

DESIGNING THE BRANDING FOR ROMANO'S TRADITIONAL SAGON SNACK IN BANDUNG

Sausan¹, Riky Azharyandi Siswanto² dan Sri Nurbani³

^{1,2,3} Visual Communication Design, School of Creative Industries, Telkom University, Jl. Telekomunikasi No 1,
Terusan Buah Batu – Bojongsoang, Sukapura, Kec. Dayeuhkolot, Kabupaten Bandung, Jawa Barat, 40257
sausan@student.telkomuniversity.ac.id, rikyiswanto@telkomuniversity.ac.id,
baniellen@telkomuniversity.ac.id

Abstract: Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in local economies. Romano, an MSME specializing in coconut Sagon, struggles with brand awareness, making it hard to attract new customers. This study explores the importance of branding and provides insight into Romano's current business state. Data was collected through interviews with Romano's owner, observations comparing Romano with competitors, and questionnaires with over 100 respondents to gauge consumer preferences. The study used the Activities, Interests, and Opinions (AIO) Model to map the customer journey, SWOT analysis to assess Romano's market position, and a Comparison Matrix to evaluate brand identity. The findings show that branding significantly influences customer decision-making. Romano's current branding is inadequate and misaligned with its target audience's preferences. This research underscores the need for Romano to create a strong branding to attract more customers.

Keywords: MSME, branding, Sagon

Abstrak: Usaha Mikro, Kecil, dan Menengah (UMKM) memainkan peran penting dalam ekonomi lokal. Romano, sebuah UMKM Sagon kelapa, menghadapi kesulitan dalam kesadaran merek, sehingga sulit menarik pelanggan baru. Studi ini mengeksplorasi pentingnya branding dan memberikan wawasan tentang keadaan bisnis Romano saat ini. Data dikumpulkan melalui wawancara dengan pemilik Romano, observasi yang membandingkan Romano dengan pesaingnya, dan kuesioner dengan lebih dari 100 responden untuk mengukur preferensi konsumen. Studi ini menggunakan Model Kegiatan, Minat, dan Pendapat (AIO) untuk memetakan perjalanan pelanggan, analisis SWOT untuk menilai posisi pasar Romano, dan Matriks Perbandingan untuk mengevaluasi identitas merek. Temuan menunjukkan bahwa branding secara signifikan mempengaruhi pengambilan keputusan pelanggan. Branding Romano saat ini tidak memadai dan tidak sesuai dengan preferensi target audiensnya. Penelitian ini menyoroti perlunya Romano untuk menciptakan branding yang kuat untuk menarik lebih banyak pelanggan.

Kata Kunci: UMKM, branding, Sagon

INTRODUCTION

"Graphic design, a field so vital in coloring and shaping our reality, is often overlooked. Every day, we interact with the works of graphic design, from the posters we see on the street to the logos on our phones, and even the magazine layouts we read." (Siswanto, R A 2023)

Branding is the process of identifying and developing a company's identity, which includes understanding out what makes the brand unique and crafting a compelling narrative to set it apart from the competition (Swasty & Utama, 2017).

Sagon is a delicious traditional Indonesian dessert that holds a special position in the country's culinary history. Although its origins are not well documented in history, Sagon has become a beloved culinary souvenir, especially in Yogyakarta and other towns around Jawa (Sarifudin & Ekafitri, 2015).

UMKM, which stands for Usaha Mikro, Kecil, Menengah, translates to Micro, Small, and Medium Enterprises (MSME). These enterprises are typically small-scale businesses run by individuals, households, or small businesses, contributing significantly to economic growth and development in Indonesia (Al Farisi et al., 2022).

Romano is an MSME that has been in business in the traditional snack market for the past ten years. It specialises in little coconut Sagon delights. Producing Sagon all year round, Romano has become well-known for its shaped, delicately textured cakes. Romano mostly caters to manufacturers, warehouses, big-box retailers, and independent resellers in addition to wholesale outlets.

In an interview, Romano's owner revealed that the business is currently experiencing somewhat a difficulty growing its customer base. The business faces low brand awareness. Additionally, the business has always depended on existing customers to keep up revenues, but sales have slowed as a result of a lack of wider advertising. A significant factor contributing to this problem is the limited promotion efforts that Romano have done over the years. Additionally, Romano

has not made enough investment in the creation and upgrading key branding visuals, such as packaging, advertising materials, and logos, which has left its entire brand presentation lacking in coherence and appeal.

MSMEs may revive their image by successfully rebranding their products to better appeal to consumers and better meet their evolving demands (Sutrisno et al., 2023). Given Romano's struggles, there is an urgent need for the business to increase brand awareness through focused branding efforts.

RESEARCH METHOD

This study uses a mixed-method approach to examine the importance of branding for Romano. It focuses on evaluating Romano's branding and its impact on consumer preferences.

