mixture of two different types of data and the subsequent analysis would yield in a more insightful research that could not be achieved with any singular implementation.

##### **3.1.1 Qualitative Data**

In regards to qualitative data sets, the writer elected to do an expert interview with a practitioner of graphic design and branding, an interview with a representative of Zyrex, an interview with a tech analyst and trusted content creator, a focus group discussion (FGD) with participants gathered from the precluding questionnaire, and a reference study to learn from the visuals of other brand's previous attempts at redesigning a visual identity.

##### **3.1.1.1 General Overview**

PT. Zyrexindo Mandiri Buana Tbk. is an Indonesian electronics manufacturer that was founded in 1996 by Timothy Siddik. Its main office is located in *Jl. Daan Mogot No.59, RT.5/RW.1 Tj. Duren Utara, Kec. Grogol Petamburan, Kota Jakarta Barat 11470*. Till date, Zyrex has over 200 employees in its offices, with 65 service centers and 50 dealerships distributed across Indonesia (Zyrex Indonesia, 2021). Their product line includes PC desktops, servers, smartboards, laptops, tablet PCs, touchscreen monitors, kiosks, point-of-sale devices, smartphones and power banks.

These are Zyrex's stakeholders, the board-of-commissaries (BoCs) and board of directors (BoDs) which consists of

- a) Widya Kumala Sulistyو as the main commissary, a 53-year old Indonesian citizen with a degree of Business Marketing from San Jose State University. She has held the position since 2020.
- b) Nimrod Sitorus as an independent commissary, a 65-year old Indonesian citizen with a masters in Business Administration from the University of Western Illinois. Similarly held the position since 2020.
- c) Timothy Siddik, Shu as the main director, a 59-year old Indonesian citizen with a bachelors in Science Mathematics and Computer Science from the University of California Davis in 1981. He has held the position since 1996.
- d) Antoni as director, a 47-year old Indonesian citizen with an international diploma in Accounting from Thames International in 1992. He has held the position since 2011.
- e) Colleen Siddik as director, a 52-year old Indonesian citizen with a degree in Computer Science from the California State University in 1992. She has held the position since 1996.
- f) Nursam as director, a 47-year old Indonesian citizen with a degree in Industrial Technical Management from ISTP Medan. He has worked with the company since 1996.

#### 1) Company history

In 1996, Zyrex started doing business in the computer industry because of the slow march of technology in the 1990s. This is because other nations saw Indonesia as the dumping ground for unwanted and obsolete technology. To rectify this, Timothy Siddik founded Zyrex and strived to provide Indonesians with excellent value propositions and close the gap in progress by foreign invaders.

2004 was the first time Zyrex sold laptops and it proved to be profitable. This continued until 2010 where they had to retreat from the market due to ‘unhealthy competition’ (Herman, 2018). This was

because, Timothy Siddik stated in interviews, foreign brands were competing for the lowest price and the most market share, a market condition that Zyrex couldn't contend with. However, in 2018, citing changes in consumer purchase behavior, the brand made a comeback. The following years saw dramatic growth in their sales thanks to this return to form. In 2020, Zyrex went public and became a non-listed company (Tbk.) and, subsequently, gained several ISO certifications.

In 2021, Zyrex conducted a campaign called #SiswaTOP, an abbreviation of '*Satu Siswa, Satu Laptop.*' Their goal was to provide an estimated 4.6 million Indonesian schoolchildren with each one laptop across the country. This was done in an effort to increase the penetration of portable computers in local citizens and help jumpstart economic growth by abolishing poverty. Another achievement in the same year was Zyrex winning a tender held by *Kementerian Perindustrian* to create 165.000 laptops running ChromeOS in order to bolster the digitalization of learning. Furthermore, they also expanded their product line to include Internet-of-Things (IoT) devices in order to create a unified ecosystem. This is the byproduct of the changes predicted in Industry 4.0 where interconnectedness will become a major factor going forward. Zyrex wanted to build their ecosystem with laptops in the center of it.

## 2) Vision, mission, values

As a company, Zyrex's mission is to become the enabler of Internet-of-Things (IoTs) and Information and Communication Technology (ICT) as more efficient tools so its usage becomes more effective in life's every aspects.

Zyrex's mission statement is as follows.

- a) Provide affordable and easily available ICT and IoT devices for homes, offices, and industry use.

- b) Offer integrated and implemented solutions in the usage of ICT and IoT devices in order to ready clients in facing the changes of Industry 4.0 and Society 5.0.

Zyrex's company values are the following

- a) Dynamic: that is to continually progress and develop by not stagnating in acceptance of the status quo
- b) Effective and efficient: that to critically analyze the labor and utility of any given endeavor, activity, or program.
- c) Proactive: that is to take the initiative when undergoing task without idly waiting for further instructions with bold decision making and risk taking
- d) Flexible: that is to mindful of the many perspectives of a process or problem, while being agile in searching for alternate paths towards a goal

In the tail-end of their company profile, Zyrex calls itself the pride of Indonesia and wishes to advance the country so that they may stand shoulder-to-shoulder with the technological progress of other nations.

### **3.1.1.2 Interviews**

- 1) Interview with Nursam, one of the Director of Zyrex

The writer conducted an interview with Nursam, one of Zyrex's current Directors. He has been with the company since 1997, one year after its founding. Though he studied technical engineering, with time he rose through the company ranks from a sales representative, marketing manager, and now director. The interview was done through the video conference application Google Meet on the 11th of February, 2022 from 10.00 to 11.00 Western Indonesian Time.

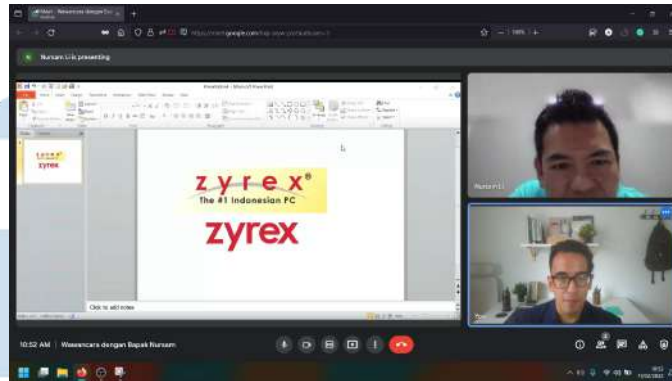


Figure 3.1. Interview with Nursam Through Google Meet

a) Elaboration of Zyrex's history

Nursam explained how, before 1996, the technology that entered Indonesia could be considered leftovers from other nations. It made the nation's technological progress very slow. Dissatisfied with that, Timothy Siddik founded Zyrex to rectify the situation. At the time, Zyrex encountered some hardships, especially as a local brand in the personal computing market. The citizens of Indonesia were unknowledgeable regarding how 'integrated technology' operated.

One of Zyrex's earlier achievements that is worthy of note was their collaboration with Microsoft and Intel during the 1990s. At the time, those two companies were opening branches in Indonesia almost simultaneously, though Nursam could not exactly recall the date. Zyrex had discussions with the two technology giants on how Indonesia wanted to compete with other nations. As a brand, they didn't want their country to be the dumping ground for unwanted technology anymore. As a result of their deal, for the first time the newest Intel processors could be bought in Indonesia at the same time as in the USA.

b) Zyrex's target consumer

On the question of who Zyrex's target consumer was, Nursam explained how it has changed during the years. As a budding local

computer brand in 1996, they needed to be noticed. As it happens, a consistent and loyal customer base who were willing to give a local brand a chance were corporations. They remain Zyrex's oldest and most loyal consumers, some having been with Zyrex for 20 years.

However, in recent years, Zyrex has recently set their sights on the retail market. This is because they see it as a market with much higher revenue potential. Nursam also said explicitly that, today, the retail consumers outnumber the corporate ones. That being said, it is also a much more difficult, fickle, and volatile market. Retail consumers are much more aware of the changing trends and more easily swayed by them. He continued, retail consumers also value the recency of a product much more than corporate. That is why most brands put much effort into getting the newest chips, as it is less for the power advantage but more as a 'marketing gimmick,' in Nursam's words.

c) Why Indonesians are averse to local-made technology

During the interview, the writer provided Nursam with the results of Katadata Insight Center's survey on consumer preference on locally made products. Nursam personally believed that the Indonesian consumer's bias towards overseas brands extends beyond electronics alone. He used fashion as an example, where consumers with a higher economic status would much prefer foreign products instead of inland ones. This, he surmised, came down to prestige. Indonesians automatically perceive products from overseas as being more prestigious.

d) Changing the perception of country-of-origin

During Nursam's childhood, when his family ran an electronics repair shop, Japanese products were viewed as inferior and of lower quality. The same applied to Taiwanese products. However, with time

and a great deal of effort and study, they were able to reverse the people's mindset.

e) Zyrex's brand value and personality

What makes Zyrex different from other brands, according to Nursam, is how they always have a tradition to ask the consumers what they need before they make a purchase. Zyrex would much rather steer the consumer to devices that are more appropriately specced. That is because the consumer of today, he said, does not search computers based on a spec sheet, but rather on practical uses, such as Zoom meetings and online studies. Those use cases are what Zyrex tailor their products to.

In regards to brand personality, Nursam would describe Zyrex as mature, a fighter, obedient, and sparing. For 'mature,' he picked so in the sense that Zyrex has been in business for 26 years. Zyrex is a fighter, in his eyes, because they have survived the highs and lows of the retail market. From their early days, to their 8-year vacuum from the laptop market, and now well after their comeback in 2018. Zyrex is obedient because they have never strayed from the whims of the government or regulators. And for sparingness, Zyrex utilizes the most out of their marketing budget so that they may be known to the Indonesian consumer. They made efforts to reach the widest possible audience even with their considerably meager budget.

f) Consumer's perception of Zyrex

In regards to consumer perception, Nursam admits they have never done a dedicated survey. However, he has gandered at social media discussions and news articles and it delighted him to see the name Zyrex is still being spoken by consumers. Anecdotally, he told the writer of his own experience at a tech convention in 2019. It was still recent after their comeback, and a consumer and fellow business owner approached Nursam. They expressed their surprise at seeing

Zyrex after so long. They confessed how they thought Zyrex was gone. This experience, in the eyes of Nursam, shows how consumers are still searching for Zyrex.

g) Zyrex's media strategy

According to Nursam, Zyrex's utilization of media has changed as well over the years. During the eve of their founding, they heavily relied on in-person technology conventions. Creating booths and showcasing their products to potential retail consumers. Today, they still make an effort to care for their retail stores. However, especially after the COVID-19 pandemic, most of their effort has gone to digital.

h) Zyrex's intent on redesign

On the topic of rebranding, Zyrex has undergone one such change. Nursam told of a story that, during their 10th anniversary, they considered updating their logo into what is currently being used. Nursam gave the writer a glimpse of that logo through the Google Meet presentation.



Figure 3.2. Zyrex's Old and Current Logo

What instigated this change in logo was a simple matter. At the time when they were reliant on conventions, all the brands' logos were organized neatly together, each occupying a square space. This made them look small next to competitors. As such, in 2006 they closed the gaps between the letters and made it much more compact.



In more recent years, Nursam admitted that, internally, Zyrex has considered a change in identity a number of times. He thought it was appropriate to suit the changing times, the shifting trends, and to reflect Zyrex's 26 year journey. They have made attempts, though none has progressed much further.

i) Zyrex's hopes and fears for the next 26 years

When asked to reflect on the future, Nursam wishes that Zyrex continues to be regarded as a brand with quality products and that it may one day grow to stand toe-to-toe with foreign competition. He also aims to make Zyrex one day be worthy of export to other countries and eventually become a multinational company.

