

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Lurah Sukorejo Sudarji SH stated that UMKM, or Usaha Mikro Kecil dan Menengah is a small capital business that sells innovative products or services. (Kriteria UMKM, 2023) Based on that definition, Nasti Cookies is categorized as a UMKM in the culinary industry. The business owner of Nasti Cookies, Nina Latief, was inspired to bake various holiday cakes traditionally eaten by Indonesians, such as pineapple tarts based on positive feedback from friends and family. As such, the business has grown from one to more than a thousand different customers domestically and internationally since its opening in 1976. The unique selling point of Nasti Cookies stems from its long history that cannot compare itself with the newer businesses that compete in the same field in terms of quality.

However, with that in mind, the *Kepala Suku Dinas Perindustrian, Perdagangan, Koperasi Usaha Kecil, dan Menengah* (PPKUKM) from Jakarta Timur, Parulian Tampubolon mentioned that 80% of the three different types of sectors of industries in the year 2020 are made up of the culinary industry. (Annisa, 2022) Meanwhile, Badan Pusat Statistik (BPS) gathered that there are a total of 5.159 UMKM businesses located in Jakarta alone. Amongst those, 1.414 businesses are specific in Jakarta Barat, where Nasti Cookies is based. (Dihni, 2022) The Director of Parama Indonesia, Agni Pratama, mentions that the growing number of small businesses opening in the 2020s is most likely due to the public's everyday needs, namely in larger cities populated by people exposed to technology and the internet. (Juniman, 2017)

Nasti Cookies has several competitive brands with similar identities and strategies within Jakarta. Digital Marketer and Entrepreneur Hitesh Bhasin (2019) defines *brand competition* as businesses that provide similar products and services to the same consumers, such as Nastar by Ritz or Nocho Cakery. As a result, Nasti Cookie's cannot gain many sales due to its lack of promotional strategies toward

new consumers stemming from their perception. The owner of Nasti Cookies shares her concerns with the preceding statement as she mentioned that the business's sales have decreased over time, especially after the pandemic. Additionally, a survey regarding the impression of Nasti Cookies demonstrates that the current branding does not show the 'premium quality' that it intends to promote itself as.

Thus, the issue lies with the fact that it can only grow as a business if it can accurately broadening itself towards potential consumers through brand rejuvenation. With that in mind, Babu (2006) supports the fact that brand rejuvenation allows the continuation of businesses by integrating new life to pursue a stance in their market, while increasing sales. Therefore, Nasti Cookies should adept visual identity through its rejuvenation that can achieve its goal to persuade potential consumers. Consequently, Nina Latief believes that by doing so would incentivize consumers to pick their brand rather than their competitors.

In conclusion, the design problem can be seen through observations that falls short to the expectations of a premium quality brand. Especially considering the comparison between the price and the consumer experience, which lacks the projection of being high-quality through its first impression. Further investigations qualitative research support this claim, thus giving the incentive that a brand rejuvenation is necessary to ensure that Nasti Cookies can stand in its premium positioning in the market.

## **1.2 Problem**

Alluding to the information summarized from the background, Nasti Cookies is a brand with a long history in the industry and loyal customers that have continued to place their trust in the brand.

- 1) Business consumers are mostly made out of people familiar with the owner, such as friends and family.
- 2) Nasti Cookies plan to increase their presence in the market and achieve their target sale during the holidays.

- 3) The promotional media of Nasti Cookies is limited to their social media, which has no specific strategy that communicates their goals and expectations.
- 4) A premium quality impression of the brand is not accurately expressed through their design identity.

Based on those four points, brand rejuvenation is necessary for Nasti Cookies to grow its business by gaining more sales, persuading, accurate impressions and increasing exposure. Hence, the following research question can be drawn from that understanding:

How to design a brand rejuvenation for Nasti Cookies?

### **1.3 Scope of Problem**

Nasti Cookies is a small business that is innovated and owned by Nina Latief, who was first inspired by a large amount of positive feedback on the traditional holiday cookies she baked. Over the years, the old recipe keeps developing while maintaining its high-quality ingredients. As the number of people who heard about the brand increased from word of mouth, thus Nina Latief could use the profits to open a kitchen to produce Nasti Cookies products.

However, those consumers are limited to familiar people from the owner. After the pandemic, Nasti Cookies struggles to integrate themselves to most consumers in their target market. Additionally, their visual identity does not give an accurate impression of a premium quality brand. Considering all that, by designing a brand rejuvenation, it would allow Nasti Cookies to resolve the aforementioned issues.

Hence in order to design the brand rejuvenation of Nasti Cookies, the writer have set limitations for the boundaries of the problem to prevent deviation of the final project. These boundaries are based on the demographic, geographic, psychographic, and behaviour of Nasti Cookies target market. The following points clarify and justify each boundaries chosen as the scope of problem:

## 1) Demographic

The following points are the breakdowns for the demographic of Nasti Cookies. These points expands on the age range, gender, economic class, language, and geographics that is most suitable to the business target market. With that in mind, the writer has also given additional data and sources that support the chosen demographics.

### a) Primary age range: 36 - 45 years old

The primary age range chosen is between 36 - 45 years old, which are considered adults in their late years. With that in mind, they are the type of people who know what to do with their future and live to achieve it. (WHO & Depkes, 2018) Consequently, Astri Soeparyono (2022), a content marketing lead, mentioned that these traditional holiday cookies are famous among those between the age of 30 to 50 years old working or living as a housewife. Nina Latief also briefly mentioned through an interview that this specific age range is chosen due to factors such as price and traditionality of the cookies that are popular to the age range.

### b) Gender: Female

The demographic of Nasti Cookies is set to be females because this type of product, based on Astri Soeparyono's (2022) statement, is considered more desirable for that specific gender.