Data was collected from two main sources: Romano's owner and potential customers. An in-depth interview with the owner provided insights into business operations and challenges. A survey of 100 customers gathered data on consumer preferences and perceptions.

Data collection methods included interviews, observations comparing Romano's branding with competitors, and customer questionnaires designed using the Activities, Interests, and Opinions (AIO) Model. Data analysis involved a SWOT analysis to assess Romano's market position and a comparison matrix to evaluate branding elements. Statistical analysis ensured the reliability and validity of the findings.

THEORIES

Branding

The act of giving a product or service a distinctive identity entails coming up with a memorable name, symbol, or design. This is known as product branding.

This brand helps differentiate a business's products from those of rivals and increase consumer interest in them (Sutrisno, et.al, 2023).

Advertising

Advertising serves as a rapid and effective communication channel between businesses and consumers. It aims to present novel and potentially valuable information about products, services, or concepts (Fennis & Stroebe, 2021).

Media

Media, in the commercial sense, encompasses a diverse array of channels through which advertising messages are disseminated to target audiences. The evolution of media platforms, particularly with the advent of digital technologies, has significantly altered the landscape of advertising, necessitating a more nuanced and integrated approach to media planning and buying (Katz, 2022).

Visual Communication Design

Visual communication design involves a designer using artistic and visual elements to craft a targeted message for a specific audience. This creative process aims to achieve a particular goal by presenting information in a visually appealing and effective manner, ultimately influencing the viewer's perception or behaviour (Bian & Ji, 2021).

DESIGN CONCEPT

Message Concept

Romano Sagon offers a comforting snack experience that evokes warmth and nostalgia with its soft texture and classic flavours. Romano's tagline, "Sweet Comfort In Every Bite," captures the brand's essence by emphasizing comfort, delight, and nostalgia.

Visual Concept

The visual concept emphasizes "comfort," "delight," and "nostalgia," blending modern design with traditional elements to create a resonant story. The brand uses bold orange to signify warmth and nostalgia, while green and brown represent natural ingredients. The "Baloo" typeface, with its rounded features, reflects the brand's sweetness and readability.



Figure 1 Colour Palette & Font

Source: (Sausan, 2024)

The images below were used as references in coming up with the personality, style, and packaging of the brand.



Figure 2 Target audience personality reference

Source: (Website of istockphotos, Lazada, halodoc,, Kompas, 2024)

DESIGN RESULT

AISAS

AISAS is a marketing model that outlines the consumer behaviour process in the digital age. It stands for Attention, Interest, Search, Action, and Share.

Attention

Making the brand or product visible to potential customers.



Figure 3 Billboard
(Source: Sausan, 2024)



Figure 4 Board in city
(Source: Sausan, 2024)

Interest

Providing engaging content or incentives that make the consumer curious or eager to learn more about the product



Figure 5 Discount Promotion
(Source: Sausan, 2024)

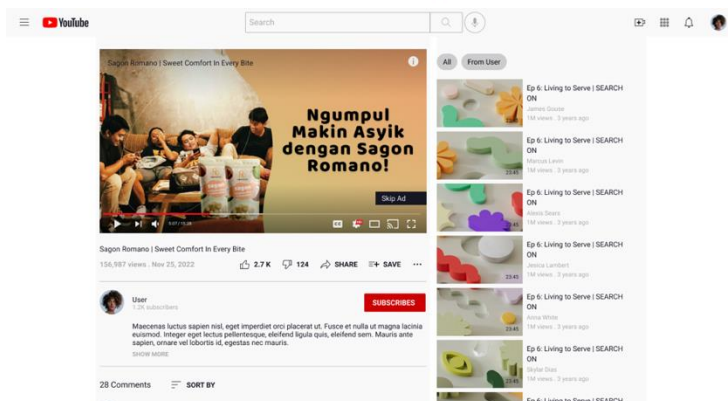


Figure 6 YouTube Ads
(Source: Sausan, 2024)

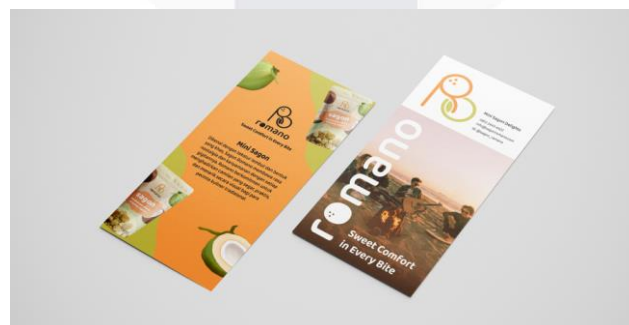


Figure 7 Flyer
(Source: Sausan, 2024)

Search

Consumers search online, visit websites, or explore social media to gather details about the product or brand.