From the interview with Nursam, the writer gathered the following conclusions. In the beginning, Zyrex was founded so that Indonesia would no longer be considered the technological dumping ground of the world. At first, they gained loyal corporate customers with consistent needs, but in more recent years, they have tried to cater to the retail market. However, this market is much more fickle and is taxing for Zyrex since it would mean higher marketing efforts.

As a brand, Zyrex believes in providing consumers with exactly what they need, a term they call 'practical use' or 'tepat guna.' They implore consumers to reconsider what they need and choose for them based on those use cases. In terms of personality, Zyrex is a mature fighter, having gone through great difficulty in their 26 years of business and still soldiering on.

The writer gained how Zyrex has a few wishes moving forward. Firstly, they have ambitions of becoming a multinational brand by exporting their products overseas. Secondly, they want to keep being regarded as a brand that produces quality computers. And lastly, they have thoughts of undergoing a rebranding to reflect their maturity and to

be up-to-date with the current industry, however they haven't found any worthy alternatives.

## 2) Interview with Ismiaji Cahyono, CEO of SUNVisual

The writer interviewed Ismiaji Cahyono, a long-time practitioner of branding and visual identity, the founder and principal director of graphic design studio SUNVisual, and current Head of Bureau of Desain Grafis Indonesia. The interview was conducted through the video conferencing application Google Meet on the 22nd of February, 2022 from 15.30 to 16.20 Western Indonesian Time.



Figure 3.3. Interview with Ismiaji Cahyono Through Google Meet

### a) The importance of long-term brand strategy

In the eyes of Ismiaji Cahyono, brand strategy and awareness are about peering into the future based on the facts of today. To do so correctly, it requires proper research, both qualitative and quantitative, to get validatable data of what the audience thinks of a brand and how they perceive it to be. For quantitative data, SUNVisual relies on third-party researchers, while the qualitative data sets they usually collect themselves are in-field observations and stakeholder interviews.

### b) Analogous brands that are of note

When asked to give an example of entities that have done well in crafting their brand strategy, Ismiaji Cahyono named a few. For local

ones, he pointed to unicorn companies like Tokopedia and Gojek. In his observations, this is because those two companies do extensive market research and consumer satisfaction surveys so that they are always in touch with how their audiences think and feel about them. Ismiaji Cahyono was dismayed to hear that Zyrex has never made such efforts to understand how their customers think of them. He explained that, in today's age of rapid transmission of information, a brand must above all be consumer-centered.

Circling back to analogous brands, as for electronics, Ismiaji Cahyono told the writer to study Xiaomi and its ever-growing and expansive catalog of products. Their prowess is that they manufacture their own chipsets and nano processors, giving them the technological advantage. That is also what he is worried about for consumer electronics brands from Indonesia.

c) How to hone in on a brand's values

For Ismiaji Cahyono, what designers can do is amplify and give voice to a brand's story. To build a brand's narrative as its main voice of communication is how a designer makes use of a brand's value.

He closes in on Zyrex, hypothetically asking them what they are so proud of as an Indonesian brand. As such, he dismisses the notion that Zyrex should focus their communication on what they refer to as 'practical use,' as that is a byproduct of price and performance. Instead, Zyrex's brand story, the narrative of a fellow countryman, is what should be amplified, said Ismiaji Cahyono.

d) The connotative meaning of 'made in Indonesia'

For him, Ismiaji Cahyono would knowingly sacrifice quality when purchasing a locally made product. What he searches for, instead, is the intangible sense of pride he feels when buying one, a feeling of supporting and helping the humans behind the brand make an earning. One such example that resonates with Ismiaji Cahyono is

the story of footwear brand Niluh Djelantik who refused to be acquired by a Chinese investor so they may remain wholly Indonesian. Such stories strengthen their positioning.

He warned, however, that strategies of brand story may only work once. It may persuade a customer to try for their first purchase, but what guarantees a repeat consumer is the meeting of expectations and the guarantee of services. What Zyrex needs is to convert consumers into advocates and willing ambassadors to preach the good word. This would circumvent the need for further marketing.

e) Selling a brand image customers are wary of

Because Zyrex intends to keep its image as ‘computers made in Indonesia,’ something Indonesians are predisposed to not liking, what would help Zyrex is the brand promise. Ismiaji Cahyono explained the brand story strategy as what invites consumers to consider Zyrex, but what keeps them coming back is the fulfillment of brand promises. What the writer needed to search, therefore, was if Zyrex has kept promises in their 26 years of business.

The writer tried to pry further, asking if there was anything to be gained from analyzing the efforts of electronic brands from China to change the connotative meaning of ‘made in China.’ However, Ismiaji Cahyono cautioned that it was not within the reach of brand identity. It would take a long and arduous process for a brand to do so and he reminded the writer how design is only a part of branding.

f) Identifying brand communication from marketing

Ismiaji Cahyono explained how, in the practice of tending for a brand’s identity, it is inevitable that a designer would also play a part in their promotional content. Such are the duties of a good brand designer, as he defined it. When creating content for a brand’s media output, it is important to not focus so intensely on selling the product, he said. That would become tiring for the consumer and create

distance with the brand. It is also important, as he referred again, to tell a story about the brand and define who they are.

g) Thoughts on the current brand identity

Ismiaji Cahyono structured his thoughts on Zyrex's current brand identity as such. For the logo itself, he described it as what any consumer electronics logo would look like, in that it exudes cleanliness, modernity, sophistication, and humanistic.

As such, he has no problem with the logo as a singular piece of identity. However, it does not hold true for the whole identity. When highlighting Zyrex's visual identity, from the website to promotional material and packaging, it does not exude any sense of local pride. He pondered how a brand with such desires to be recognized as Indonesian would not implement any visual elements to signify its country of origin. Ismiaji Cahyono sensed a contradiction within Zyrex's brand value and brand identity. It wants to be perceived as a global brand in a local market instead of catering to it.

h) Imbuing identities with values of nationality

Ismiaji Cahyono is especially suited to answer this question, as his studio SUNVisual helmed the creation of the visual identity for Indonesia's 76th independence day. For them, it was about drawing from the personality and social spirit that is indigenous to the Indonesian citizen's heart instead of relying on the tired traditional iconography like garudas or batiks.

When applied to Zyrex, since they are an electronics brand, Ismiaji Cahyono implored the writer to search and analyze what being Indonesian would mean in that context. He threw suggestions such as hard-working, ingenious, or perhaps the spirit of gotong royong. As for execution, he saw potential in the use of a custom font in their logo and supergraphics.

The writer gathered the following conclusions from the interview with Ismiaji Cahyono. Firstly, the mark of a brand with a good brand development is one with a brand strategy that is rooted in extensive market research and customer perception surveys. That makes them acutely aware of their own customer's wants and needs. Secondly, Ismiaji Cahyono believes that for a local brand to thrive in the market, they need to have a clear and believable brand story to gain the intrigue of customers. However, this will only work in the beginning and must be followed with the delivering of brand promises. Only then will customers become loyal and advocate for the brand in their stead.

In regards to Zyrex, specifically, Ismiaji Cahyono believed that Zyrex's current brand identity lacked the flavors of a local brand and that they should embrace it rather than trying to appear as a global company. This contradiction cost them their relatability and weakened their positioning. He implored that, should it be reworked in the future, Zyrex should elaborate what makes them proud to be Indonesian-made and what it specifically means for them. Mr. Ismiaji also cautioned against using traditional cultural symbols when representing Indonesia as it would only cater to a few and alienate many others. Instead, one should take inspiration from the people's spirit and characteristics to base the new identity on.

### 3) Interview with David Brendi, Tech Content Creator 'Gadgetin'

To get a better perspective on the electronics and computer landscape in Indonesia, the writer elected to interview David Brendi, a content creator who talks about and reviews technological products under the name 'GadgetIn.' During his 7 year career in Youtube, he has amassed 8.75 million subscribers as of this moment, making him the fastest growing tech personnel in Indonesia. The interview was done through Google Meet on the 28th of February, 2022 from 10.00 to 10.45 Western Indonesian Time.



Figure 3.4. Interview with David Brendi Through Google Meet

a) The role of social media in technology

When asked how important social media was, David Brendi stressed how it was crucial for tech companies and media alike. For tech companies, it was about staying in touch with the popular word-of-mouth. What is said in social media will reflect sales figures. For tech media, it was much the same but in regards to product interest. David believed in catering to what audiences wish for. If the request was mounting, he would then cover a product. It is also why he himself gave Zyrex little coverage, since there was little interest from the consumers. He chalked it up to Zyrex's lack of communication effort, making them lesser known.

b) What changes David saw in consumer behavior

Social media had a great impact in the coverage of technology. In the past, tech video viewers were almost all potential buyers. That made it very niche. Today, however, technology has become entertainment, a lifestyle choice. If a product was interesting on its own, people who had no interest to purchase would still watch video coverage of it. This contributed to the rapid growth of his channel.

c) Challenges local electronics face

As a gadget reviewer and through personal experience, David admitted how local products are well known to be unremarkable.

They indeed confirm the stigma by using components that were, to him, unreliable and prone to breakage. His Youtube audience echo the same thoughts. For him, only through a steady increase in quality will that association with cheapness start to change.

As a media personnel, he found working with local brands to be more enjoyable. Being from the same country, the similarity in language and values made their partnership easier than working with foreign brands. However, he stood by his stance on quality first.

d) The relationship between Indonesians and local computers

As any other Indonesian, he said, David was excited when he first heard of Indonesian making their own computers. It is the natural reaction, according to him. However, after testing them, Indonesian products couldn't match the offerings from foreign brands. It is only logical that tech consumers move on and find better value elsewhere.

To elaborate on his excitement, David pointed out how successful Indonesian brands like Indomie or Tolak Angin have become the top-of-mind. For him, there is nothing foreigners could give as a substitute. His excitement stemmed from seeing if Indonesia could do the same in electronics.

e) Why Indonesians are averse to local-made technology

For David, it came back again to the products and reputation. Lackluster offerings could not be patched by clever marketing or '100% Indonesia' labels. However, he was quick to remind the writer that no Indonesian wants local products to fail. He described it as like a cushioning effect. If a local product was good, Youtube commenters would sing its praises. If it was bad, however, they would never wish ill upon the brand like they do to foreign ones. In short, local brands have the luxury of positive bias from consumers.



f) The importance of branding in technology

In general, consumers in the technology industry are brand agnostic, according to David. There is no loyalty towards brands, with the exception of perhaps Apple. If a better computer is made elsewhere, they would immediately jump ship. Interestingly, though lacking in loyalty, tech consumers are prone to advocacy. They have a tendency to spread the good word of a quality product. A phrase David often heard was 'why this and not that.' This is the result of a market that has a wealth of options and measurable advantages, making it easy for comparison.

To elaborate the topic, the first thing David said was how branding had a negative impact on Indonesian products. The critical, judgmental, and skeptical tech consumer would often assume the worst out of local brands. However, on the few occasions the product was unique, tech consumers would sing the highest praises, much higher than they would towards foreigners.