### c) Economic Class: A2 Socio-Economic Status and above

The target market for Nasti Cookies is between the A2 and A1 socio-economic classes, with monthly expenditures of more than Rp5.000.000 and above. (Profil SES Indonesia 2021, n.d.) The reason is that the price range of Nasti Cookies is Rp200.000 to Rp300.000 per product, which is even more expensive when compared to the usual familiar brand, such as Holland Bakery. Latief (2023) also states that Nasti Cookies targets middle to higher-class individuals.

d) Language: Bahasa Indonesia

Based on the survey revolving around promotions of Nasti Cookies, the data extracted concludes that most respondents prefer using Bahasa Indonesia more than English.

2) Geographic: Jakarta, Indonesia

The owner of Nasti Cookies, Nina Latief, mentioned in an interview that the general consumers of the business are limited to individuals in Jakarta, Indonesia. The reason is to maintain the quality of the product and packaging.

3) Psychographic

This final project's intended psychographics are individuals with an active social life with their family and friends. Thus, they also love to give gifts. On the other hand, they are fond of purchasing food, primarily through social media. Therefore, these individuals should actively use social media platforms such as Instagram, Facebook, and likes.

4) Behaviour

The behavior of these individuals tends to purchase food during the holidays as gifts for the people around them. With that in mind, the total population of the segmentation based on Badan Pusat Statistik DKI Jakarta (2022), which corresponds to the demographics of the scope of the problem, is 1,216,640 people in DKI Jakarta during 2021. With that in mind, the total population within the demographic was calculated using the age range between 35 to 49 years old. This details that there are 433,312 females aged 35 to 39 years old, 425,462 females aged 40 to 44 years old, and 391,644 females between the ages of 45 to 49 years old. Hence, the total population of the demographics is a rough estimate of the total demographic.

#### **1.4 Objective of the Final Project**

Based on the problem explained above, this final project aims to create a promotional media that can increase the sales of Nasti Cookies by expanding their presence in the market, hence reaching and persuading potential customers.

#### **1.5 Benefit of the Final Project**

The aim of this final project is not only to benefit the writer as a university student to finish the requirements of graduation, but also to observe their understanding in the knowledge that is accumulated through theory and practices. Hence, deciding on the topic of brand rejuvenation for Nasti Cookies, which grants the chance to resolve an issue that is prevalent to the brand. As a result, the writer can apply their understanding on design as a reflection of their growth in the subject matter.

##### **a) For the Writer**

The final project will allow the writer to use the knowledge and experience gained from attending Universitas Multimedia Nusantara as a graphic design student. Thus, the writer can use the abovementioned points to create a strategic promotional medium by researching, analyzing, planning, and executing the design. Additionally, through this final project, the writer will be able to complete as a part of the requirements to graduate and acquire a bachelor's in design (S. Ds.).

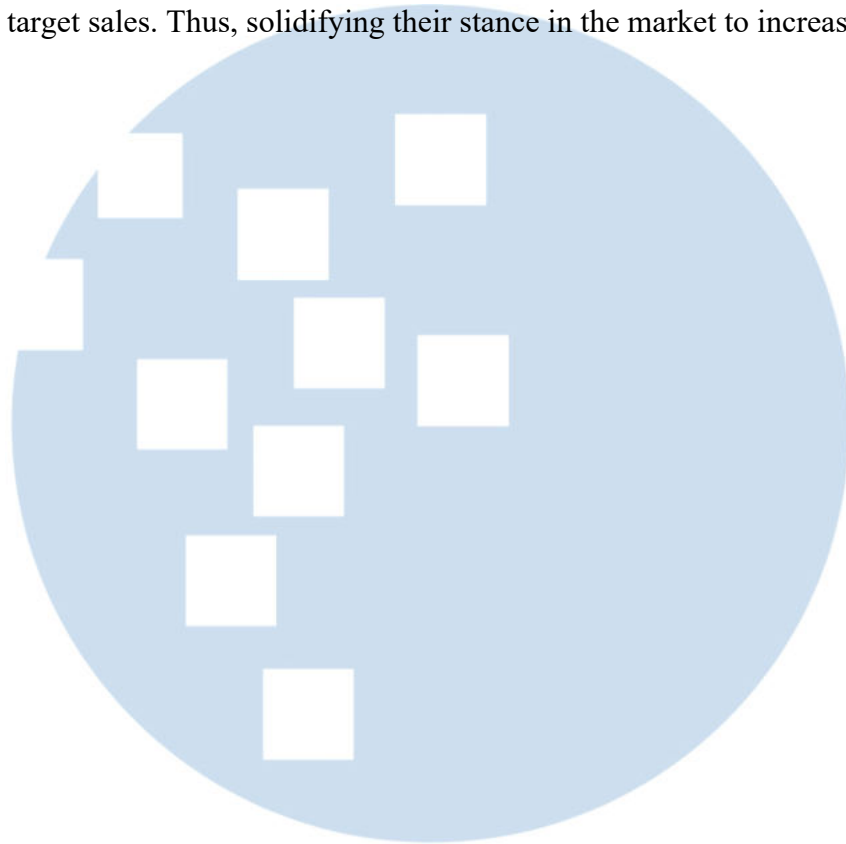
##### **b) For the University**

The process and completion of the final project can become a testament to the writer's understanding of the topic, especially regarding design as a part of the education given by UMN. Furthermore, this final project can become helpful for other students to take as a reference for those doing research or designing their promotional projects.

##### **c) For Nasti Cookies**

The final project will benefit Nasti Cookies by designing a brand rejuvenation that would help enable them to set themselves apart from competitors, increase perceptions regarding the premium quality of the

brand, increase their presence towards its target market, and achieve their target sales. Thus, solidifying their stance in the market to increase sales.



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