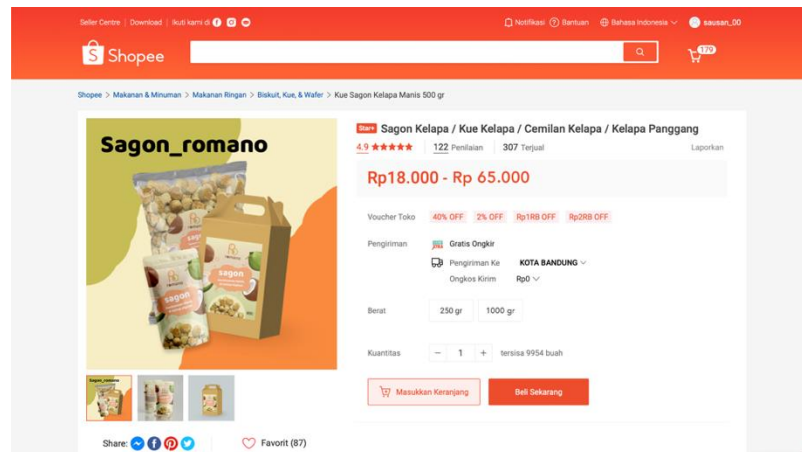


Figure 8 Shopee Listing
(Source: Sausan, 2024)

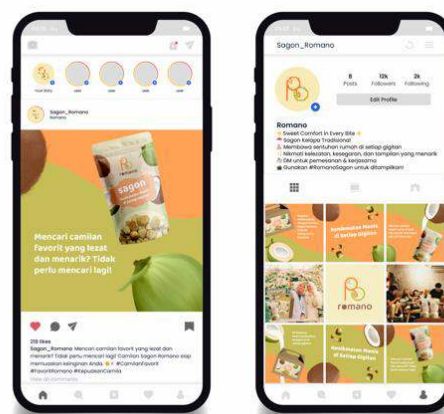


Figure 9 Instagram
(Source: Sausan, 2024)

Action

Consumer decides to make a purchase or engage with the brand, like buying a product, or visiting a store.



Figure 10 Food truck
(Source: Sausan, 2024)



Figure 11 Pop-Up Display
(Source: Sausan, 2024)



Figure 12 Snack store selling
(Source: Sausan, 2024)

Share

Satisfied customers share their experiences with others, often through social media or word-of-mouth, creating organic promotion and influencing the decisions of other potential customers.



Figure 13 Reel Challenge Poster
(Source: Sausan, 2024)

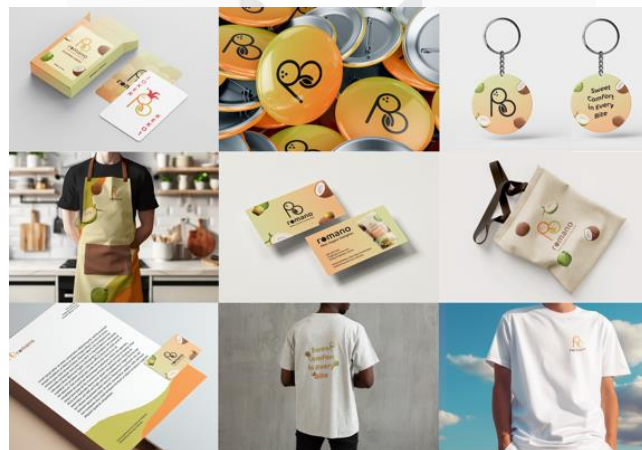


Figure 14 Merchandise
Source: (Sausan, 2024)

CONCLUSION

This research aimed to raise brand awareness, and attract new customers for Romano, an MSME specializing in traditional coconut Sagon snacks, and to develop branding that aligns with the brand's values of comfort, delight, and nostalgia. The study sought to identify key elements of an effective branding that enhances Romano's brand. The results revealed that a strong branding significantly influences consumer choices, enhancing brand recognition, memorability, and loyalty. The developed visual concept, incorporating elements such as the logo, tagline, colour scheme, and typography, captured the essence of Romano's brand values. The design emphasized a fusion of modern and traditional elements to evoke a sense of warmth and nostalgia, resonating with the target audience.

The scientific implications of this research highlight the critical role of branding in differentiating products in a competitive market, building consumer trust, and fostering emotional connections. This study underscores the importance of integrating cultural and emotional elements into branding strategies, particularly for MSMEs in the traditional food sector. However, the research faced limitations in terms of the scope of data collection, which was primarily limited to a specific geographic area and demographic. Future research should expand the sample size and explore diverse consumer segments to validate and generalize the findings. Additionally, exploring digital marketing avenues and consumer behaviour analytics could provide deeper insights into optimizing brand communication and outreach. This research contributes to the broader understanding of effective branding for MSMEs and offers a practical framework for developing a compelling branding.

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