The writer asked David a hypothetical, saying perhaps Zyrex should camouflage as a foreign brand instead. He dismissed it, however, saying it wouldn't matter if the products stayed the same. He went on to say that perhaps it would even disadvantage the brand. Foregoing their local spirit would mean they would no longer be privy to the positive bias from consumers. This would also invite much more scrutiny and harsher criticism.

g) Zyrex's positioning

David had a number of opinions towards how Zyrex operated. He saw their motto of 'tepat guna' as not much of a differentiator. It is a byproduct of pricing strategy and choices. However, he foresaw Zyrex as having the opportunity to conquer the low-price segment. If that could be done correctly, he felt only then should they consider

stepping into a more affluent market. He summarized it by saying no one would want to spend money on an unproven brand.

The fickle nature of tech consumers could also bring its advantage. Throughout the interview, David pointed out how products mattered most. That made consumers much more prone to leaving a brand behind. That also meant the opposite was true. If Zyrex continued to better their products, then consumers would just as quickly flock back to the brand. That was the good news, according to David.

The writer gained the following conclusion from his interview with David Brendi. Foremost, tech consumers are harsh, judgmental, and comparative. They are also brand agnostic. They would have no qualms switching brands if it provided them with better products, as there is no sense of brand loyalty. However, they also have a high tendency of advocacy for a product if it is of quality. The quickly changing tides of tech consumer's interest can be both beneficial and dangerous.

As a local brand, Zyrex benefits from a more forgiving consumer base as no local would want to see it fail. However, they have to do work in reassuring audiences of their quality since Indonesian electronics have a reputation for being unreliable. As such, Zyrex should maintain its image as a local brand and stray away from any notion of appearing foreign, since that would invite harsher criticism and a higher degree of scrutiny. But regardless, in technology, product matters most and quality speaks for itself.

### **3.1.1.3 Focus Group Discussions**

The writer conducted a 6-person focus group discussion on the 26th of February, 2022 from 19.00 to 20.30 Western Indonesian Time. The participants were chosen based on their prior knowledge of Zyrex and their interest in purchasing the brand's products. Each also came from different backgrounds and use cases; a fresh graduate accountant, a fresh graduate

industrial designer, a fresh graduate IT major working in broadcasting, a motion graphics intern, a fellow final project student, and an experienced junior graphic designer.



Figure 3.5. Focus Group Discussion Through Google Meet

a) Explanation of their stance on Zyrex

During this segment, each participant was asked to elaborate on their opinions about Zyrex. There were some throughlines between each of their replies, as well as clear differences. For those who knew and were interested in Zyrex, the fact it was a local brand sparked interest and excitement. It was delightful for them to see Indonesia making their own computer at a cheaper price. However, across the board they were hesitant to pick Zyrex products since the specifications the brand offered were not quite powerful enough.

The power of word-of-mouth also played a role in participants such as Yogi Yaditra and Alfons Arya. For Yogi, he had a friend advocating their Zyrex laptop unpromptedly, which influenced his perspective to be very positive. For Alfons, however, it was the opposite. Because it was hard for him to find anyone who talked about Zyrex or compared them to other brands, it made him cautious of its quality and colored his perception negatively.

b) The connotative meaning of ‘made in Indonesia’

What ‘made in Indonesia’ came down to for the participants was two things; pride and quality. The participant vicariously felt proud of Zyrex as their progress meant Indonesia was taking strides to ‘catch up’ with other nations. It was also a byproduct of the way the participants were raised, being constantly told to be proud of Indonesian products. Even though pragmatically it should mean nothing, said Yogi, purchasing local products meant it was an opportunity to support a fellow countryman. However, in terms of quality, there was skepticism. This doubt in their minds was also confirmed by past experiences with lousy Indonesian electronics. To make peace with those two things, it became a matter of balance. For Laetitia, she could excuse the faults of local products, but as Yoel continued, that pride should not make them turn a blind eye.

c) Reaction towards ‘Indonesian products must be cheap’

The participants were asked to react to a popular mindset of local products needing to be cheap. This statement created a split where each side had different views. For Alfons and Yogi, they agreed since local products are made using local labor and resources, as such it ought to be cheaper. It also benefits from a closed circulation of money between Indonesia’s economy. Yogi felt that price was one of the few ways Indonesian electronics could compete, since they weren’t the market leaders. On the opposite spectrum, Farrel and Yoel disagreed, saying it is a matter of positioning. It depended who Zyrex was targeting, though both felt Zyrex should aim for the lower price segments. Laetitia and Wisnu added that logistical and R&D costs still exist for local brands, so they should be allowed to increase prices if needed.

d) Reaction towards ‘foreign products are more prestigious’

The statement in question can be considered an accompanying pair to the previous one. In regards to how they perceive foreign

brands, they almost unanimously disagreed on the statement, saying its relative. Yoel theorized how perhaps that sentiment could be a result of, what he presumed as, Indonesian's inferiority complex. Yogi explained it could be a byproduct of import prices which skews the consumers perception. Farrel felt such a thing didn't matter, since he still scrutinizes foreign products when searching for electronics. The tide shifted, however, when Arya agreed with the statement. He highlighted how Zyrex's media presence was, to him, nonexistent. In turn, that bolstered how he perceived foreign brands.

As an extension of the topic, a discussion was made surrounding the local mountaineering brand Eiger. The participants felt Eiger's quality had transcended the expectations of what a local brand could provide. As such, they didn't feel like using Eiger products wasn't a compromise for the sake of supporting local products. The participants implored Zyrex to follow in their footsteps.

e) Indonesian's skepticism towards local electronics

The writer repeated to participants the survey results that showed how Indonesians prefer local products in everything but electronics. For them, it was about lack of communication and past stigmas. Arya outright distrusts Zyrex's quality. To him, it was hard not to since he didn't even know them. This theme of 'not knowing' extended to other participants. They felt that Zyrex, along with other local brands, hadn't communicated their growth to consumers. Yoel and Laetitia testifies how current Zyrex products are more durable than their previous ones. This lack in communication is what compounds the stigma that local products are of poor quality. To add to that, Farrel questioned if Zyrex knew how little they are known to consumers. Yogi, who had the most positive outlook on the brand, felt that though they have nearly closed the gap in quality, it does not prevent them from being substituted by other, better options.

f) Assessments on Zyrex's portrayal of Indonesia

When the writer asked them to assess how Indonesian Zyrex's identity looks, they provided two answers; no it does not, and should it be to begin with? To explain the former, each felt the Zyrex identity lacked any identifying features to make it appear Indonesian. Some were even surprised by this revelation at first, thinking it was actually foreign. They felt the usage of red in the logo wasn't distinctive enough to signify its country-of-origin. Laetitia even felt the logo copied aspects from foreign brands. There were each different proposed solutions, maybe through the addition of batik, flags, or any number of cultural symbols.

The second half of the discussion though, was to question if an electronics brand should portray its nationality. Such strategies, according to Yoel, may work for the automotive industry, but perhaps are questionable in technology. Yogi interjected by saying that perhaps they should, as to differentiate them from other nations who are the top-of-mind. Farrel and Arya continued in the same vein, saying that, if done well, it could make Zyrex more wholly unique in the market.

To close the discussion, the writer asked what improvements they would like to see in Zyrex. From Farrel, he believed a fresh new start would benefit the brand. It would be a chance to reintroduce who they are in a clearer fashion. Laetitia added that collaboration with local artists would better cement their nationality. What Arya wanted was simply to make Zyrex be a part of everyday Indonesian conversation. Yogi upholds quality above all and sees potential for Zyrex to monopolize the positioning of Indonesian laptops. Lastly, Yoel wants Zyrex to have a mind towards the details of their communication mediums.

The writer concluded the following from the focus group discussion (FGD). Though there was enthusiasm for Zyrex's existence, it was also paired with skepticism. This is because, for participants, Zyrex was unproven in terms of quality and lack of any media coverage or social media discourse about the brand made them wary. Word-of-mouth and brand presence played a massive part in forming participant's opinions of Zyrex. In terms of the portrayal of Zyrex's nationality, the participants largely agreed that the brand didn't seem very Indonesian when they were first perceived. Participants also agreed that appearing more Indonesian in a subtle but identifiable way would be beneficial for Zyrex as it would bolster consumer pride towards the brand. Lastly, participants wished for more brand communication so that the brand would exist more in the Indonesian consumer's daily conversation.

#### 3.1.1.4 Reference Studies

The writer used the rebranding efforts of two technology companies as a reference study, that is of Xiaomi and Lenovo. The former rebranded itself in 2021 with the help of Japanese designer Kenya Hara, while the latter was done in 2015 by Saatchi & Saatchi New York.

##### 1) Xiaomi



Figure 3.6. Xiaomi's Rebranding

(Source: [https://www.underconsideration.com/brandnew/archives/new\\_logo\\_for\\_xiaomi\\_by\\_kenya\\_hara.php](https://www.underconsideration.com/brandnew/archives/new_logo_for_xiaomi_by_kenya_hara.php))

In 2021, global electronics brand Xiaomi unveiled their new identity to the world, a result of their three-year partnership with Japanese graphic designer Kenya Hara. The new identity was an update of their previous one, with what used to be rigid squared logos being rounded into what is called a ‘squircle.’ The logotype also received minor updates, with the softening any previously angular corners. Though initially faced with derision, the new Xiaomi logo was the representation of the concept Kenya Hara dubbed ‘Alive,’ an attribute the technology of today shares with their living human creators. This concept would drive Xiaomi forward and become their new company spirit (Armin, 2021).

2) Lenovo

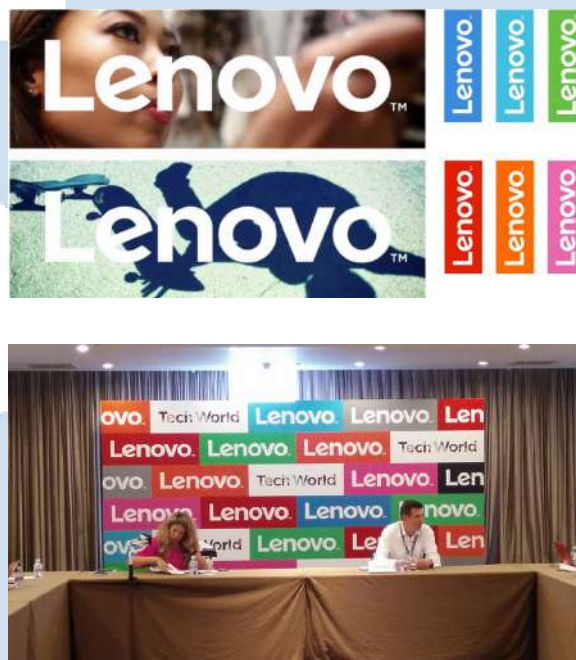


Figure 3.7. Lenovo's Rebranding

(Source: [https://www.underconsideration.com/brandnew/archives/new\\_logo\\_and\\_identity\\_for\\_lenovo\\_by\\_saatchi\\_saatchi\\_new\\_york.php#.Vzn0JfkrLcs](https://www.underconsideration.com/brandnew/archives/new_logo_and_identity_for_lenovo_by_saatchi_saatchi_new_york.php#.Vzn0JfkrLcs))

In 2015, Lenovo unveiled their new identity, created by Saatchi & Saatchi New York, in the form of a geometric sans serif font set in a rectangular container. The brand name is written with a slanted ‘e’ that harkens back to the previous logo while capitalizing the ‘L’ as to correct



any previous spelling mistakes. Within this rectangle, designers could insert photos, artwork, colors, shapes, and any other design elements that may suit the context it's being used in. Furthermore, the logo can be applied in a repeated fashion or tilted sideways, adding to its flexibility. Along with this new logo was a new tagline which became the company's internal spirit, 'Never Stand Still.' This tagline was conceived together with Saatchi & Saatchi New York, who were a previous collaborator of Lenovo's for an advertising campaign in 2011, 'For Those Who Do' (Armin, 2015).

### 3.1.2 Quantitative Data

Quantitative research, according to Creswell (2018, pg. 41), is conducted by gathering objective and measurable data that are to be analyzed through statistical means. Through the analysis and testing stage, a researcher can gather the relationship between each variable and deductively test their assumptions and theories.

#### 3.1.2.1 Questionnaire

The questionnaire data-gathering process was conducted during the period of February 4th to the 22nd 2022 through the online survey service Google Form. The method of distribution the writer employed was random sampling with the approach of snowball sampling. The process was the writer shared the Google Form link to his social media accounts, that is Instagram, Whatsapp, and Line, and implored the respondents to share again on his behalf.

$$S = \frac{n}{1 + N \cdot e^2} = \frac{29.116.662}{1 + (29.116.662) * 0,1^2} = 99,9$$

*S = sample size, N = number of population, e = degree of precision*

To count the number of respondents needed, the writer used the Slovin formula that will result in the number of samples needed. According to aggregates from Badan Pusat Statistik (BPS), the number of people living in the Jabodetabek region is 29.116.662 which will act as the population

size. By using the formula with a 10% degree of precision, the result dictates that the writer needed to gather 100 respondents for this questionnaire.

### 1) Consumer purchase behavior

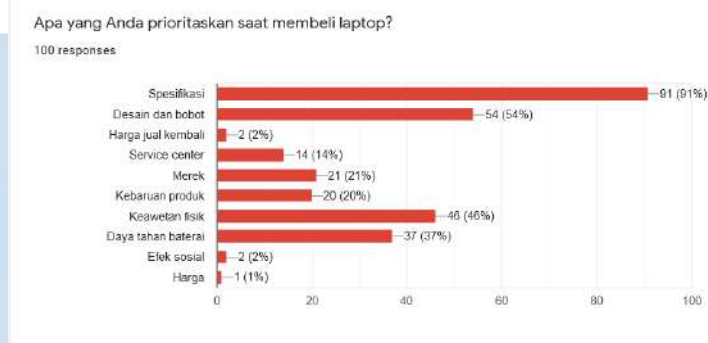


Figure 3.8. What Respondent's Prioritize

When asked what they prioritized when buying a laptop, which they were allowed to choose more than one option, the respondents gave the following answers. There was a 91% vote for specifications, a 54% vote for design and weight, a 46% vote in durability, a 37% vote for battery endurance, a 21% vote for brand, a 20% vote for product recency, a 14% vote for service centers, a 2% vote on resale value, a 2% vote on social effect, and 1% vote for price.

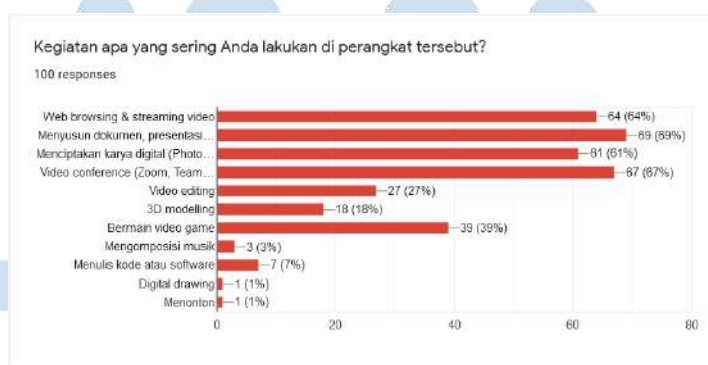


Figure 3.9. Respondent's Most Frequent Activities

When asked what activities they often do with said device, in which they were allowed to choose more than one option, the respondents gave the following answers. There was a 69% vote to create documents, presentations, and spreadsheets, a 67% vote to video conference, a 65%

vote to create web browse and stream videos, a 62% vote to create digital artwork, a 39% vote to play video games, a 27% vote to edit videos, an 18% vote to 3D model, a 7% vote to write code, and a 3% vote to compose music.

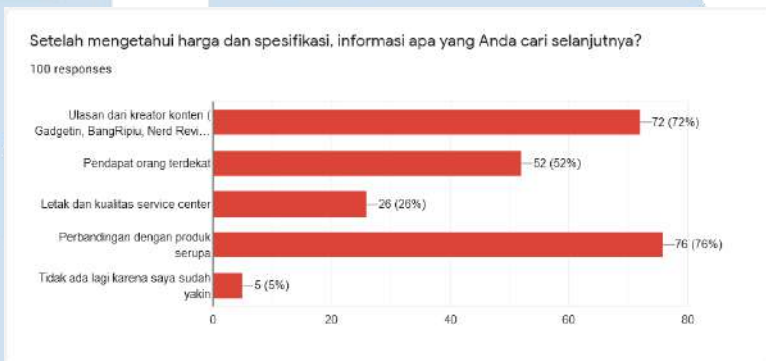


Figure 3.10. Respondent's Additional Information

When asked what following information they searched after knowing the price and specifications, the respondents gave the following answer. There was a 76% vote to search for comparisons with a similar product, 72% vote to search for reviews from content creators, 52% vote to ask the opinions of loved ones, 26% vote to search for the quality and placement of service centers, and a 5% vote to not search for anything else as they were certain.

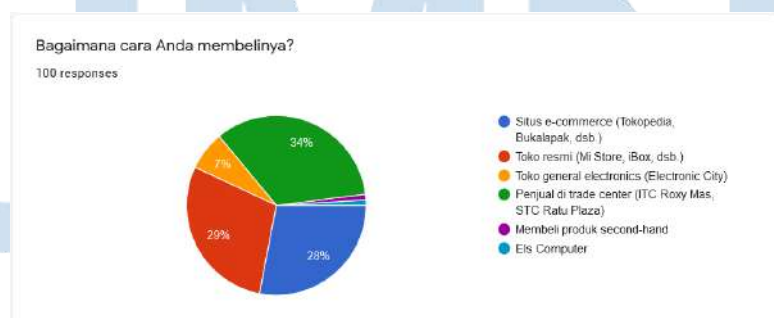


Figure 3.11. Respondent's Method of Purchase

When asked how they purchased them, 34% bought through trade center sellers, 29% bought from official stores, 28% bought from

e-commerce sites, 7% bought from general electronics stores, 1% bought second-hand products, and 1% bought from Els Computer.

## 2) Brand knowledge

During this section, the respondents were asked questions revolving around Zyrex. They were initially asked if they previously knew Zyrex, which would split the respondents into two groups, those who do and didn't. For both groups, they were given a brief summary of who Zyrex is and a sample of their most popular products. For the group who didn't know beforehand, they were also told Zyrex's value proposition.

Brand Knowledge x Local Awareness

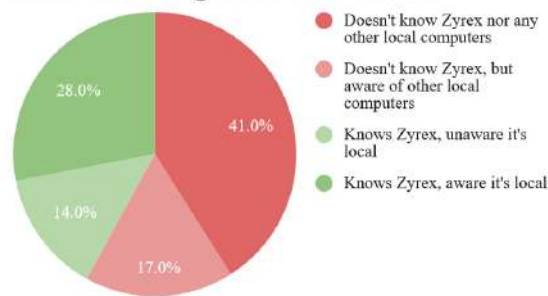


Figure 3.12. Respondent's Knowledge of Zyrex

When asked if they previously knew Zyrex, 58% respondents answered 'No' and 42% answered 'Yes.' This divided them into two groups. However, they were asked a similar question, that is if they knew the existence of local computer brands. In total, 41% didn't know Zyrex or any local computer brands, 17% didn't know Zyrex but were aware of others, 14% knew Zyrex but was not aware it was local, and 28% both knew Zyrex and was aware it was local. That meant that out of 100 respondents, only 28 correctly identified Zyrex as an Indonesian brand.

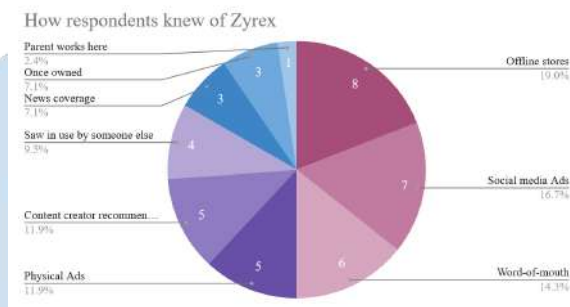


Figure 3.13. How Respondents Knew of Zyrex

For respondents who had prior knowledge of Zyrex, they were asked how they knew. 8 (19%) knew from looking or visiting their offline stores, 7 (16,7%) knew from adverts in social media, 6 (14,7%) knew from word-of-mouth, 5 (11,9%) knew from physical adverts such as billboards, 5 (11,9%) knew from recommendations by content creators, 4 (9,3%) knew from seeing it being used by someone else, 3 (7,1%) knew from news coverage, 3 (7,1%) knew from once owning it, and 1 (2,4%) knew because their parents worked there.

Brand Knowledge x Buying Interest

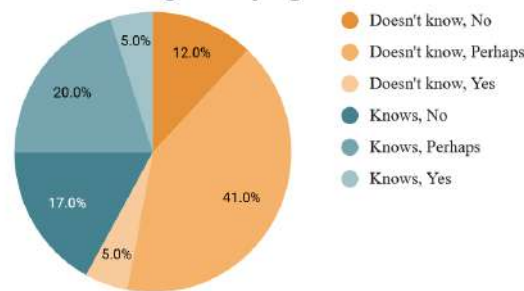


Figure 3.14. Respondent's Interest in Zyrex based on Prior Knowledge

Both groups of respondents, those who knew and didn't know Zyrex, were asked if they had an interest in purchasing from the brand. With an option of 'No, Maybe, and Yes,' the respondents gave the following answer. 31% said no, with 12% from respondents who didn't know and 17% from respondents who knew. 61% said maybe, with 41% from those

who didn't know and 20% from those who did. Finally, 10% said yes, with both audiences who knew and didn't know equally contributing 5%.

The audiences were asked to elaborate on their choice. They were given two groups of possible reasons, one positive and negative. Since 'maybe' could mean intrigue or wariness, they could pick from either pool of answers to specify what they actually mean.

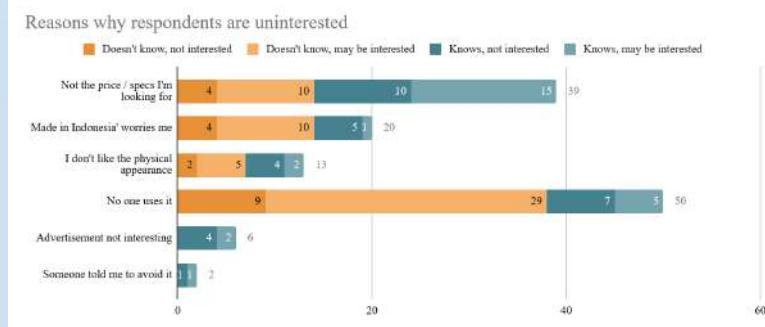


Figure 3.15. Reasons Why Respondents Were Uninterested

The audience gave the following answers, in which they could choose more than one option. There were 50 votes for 'because no one else uses it' with 38 coming from people without prior knowledge. There were 39 votes for 'because it was not the right price and specifications' with 25 votes coming from people with prior knowledge. There were 20 votes for 'because made in Indonesia worries me' with 14 votes from people without prior knowledge. There were 13 votes for 'because I didn't like its physical appearance' with almost an equal number from both groups of respondents. There were 6 votes for 'because their advertisement was uninteresting' and 2 votes for 'because someone told me to avoid them,' both only asked to the group with prior knowledge.

From the results of this graph, it could be concluded both groups have a different reason for their wariness. The group with prior knowledge gravitated towards the more functional reason of price and specifications, while the group without prior knowledge was mainly

worried about the more social reason of not having any peers who used Zyrex and how they were worried about it being made by Indonesians.

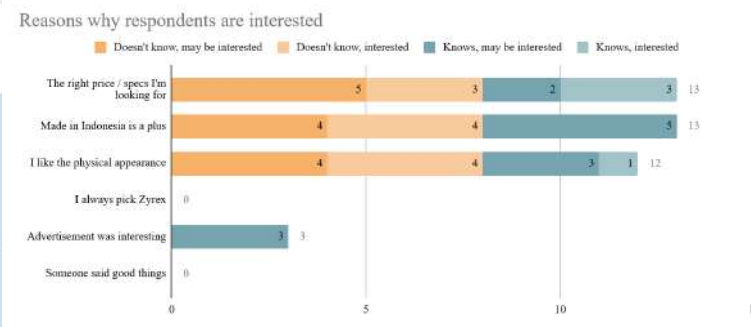


Figure 3.16. Reason Why Respondents Were Interested

The audience gave the following answers, in which they could choose more than one option. There was an equal number of 13 votes for ‘because the price and specifications are what I’m looking for’ and ‘because it being made in Indonesia was a plus.’ They were both also composed of 8 votes from people without prior knowledge and 5 votes with prior knowledge. The close second answer was ‘because I like its physical appearance’ with, again, 8 votes from people without prior knowledge and 4 votes from people with prior knowledge. Lastly, 3 voted for ‘because the advertising made me interested’ and it was exclusively asked to the group with prior knowledge. There were no votes for ‘I always pick Zyrex’ and ‘someone said good things.’

It could be concluded that both people with and without prior knowledge gravitated towards the factors of price, physical appearance, and the intangible quality of it being made in Indonesia.

### 3) Perception of branding

During this section of the questionnaire, the writer showed the respondents Zyrex’s logo and its application on various media, such as websites, promotional material, social media posts, and packaging. The purpose of this was to gauge audience perception of Zyrex’s branding.

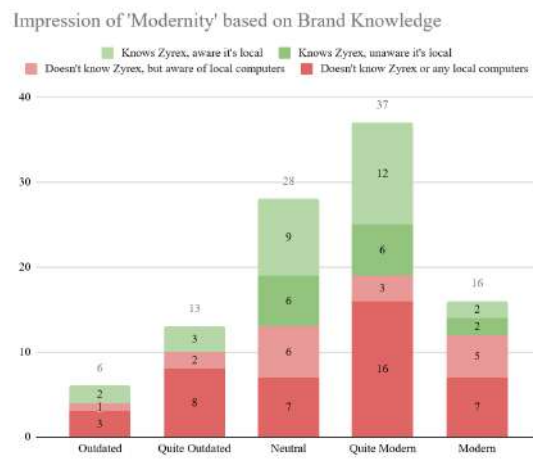


Figure 3.17. Respondent's Impression on Zyrex's Modernity

When asked to measure the brand's modernity by comparing two opposing adjectives, that is 'outdated' and 'modern,' the respondents gave the following answers

- a) 6% answered 'outdated.' That number is made up of 4% who didn't know of Zyrex and 2% who knew. It is further comprised of 3% who were not aware of any local electronics, 1% who were aware of other brands, 0% who were not aware Zyrex was local, and 2% who were aware it was.
- b) 13% answered 'quite outdated.' That number is made up of 10% who didn't know of Zyrex and 3% who knew. It is further comprised of 8% who were not aware of any local electronics, 2% who were aware of other brands, 0% who were not aware Zyrex was local, and 3% who were aware it was.
- c) 28% answered 'neutral.' That number is made up of 13% who didn't know of Zyrex and 15% who knew. It is further comprised of 7% who were not aware of any local electronics, 6% who were aware of other brands, 6% who were not aware Zyrex was local, and 9% who were aware it was.
- d) 37% answered 'quite modern.' That number is made up of 19% who didn't know of Zyrex and 18% who knew. It is further

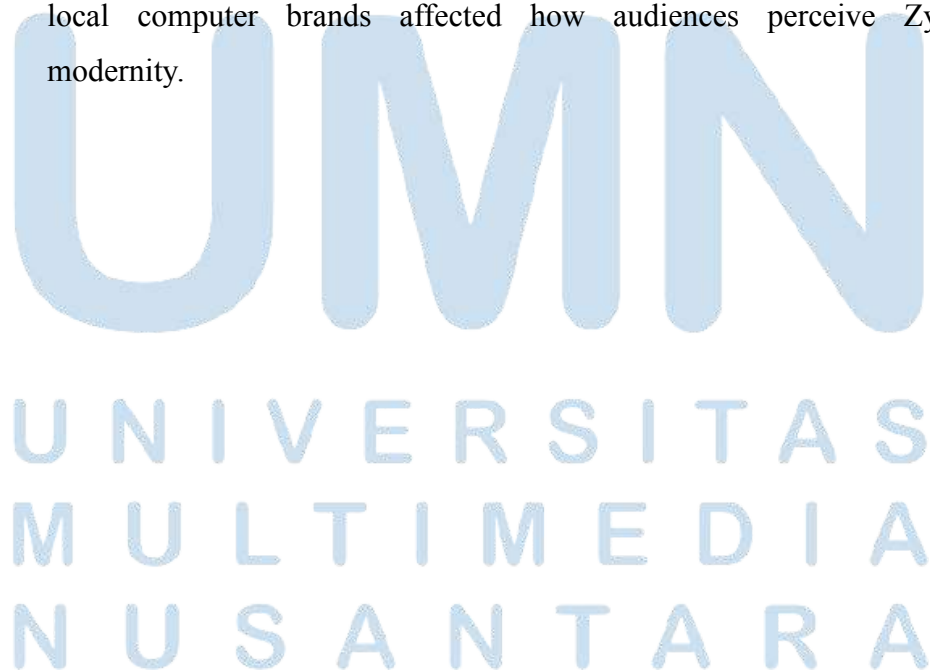


comprised of 16% who were not aware of any local electronics, 3% who were aware of other brands, 6% who were not aware Zyrex was local, and 12% who were aware it was.

- e) 16% answered 'modern.' That number is made up of 12% who didn't know of Zyrex and 4% who knew. It is further comprised of 7% who were not aware of any local electronics, 5% who were aware of other brands, 2% who were not aware Zyrex was local, and 2% who were aware it was.

Based on the answers given by the respondents, the top voted option was 'quite modern,' followed by 'neutral.' However, if the graph is divided in two, with bias swaying either towards outdated, neutral, or towards modern, the proportion becomes 19:28:53. It can be surmised that most audiences perceive Zyrex's identity to be modern.

Prior knowledge and awareness of local computer brands played a number of roles. From the data shown, it can be gathered that audiences who didn't have prior knowledge had a more equal distribution of votes, whereas audiences who do had a higher tendency to choose 'neutral' or 'quite modern.' It can be concluded that prior knowledge and awareness of local computer brands affected how audiences perceive Zyrex's modernity.



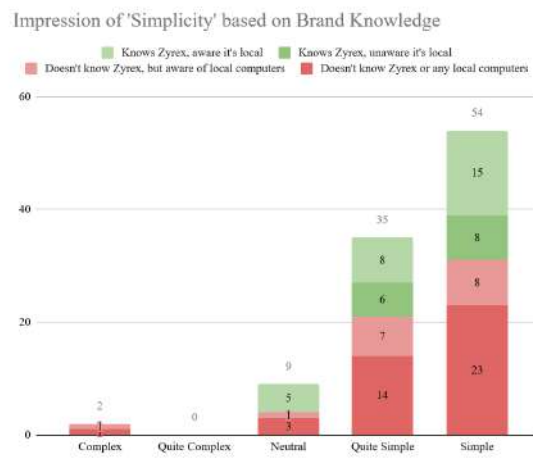


Figure 3.18. Respondent's Impression on Zyrex's Simplicity

When asked to measure the brand's simplicity by comparing two opposing adjectives, that is 'complex' and 'simple,' the respondents gave the following answers

- a) 2% answered 'complex.' That number is made up of 2% who didn't know of Zyrex that is further comprised of 1% who were not aware of any local electronics and 1% who were aware of other brands,
- b) 0% answered 'quite complex.'
- c) 9% answered 'neutral.' That number is made up of 4% who didn't know of Zyrex and 5% who knew. It is further comprised of 3% who were not aware of any local electronics, 1% who were aware of other brands, 0% who were not aware Zyrex was local, and 5% who were aware it was.
- d) 35% answered 'quite simple.' That number is made up of 21% who didn't know of Zyrex and 14% who knew. It is further comprised of 14% who were not aware of any local electronics, 7% who were aware of other brands, 6% who were not aware Zyrex was local, and 8% who were aware it was.
- e) 54% answered 'simple.' That number is made up of 31% who didn't know of Zyrex and 23% who knew. It is further comprised

of 23% who were not aware of any local electronics, 8% who were aware of other brands, 8% who were not aware Zyrex was local, and 15% who were aware it was.

Based on the answers given by the respondents, the top voted option was 'simple,' followed by 'quite simple.' It can be surmised that a large majority of audiences perceive Zyrex's identity to be simple. This holds true for both respondents who have prior knowledge of Zyrex and those who don't, and respondents who are aware of local computer brands and those who are not.

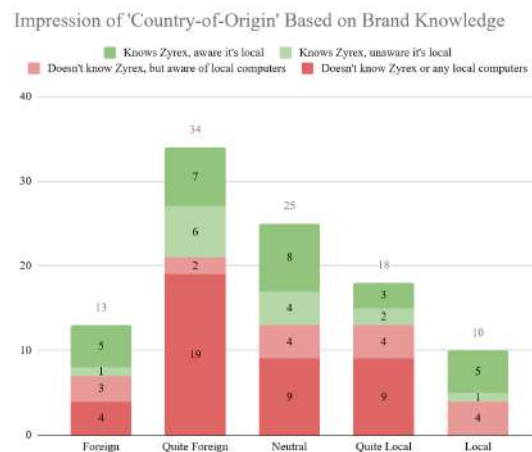


Figure 3.19. Respondent's Impression on Zyrex's Country-of-Origin

When asked to measure the brand's country-of-origin by comparing two opposing adjectives, that is 'foreign' and 'local,' the respondents gave the following answers

- a) 13% answered 'foreign.' That number is made up of 7% who didn't know of Zyrex and 6% who knew. It is further comprised of 4% who were not aware of any local electronics, 3% who were aware of other brands, 1% who were not aware Zyrex was local, and 5% who were aware it was.
- b) 34% answered 'quite foreign.' That number is made up of 21% who didn't know of Zyrex and 13% who knew. It is further

comprised of 19% who were not aware of any local electronics, 2% who were aware of other brands, 6% who were not aware Zyrex was local, and 7% who were aware it was.

- c) 25% answered 'neutral.' That number is made up of 13% who didn't know of Zyrex and 12% who knew. It is further comprised of 9% who were not aware of any local electronics, 4% who were aware of other brands, 4% who were not aware Zyrex was local, and 8% who were aware it was.
- d) 18% answered 'quite local.' That number is made up of 13% who didn't know of Zyrex and 5% who knew. It is further comprised of 9% who were not aware of any local electronics, 4% who were aware of other brands, 2% who were not aware Zyrex was local, and 3% who were aware it was.
- e) 10% answered 'local.' That number is made up of 4% who didn't know of Zyrex and 6% who knew. It is further comprised of 0% who were not aware of any local electronics, 4% who were aware of other brands, 1% who were not aware Zyrex was local, and 5% who were aware it was.

Based on the answers given by the respondents, the top voted option was 'quite foreign,' followed by 'neutral.' However, if the graph is divided in three, with bias swaying either towards foreign, neutral, or towards local, the proportion becomes 47:25:28. It can be surmised that there is a tendency to perceive Zyrex as foreign, though a forth were undecided.

Prior knowledge and awareness of local computer brands played a number of roles. Audiences who didn't have prior knowledge had a more even distribution, with the same number of respondents answering 'neutral' and 'quite local.' For respondents who did know Zyrex, they tended to choose either 'quite foreign' or 'neutral.' Audiences who chose 'local' were almost entirely composed of those who were aware of local computer brands. The writer concluded that prior knowledge and

awareness of local computer brands affected how audiences perceive Zyrex's country-of-origin.

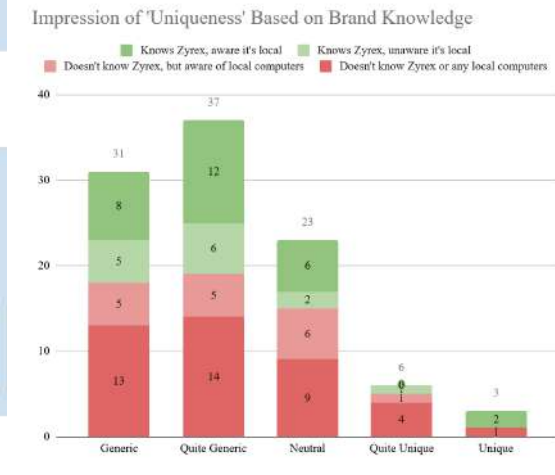


Figure 3.20. Respondent's Impression on Zyrex's Uniqueness

When asked to measure the brand's uniqueness by comparing two opposing adjectives, that is 'unique' and 'generic,' the respondents gave the following answers

- a) 31% answered 'generic.' That number is made up of 18% who didn't know of Zyrex and 13% who knew. It is further comprised of 13% who were not aware of any local electronics, 5% who were aware of other brands, 5% who were not aware Zyrex was local, and 8% who were aware it was.
- b) 37% answered 'quite generic.' That number is made up of 19% who didn't know of Zyrex and 18% who knew. It is further comprised of 14% who were not aware of any local electronics, 5% who were aware of other brands, 6% who were not aware Zyrex was local, and 12% who were aware it was.
- c) 23% answered 'neutral.' That number is made up of 15% who didn't know of Zyrex and 8% who knew. It is further comprised of 9% who were not aware of any local electronics, 6% who were

aware of other brands, 2% who were not aware Zyrex was local, and 6% who were aware it was.

- d) 6% answered 'quite unique.' That number is made up of 5% who didn't know of Zyrex and 1% who knew. It is further comprised of 4% who were not aware of any local electronics, 1% who were aware of other brands, 0% who were not aware Zyrex was local, and 1% who were aware it was.
- e) 3% answered 'unique.' That number is made up of 1% who didn't know of Zyrex or aware of any local electronics and 2% who knew and were aware it was local.

Based on the answers given by the respondents, the top voted option was 'quite generic,' followed by 'generic.' With a 68% bias towards it, the writer surmised most audiences perceive Zyrex as generic.

Prior knowledge and awareness of local computer brands played a number of roles. Though the distribution of votes were largely skewed towards genericity, there was a more dramatic difference from those who had prior knowledge. Those who knew Zyrex tended largely to choose either 'quite generic' or 'generic.' Another factor was that the few who did choose 'quite unique' largely came from those who didn't have prior knowledge. The writer concluded that prior knowledge and awareness of local computer brands affected how audiences perceive Zyrex's uniqueness.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

Impression of 'Personality' Based on Brand Knowledge

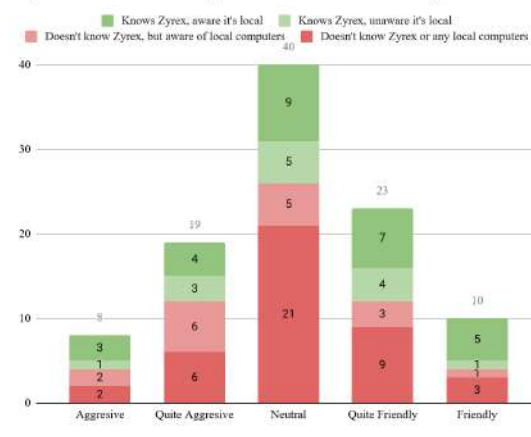


Figure 3.21. Respondent's Impression on Zyrex's Personality

When asked to measure the brand's personality by comparing two opposing adjectives, that is 'friendly' and 'aggressive,' the respondents gave the following answers

- 8% answered 'aggressive.' That number is made up of 4% who didn't know of Zyrex and 4% who knew. It is further comprised of 2% who were not aware of any local electronics, 2% who were aware of other brands, 1% who were not aware Zyrex was local, and 3% who were aware it was.
- 19% answered 'quite aggressive.' That number is made up of 12% who didn't know of Zyrex and 7% who knew. It is further comprised of 6% who were not aware of any local electronics, 6% who were aware of other brands, 3% who were not aware Zyrex was local, and 4% who were aware it was.
- 40% answered 'neutral.' That number is made up of 26% who didn't know of Zyrex and 14% who knew. It is further comprised of 21% who were not aware of any local electronics, 5% who were aware of other brands, 5% who were not aware Zyrex was local, and 9% who were aware it was.
- 23% answered 'friendly.' That number is made up of 12% who didn't know of Zyrex and 11% who knew. It is further comprised

of 9% who were not aware of any local electronics, 3% who were aware of other brands, 4% who were not aware Zyrex was local, and 7% who were aware it was.

- e) 10% answered 'friendly.' That number is made up of 4% who didn't know of Zyrex and 6% who knew. It is further comprised of 3% who were not aware of any local electronics, 1% who were aware of other brands, 1% who were not aware Zyrex was local, and 5% who were aware it was.

Based on the answers given by the respondents, the top voted option was 'neutral,' followed by 'quite friendly.' When divided into three, with bias swaying towards aggressive, neutral, and towards friendly, the proportion became 27:40:33. It can be surmised that most audiences did not perceive Zyrex's identity as having any overt personality, with a bias towards friendliness.

Prior knowledge and awareness of local computer brands played a number of roles. Audiences who had no prior knowledge of Zyrex had a perfectly symmetrical distribution with a tendency towards neutral. Audiences who did have prior knowledge tended to skew more towards friendliness, with a large number of them aware that Zyrex is local. The writer concluded that prior knowledge and awareness of local computer brands affected how audiences perceive Zyrex's personality.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A



Impression of 'Price Point' Based on Brand Knowledge

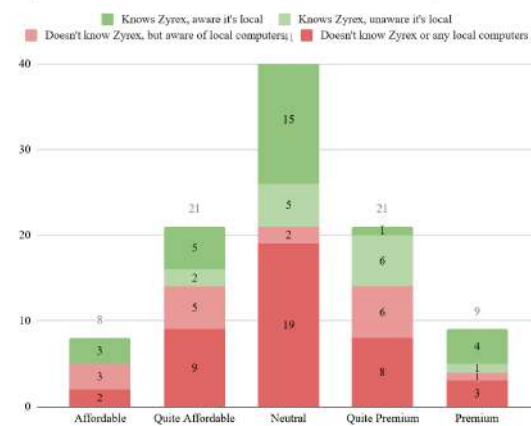


Figure 3.22. Respondent's Impression on Zyrex's Price Point

When asked to measure the brand's price point by comparing two opposing adjectives, that is 'affordable' and 'premium,' the respondents gave the following answers

- 8% answered 'affordable.' That number is made up of 5% who didn't know of Zyrex and 3% who knew. It is further comprised of 3% who were not aware of any local electronics, 2% who were aware of other brands, 0% who were not aware Zyrex was local, and 3% who were aware it was.
- 21% answered 'quite affordable.' That number is made up of 14% who didn't know of Zyrex and 7% who knew. It is further comprised of 9% who were not aware of any local electronics, 5% who were aware of other brands, 2% who were not aware Zyrex was local, and 5% who were aware it was.
- 41% answered 'neutral' That number is made up of 21% who didn't know of Zyrex and 20% who knew. It is further comprised of 19% who were not aware of any local electronics, 2% who were aware of other brands, 5% who were not aware Zyrex was local, and 15% who were aware it was.
- 21% answered 'quite premium.' That number is made up of 14% who didn't know of Zyrex and 7% who knew. It is further

comprised of 8% who were not aware of any local electronics, 6% who were aware of other brands, 6% who were not aware Zyrex was local, and 1% who were aware it was.

e) 9% answered 'premium.' That number is made up of 4% who didn't know of Zyrex and 5% who knew. It is further comprised of 3% who were not aware of any local electronics, 1% who were aware of other brands, 1% who were not aware Zyrex was local, and 4% who were aware it was.

Based on the answers given by the respondents, the top voted option was 'neutral,' followed by an equal vote of 'quite affordable' and 'quite premium.' With almost a symmetrical distribution of 29:41:30, it can be surmised that audiences largely did not perceive Zyrex's identity as portraying it to be of any particular price segment.

Prior knowledge and awareness of local computer brands played a number of roles. For audiences who didn't know Zyrex previously, it seems that their votes were distributed evenly. However, for those who were aware of other local computers, it appears they were more divided between 'quite affordable' and 'quite premium' with very few picking 'neutral.' A similar occurrence can be seen from respondents with prior knowledge, with those who were aware Zyrex is local largely avoided picking 'quite premium.' The writer concluded that prior knowledge and awareness of local computer brands affected how audiences perceive Zyrex's price point.

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

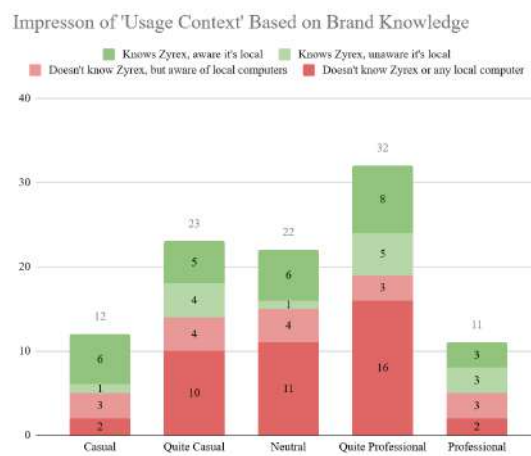


Figure 3.23. Respondent's Impression on Zyrex's Usage Context

When asked to measure the brand's usage context by comparing two opposing adjectives, that is 'casual' and 'professional,' the respondents gave the following answers.

- a) 12% answered 'casual.' That number is made up of 5% who didn't know of Zyrex and 7% who knew. It is further comprised of 3% who were not aware of any local electronics, 2% who were aware of other brands, 0% who were not aware Zyrex was local, and 3% who were aware it was.
- b) 23% answered 'quite casual.' That number is made up of 14% who didn't know of Zyrex and 9% who knew. It is further comprised of 10% who were not aware of any local electronics, 4% who were aware of other brands, 4% who were not aware Zyrex was local, and 5% who were aware it was.
- c) 22% answered 'neutral.' That number is made up of 15% who didn't know of Zyrex and 7% who knew. It is further comprised of 11% who were not aware of any local electronics, 4% who were aware of other brands, 1% who were not aware Zyrex was local, and 6% who were aware it was.
- d) 32% answered 'quite professional.' That number is made up of 19% who didn't know of Zyrex and 13% who knew. It is further

comprised of 16% who were not aware of any local electronics, 3% who were aware of other brands, 5% who were not aware Zyrex was local, and 6% who were aware it was.

- e) 11% answered 'professional.' That number is made up of 5% who didn't know of Zyrex and 6% who knew. It is further comprised of 2% who were not aware of any local electronics, 3% who were aware of other brands, 3% who were not aware Zyrex was local, and 3% who were aware it was.

Based on the answers given by the respondents, the top voted option was 'quite professional,' followed by 'quite casual.' When divided into three, with bias swaying towards casual, neutral, and towards professional, the proportion became 35:22:43. It can be surmised that though most audiences did perceive Zyrex as being quite professional, there were no obvious trends that indicate the usage context of a Zyrex product in the eyes of respondents.

Prior knowledge and awareness of local computer brands played a number of roles. Audiences who didn't have prior knowledge had a more definitive opinion towards perceiving Zyrex as quite professional. However, audiences who do know Zyrex seem to be more divided which resulted in the lack of a clear trend line. The audiences who picked 'casual' and knew Zyrex was almost entirely from those who were also aware it was local. The writer concluded that prior knowledge and awareness of local computer brands affected how audiences perceive Zyrex's usage context.

#### 4) Assessment of visual identity

During this section of the questionnaire, the writer gave respondents a sample of Zyrex's visual identity that was applied to promotional material of their product, the Zyrex Confidante. The sample of applied visuals were from web banners from their website, web banners from e-commerce site Tokopedia, and a selected sample of their Instagram

page that was representative of their other contents. Then, the writer presented statements to the respondents and measured how much they agreed with it.

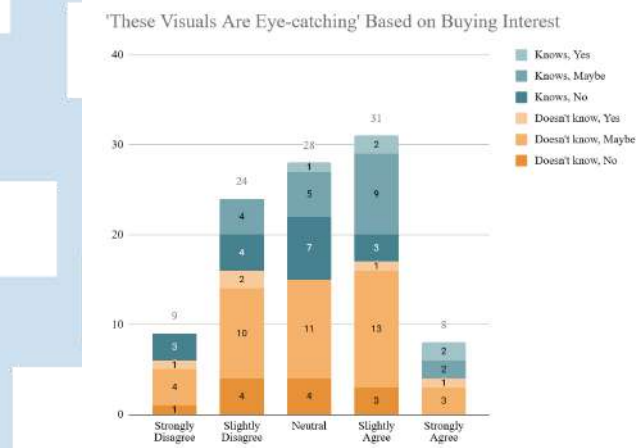


Figure 3.24. Response Towards ‘These Visuals Are Eye-catching’

When asked if the respondents agreed to the statement “these visuals are eye-catching” based on a 5-point scale, they gave the following answer

- 9% chose ‘strongly disagree,’ with 6% coming from those who didn’t know Zyrex and 3% from those who knew. Divided by their desire to purchase, 4% are uninterested, 4% may be interested, and 1% are interested.
- 24% chose ‘slightly disagree,’ with 16% coming from those who didn’t know Zyrex and 8% from those who knew. Divided by their desire to purchase, 8% are uninterested, 14% may be interested, and 1% are interested.
- 28% chose ‘neutral,’ with 15% coming from those who didn’t know Zyrex and 13% from those who knew. Divided by their desire to purchase, 11% are uninterested, 16% may be interested, and 1% are interested.
- 31% chose slightly agree,’ with 17% coming from those who didn’t know Zyrex and 14% from those who knew. Divided by

their desire to purchase, 6% are uninterested, 22% may be interested, and 3% are interested.

- e) 8% chose 'strongly agree,' with 4% coming from those who didn't know Zyrex and 4% from those who knew. Divided by their desire to purchase, 0% are uninterested, 5% may be interested, and 3% are interested.

Based on the answers provided by the respondents, there was a clear trend towards the top answer which was 'slightly agree.' When reading the graph further, it appeared that respondents did not have any strong feelings towards the visuals shown, with very few picking both ends of the scale. It can be surmised that Zyrex's visual identity is quite eye-catching for the respondents.

In regards to prior knowledge and interest in Zyrex, the writer saw the following. For those with prior knowledge and had no interest, they tended to skew towards disagreeing, with none picking 'strongly agree' and comprising all of 'strongly disagree.' Those with prior interest and had some interest, they tended to skew agreeing. For those without prior knowledge, nearly the same behavior can be seen, though it seems those who have interest are more scattered. The writer concluded that prior knowledge and interest in Zyrex marginally affected how they judged the visuals as eye-catching.

U I M N  
U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A

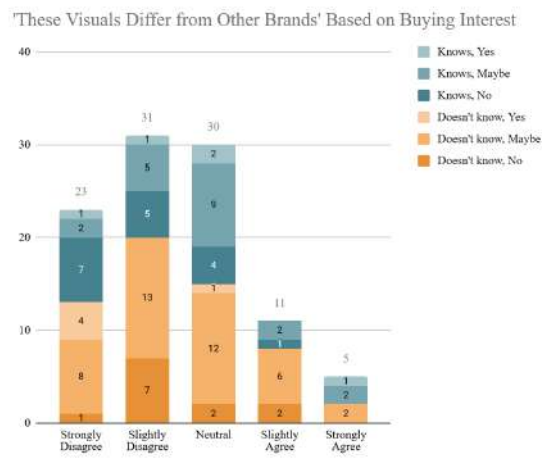


Figure 3.25. Response Towards ‘These Visuals Differ from Other Brands’

When asked if the respondents agreed to the statement “these visuals differ from other brands” based on a 5-point scale, they gave the following answer

- 23% chose ‘strongly disagree,’ with 13% coming from those who didn’t know Zyrex and 10% from those who knew. Divided by their desire to purchase, 8% are uninterested, 10% may be interested, and 5% are interested.
- 31% chose ‘slightly disagree,’ with 20% coming from those who didn’t know Zyrex and 11% from those who knew. Divided by their desire to purchase, 8% are uninterested, 14% may be interested, and 1% are interested.
- 30% chose ‘neutral,’ with 15% coming from those who didn’t know Zyrex and 15% from those who knew. Divided by their desire to purchase, 6% are uninterested, 21% may be interested, and 3% are interested.
- 11% chose ‘slightly agree,’ with 8% coming from those who didn’t know Zyrex and 3% from those who knew. Divided by their desire to purchase, 3% are uninterested, 8% may be interested, and 0% are interested.

e) 5% chose 'strongly agree,' with 2% coming from those who didn't know Zyrex and 3% from those who knew. Divided by their desire to purchase, 0% are uninterested, 4% may be interested, and 1% are interested.

Based on the answers provided by the respondents, there was a clear trend towards the top answer which was 'slightly disagree,' followed closely by 'neutral.' When reading the graph further, it appeared respondents largely didn't see the visuals as different, with very few picking the opposite side. However, there was still a sizable number who were neutral. It can be surmised that Zyrex's visual identity wasn't different enough for the respondents.

In regards to prior knowledge and interest in Zyrex, the writer saw the following. For those without prior knowledge and had no interest, they mostly picked 'slightly disagree.' However, nearly all who are interested picked 'strongly disagree.' For those with prior knowledge and had no interest, they mostly picked 'strongly disagree.' Those who had interest skewed more towards 'neutral.' The writer concluded that prior knowledge and interest in Zyrex marginally affected how they judged the visuals as different.

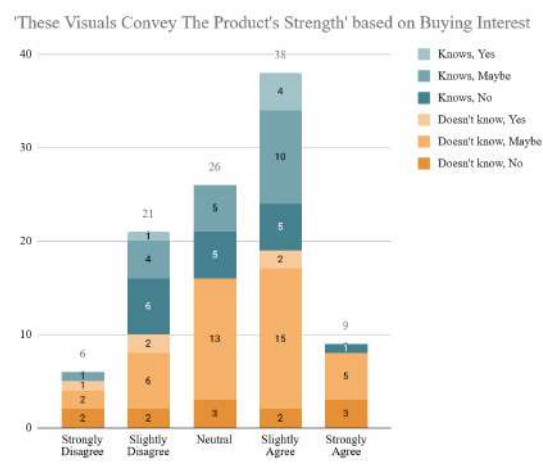


Figure 3.26. Response Towards 'These Visuals Convey The Product's Strength'



When asked if the respondents agreed to the statement “these visuals convey the product’s strengths” based on a 5-point scale, they gave the following answer

- a) 6% chose ‘strongly disagree,’ with 5% coming from those who didn’t know Zyrex and 1% from those who knew. Divided by their desire to purchase, 2% are uninterested, 3% may be interested, and 1% are interested.
- b) 21% chose ‘slightly disagree,’ with 10% coming from those who didn’t know Zyrex and 11% from those who knew. Divided by their desire to purchase, 8% are uninterested, 10% may be interested, and 3% are interested.
- c) 26% chose ‘neutral,’ with 16% coming from those who didn’t know Zyrex and 10% from those who knew. Divided by their desire to purchase, 8% are uninterested, 18% may be interested, and 0% are interested.
- d) 38% chose ‘slightly agree,’ with 19% coming from those who didn’t know Zyrex and 19% from those who knew. Divided by their desire to purchase, 7% are uninterested, 25% may be interested, and 6% are interested.
- e) 9% chose ‘strongly agree,’ with 8% coming from those who didn’t know Zyrex and 1% from those who knew. Divided by their desire to purchase, 4% are uninterested, 5% may be interested, and 0% are interested.

Based on the answers provided by the respondents, there was a clear trend towards the top answer which was 'slightly agree,' followed by 'neutral.' When reading the graph further, it appeared that though audiences didn't have strong feelings toward the statement, there was still a large number who slightly agreed that it conveyed the product's strength. It can be surmised that Zyrex quite conveyed the product's strengths through the visuals.

In regards to prior knowledge and interest in Zyrex, the writer saw the following. For those without prior knowledge and had no interest, their votes were almost distributed equally along the scale. For those without prior knowledge and had interest, they were more divided. For those with prior knowledge and had no interest, they were more distributed towards the middle of the scale. For those who had prior knowledge and interest, almost all chose 'slightly agree.' The writer concluded that prior knowledge and interest in Zyrex marginally affected how much they judged the visuals as conveying the product's strengths.



Figure 3.27. Response Towards 'I Want To Know More'

When asked if the respondents agreed to the statement "I want to know more" based on a 5-point scale, they gave the following answer

- a) 7% chose 'strongly disagree,' with 4% coming from those who didn't know Zyrex and 3% from those who knew. Divided by their desire to purchase, 3% are uninterested, 3% may be interested, and 1% are interested.
- b) 18% chose 'slightly disagree,' with 14% coming from those who didn't know Zyrex and 4% from those who knew. Divided by their desire to purchase, 6% are uninterested, 10% may be interested, and 2% are interested.

- c) 33% chose 'neutral,' with 17% coming from those who didn't know Zyrex and 16% from those who knew. Divided by their desire to purchase, 11% are uninterested, 20% may be interested, and 2% are interested.
- d) 33% chose 'slightly agree,' with 20% coming from those who didn't know Zyrex and 13% from those who knew. Divided by their desire to purchase, 7% are uninterested, 23% may be interested, and 3% are interested.
- e) 9% chose 'strongly agree,' with 3% coming from those who didn't know Zyrex and 6% from those who knew. Divided by their desire to purchase, 2% are uninterested, 5% may be interested, and 2% are interested.

Based on the answers provided by the respondents, there was a clear trend towards the two top answers which were 'slightly agree' and 'neutral.' When reading the graph further, it appeared audiences had no strong feelings in regards to wanting to know more, with either feeling neutral or slightly agreeing. It can be surmised that Zyrex's visual identity made the respondents slightly want to know more.

In regards to prior knowledge and interest in Zyrex, the writer saw the following. For those with no prior knowledge and no interest, their trend followed the larger group. Those who had interest were more divided between 'slightly disagree' and 'slightly agree.' For those with prior knowledge and no interest, they trended towards 'neutral' with a slight tendency towards disagreement. Those who had interest tended towards more agreement. The writer concluded that prior knowledge and interest in Zyrex marginally affected how much they wanted to know.

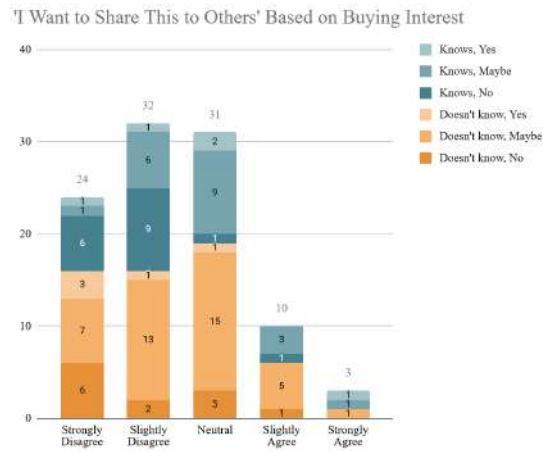


Figure 3.28. Response Towards 'I Want to Share This to Others'

When asked if the respondents agreed to the statement “I want to share this to others” on a 5-point scale, they gave the following answer

- a) 24% chose ‘strongly disagree,’ with 16% coming from those who didn’t know Zyrex and 8% from those who knew. Divided by their desire to purchase, 12% are uninterested, 8% may be interested, and 4% are interested.
- b) 32% chose ‘slightly disagree,’ with 16% coming from those who didn’t know Zyrex and 16% from those who knew. Divided by their desire to purchase, 11% are uninterested, 19% may be interested, and 2% are interested.
- c) 31% chose ‘neutral,’ with 19% coming from those who didn’t know Zyrex and 12% from those who knew. Divided by their desire to purchase, 4% are uninterested, 24% may be interested, and 3% are interested.
- d) 10% chose slightly agree,’ with 6% coming from those who didn’t know Zyrex and 4% from those who knew. Divided by their desire to purchase, 2% are uninterested, 8% may be interested, and 0% are interested.
- e) 3% chose ‘strongly agree,’ with 1% coming from those who didn’t know Zyrex and 2% from those who knew. Divided by

their desire to purchase, 0% are uninterested, 2% may be interested, and 1% are interested.

Based on the answers provided by the respondents, there was a clear trend towards the top answer which was 'slightly disagree,' followed closely by 'neutral.' When reading the graph further, it appeared respondents largely didn't want to share it with others, with very few picking the opposite side. However, there was still a sizable number who were neutral. It can be surmised that Zyrex's visual identity didn't quite make the respondents want to share them.

In regards to prior knowledge and interest in Zyrex, the writer saw the following. For those without prior knowledge, both those who are and aren't interested are skewed towards 'strongly disagree.' For those with prior knowledge and had no interest, they mostly picked 'slightly disagree.' For those who are interested, they skewed towards 'neutral.' The writer concluded that prior knowledge and interest in Zyrex marginally affected how much they wanted to share the visuals.

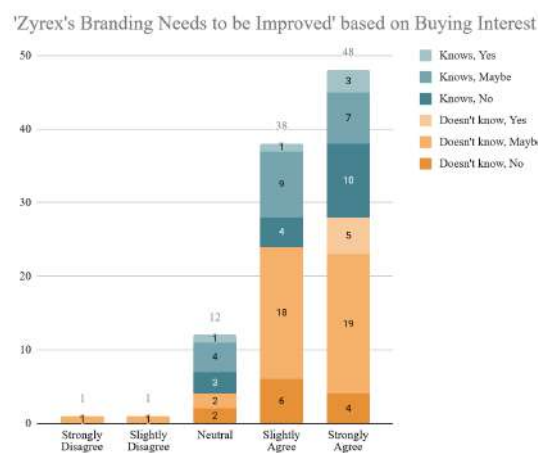


Figure 3.29 Response Towards 'Zyrex's Branding Needs to be Improved'

When asked if the respondents agreed to the statement "After seeing Zyrex's identity and visuals, their branding needs to be improved" based on a 5-point scale, they gave the following answer

- a) 1% chose 'strongly disagree,' which is from someone who didn't know Zyrex and may be interested in purchasing them.
- b) 1% chose 'slightly disagree,' which is from someone who didn't know Zyrex and may be interested in purchasing them.
- c) 12% chose 'neutral,' with 4% coming from those who didn't know Zyrex and 8% from those who knew. Divided by their desire to purchase, 5% are uninterested, 6% may be interested, and 1% are interested.
- d) 38% chose 'slightly agree,' with 24% coming from those who didn't know Zyrex and 14% from those who knew. Divided by their desire to purchase, 10% are uninterested, 27% may be interested, and 1% are interested.
- e) 48% chose 'strongly agree,' with 28% coming from those who didn't know Zyrex and 20% from those who knew. Divided by their desire to purchase, 14% are uninterested, 26% may be interested, and 8% are interested.

Based on the answers provided by the respondents, there was a clear trend towards the top answer which was 'strongly agree.' When reading the graph further, it appeared audiences unanimously felt that Zyrex's branding needed to be improved.

In regards to prior knowledge and interest in Zyrex, the writer saw the following. All of the respondents without prior knowledge and had interest chose 'strongly agree.' Those who had no interest tended towards 'slightly agree.' Respondents with prior knowledge and no interest trended towards 'strongly agree,' which was the same with those who had interest.

The writer concluded that prior knowledge and interest in Zyrex did not affect how they wanted Zyrex's branding to be improved.

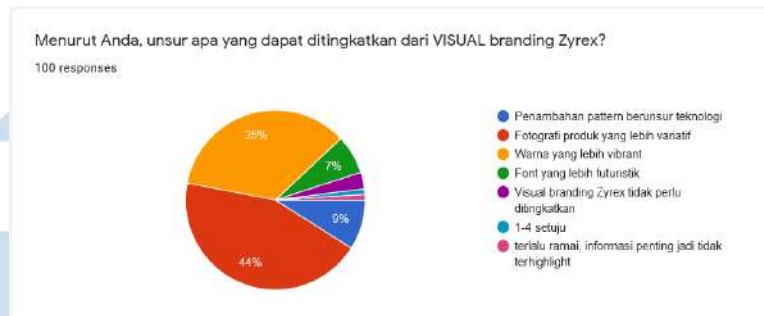


Figure 3.30. What Could be Improved From Zyrex's Visuals

When asked what aspect could be improved from Zyrex's visual as a whole, the respondents gave the following answers. 44% asked for more varied product photography, 35% asked for more vibrant colors, 9% asked for the addition of patterns reminiscent of technology, 7% asked for a more futuristic looking font, 2% were disparate answers that were a less busy visuals and that they agreed with all other options, and finally 2% felt it didn't need any improvements.



Figure 3.31. What Could be Improved From Zyrex's Logo

When asked what could be improved from Zyrex's logo specifically, the respondents gave the following answers. 37% said the chosen font looked to plain and stiff, 23% said it was unmemorable, 21% said it didn't look like a computer brand, 4% gave disparate answers, such as it is too generic, isn't identifiable enough, it reminded them of a forex trading platform and the name didn't sound Indonesian, and that they agreed with all other options, 1% said its tint of red was too dark, and finally 2% said there is no significant shortcomings.



Figure 3.32. What Type of Logo Zyrex Should Use Moving Forward

When asked what type of logo Zyrex should use, the respondents gave the following answers. 31% chose letterform marks, 20% chose wordmark, 20% chose pictorial mark, 17% chose abstract mark, and 12% chose emblem mark.

#### 6) Questionnaire conclusions

The writer gathered the following conclusions from the answers given by respondents through this questionnaire

- a) Though Zyrex is known by 42% of the respondents, only 28% correctly identified them as local. This is a problem since Zyrex wants to be perceived as the best Indonesian-made computer.
- b) 10% of respondents are interested in purchasing Zyrex, 61% may be interested, and 29% were uninterested. There were substantially more reasons for why respondents were uninterested than for why they were interested.
- c) Audiences without prior knowledge were hesitant due to not knowing anyone who used Zyrex, a more social reason, whereas audiences with prior knowledge were more hesitant due to price and specification, a more pragmatic reason.
- d) In regards to branding, audiences perceived Zyrex as being a modern and simple brand, which are positive, but also a brand that is quite generic and foreign-looking. They also didn't discern



any specific price point or personality from the brand, though they leaned more towards it being used professionally.

- e) In regards to the effectiveness of their visual identity, while it is communicative and quite eye-catching, it didn't elicit any strong emotional response from the audience and it didn't compel them to engage further with the brand.
- f) There was unanimous agreement that Zyrex's branding effort could be improved and how it was very influential to the audience's purchasing decision.
- g) Cross data validation in regards to brand knowledge, awareness of local computer brands, and their purchase interest yielded unique results and influences towards how they perceive Zyrex.

### **3.2 Design Methodology**

The method in which the writer will use to redesign Zyrex's visual identity is the steps outlined in Designing Brand Identity. According to Wheeler (2012), the steps to create a new visual identity are as follows.

#### **1) Conduct research**

The writer would gather the necessary data to gain a better understanding of the Zyrex entity. This data would include qualitative research methods in the form of interviews with a Zyrex representative, a branding and graphic design practitioner, and a technology analyst, followed by focus group discussions (FGD) and reference studies. Then, the researcher would gather quantitative data through an online survey.

#### **2) Clarify strategy**

In this stage, after data collection and analysis, the researcher would create a SWOT analysis of the brand, then determine its brand value, brand mantra, and brand strategy. The result of which is a mindmapping process that would birthed the brand's big idea and the fulfillment of the brand brief.

#### **3) Design identity**

The writer would then follow with the designing of the brand's new identity, in which he would start with the creation of a new logo. This process would be iterative and take into account the information gathered from the previous steps, that of brand value, mantra, and positioning. The result would be a new logo that is ready to be developed.

4) Create touchpoints

After the finalization of the brand identity, the writer would disseminate that visual language into the effective mediums that Zyrex might utilize in their marketing efforts. From this process, the writer would yield a unified look and feel and collateral design.

5) Manage assets

Lastly, the writer would catalog all the mediums that are used in a graphic standard manual, in which the writer would outline the philosophy of the identity and its proper use for future reference.

UMMN  
UNIVERSITAS  
MULTIMEDIA  
NUSANTARA