

# Ny Nina's Bakery Visual Identity Redesign in Tasikmalaya

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## ABSTRACT

Indonesian traditional cakes are liked by many because of its affordable price, delicious taste, and easy to get. One of the traditional cake shops in the city of Tasikmalaya is Ny Nina's Bakery, founded by Mrs. Ninawati and Mr. Benyamin since 1999. As times goes by, Ny Nina's cakes became increasingly well-known and liked by many such that she could have a cake shop and factory. Now, the shop is managed by her child, named Alken Lim. Ny Nina's Bakery and cake factory wants to continue expanding the business to become bigger. To achieve this goal, the first crucial step is to have a solid and consistent visual identity to make the Ny Nina's Bakery brand easily recognizable by the public. The research method used was observation, interviews, questionnaires, and literature study. The study and research was conducted in Tasikmalaya, West Java, Indonesia in 2020. The design of visual identity uses guidelines from the book *Creating a Brand Identity* (Brooking, 2016) and the *Spade of Design* (Chimero, 2012). The results of the study are the visual identity of the Ny Nina's Bakery.

**Keywords:** *Traditional cakes, Tasikmalaya, visual identity, design*

## 1. INTRODUCTION

The term market snacks can be interpreted as traditional Indonesian food that is traded on the market, especially in traditional markets. Even now, the market snacks still have a high demand even though there has been a lot of competition with kinds of cakes from abroad. Even so, traditional cakes are still endeared in the hearts of the people of Indonesia because they have a reminiscent taste that evokes nostalgia, as well as affordable prices and is easy to obtain [1].

Indonesia has an endless variety of culinary wealth to explore. Traditional cakes are still widely found in the market, but there are several types of cakes that are difficult to find. Overall, the community is still enthusiastic to enjoy traditional cakes. In fact, in the era of social media and technology, the existence of market snacks is even more sustainable. Hesti Rahmawati, a lecturer at the Sahid College of Tourism believes that "Market snacks are still in great demand because not only are the prices affordable, but the taste is also delicious and comes in a variety. Which is more authentic and hard to come by in common snacks or recent innovation in cakes" [2].

Traditional snacks and cakes are still in demand in the market. Apart from good taste, it also adds value that the

product contains history and memories of the past. One of the famous cake shops and factories in Tasikmalaya, West Java, is Ny Nina's Bakery. They provide a variety of traditional cakes and snacks. Mrs. Nina pioneered and runs this business since 1999 but it is only producing to supply other local cake shops in Tasikmalaya. In 2014, Mrs. Nina opened her first store at the Tasik Medika Citratama (TMC) Hospital in Tasikmalaya.

In 2016, a store on Babakan Payung street, Tasikmalaya was opened which became the main store of Ny Nina's Bakery. Babakan Payung street is also the place where Ny Nina's cake factory resides. It is specifically used for producing cakes that will be supplied to the Ny Nina's Bakery branches. Currently, Ny Nina's Bakery has 8 branches spread across Tasikmalaya and is still planning to expand further, both in the city of Tasikmalaya and other cities. One of which is the city of Bandung since it is a big city that is near Tasikmalaya. Initially, Ny Nina's Bakery was only known through word of mouth which then developed into a bigger scale and have their own shop and factory. After that, Mrs. Nina advertises her cake as well as the activities of the stores on social media such as Instagram. Initially, there were only 5 employees, but now, more than 60 employees are working at Ny Nina's Bakery.

The main appeal of Ny Nina's cake is that the price is affordable and the quality of the product is guaranteed. This

is because Mrs. Nina made her own cake and became a supplier to other stores. The delicious taste of the cake has also been known by the public so that many come back wanting for more. The range of each product prices sold by Ny Nina's Bakery is Rp. 1,000.00 - Rp. 7,000.00 per piece. The products most favored by buyers are lontong spesial, lempur ayam, risoles, putu ayu, all of which are traditional Indonesian cakes.

But currently, the visual identity of the Ny Nina's Bakery is inconsistent, as is the interior of their shops. The owner is very aware of the importance of a strong visual and packaging identity for his product. Therefore, to coincide with the desire to expand more broadly, the owner wants his shop's visual identity renewed to be more attractive, create a visual identity standard before the business gets bigger, and consistent so consumers can more easily recognize Ny Nina's products. In product and store banners, typography still has differences, namely script and sans serif. The typography color of the logo is still changing.

Visual identity for a brand is very important especially in the era of technology and fierce trade competition like now. With a good visual identity, consumers can more easily distinguish one brand from another and can increase trust in that brand [3]. Logo is a part of visual identity in the form of signs or symbols that have meaning and are used as the identity of an agency, company, etc. and have the aim to be easily remembered by others. The logo can symbolize an identity that represents the image of the company [4].

## **2. BACKGROUND**

### **2.1 Research Method**

The method used in this research is qualitative and quantitative research, including methods of observation on the different types of traditional cakes bakery, interviews, questionnaires, and literature studies that examine information through books and the internet.

#### **2.1.1. Interview**

The owner and manager of Ny Nina's Bakery Alken Lim, is very aware about the impact of visual identity. His mother, Mrs. Nina, as the founder and pioneered from zero, so that to form the bakery's name or brand that is known by anyone is very difficult. When her bakery's name has begun to be known, then Mrs. Nina's products will be found by many consumers. Therefore, he wants to redesign the visual identity of his bakery so that the consumers can be more attractive, easier to find and recognize the product of Ny Nina's Bakery. In addition, visual identity is also useful as a differentiator from other brands and cake products.

### **2.1.2. Target Market**

#### **2.1.2.1. Geography**

Tasikmalaya, Jawa Barat

#### **2.1.2.2. Demography**

- Woman and man
- Social Economy Status: low and middle class
- Gen Y and Z, especially the age 20 to 40 years.

### **2.1.3. Competitor**

From the three competitors in this Ny Nina's Bakery, it can be concluded that the logo owned is a combination mark which have the logogram and logotype in it. The logo is very complex and challenging to apply to the media.



Figure 1: Competitor

#### **2.1.4. Literature Studies**

The visual identity design used guidelines from the book *Creating a Brand Identity* [5] the key to the success of a brand is ensuring the message is delivered to the target audience. A designer must understand the lifestyle, needs and desires of consumers before starting the creative process, so they can target the audience with the most appropriate message and connect with them.

A designer can start by creating keywords, followed by a mood board. Developed from images and words, this visual research tool is widely used in the early stages of the design process to ensure that the data is relevant and appropriate.

After the approach has been determined using the mood board. The next process is to explore colors, illustrations, and typographic styles to underline the emotional feelings of a brand. Color selection must be suitable for the product and the intended consumer. Various color theories can be used as a reference, but ultimately the decision will be based on the impact that needs to be displayed.

According to Chimero [6] in his book *The Shape of Design*, all design works have the same three characteristics, namely having a business message, the tone of the message, and the format that the business has. A successful design has three elements that are interrelated to one another to achieve a more complete overall than if the elements are individual. The business message is what is being said, the core of the information to be communicated, or the idea that is trying to be expressed through effort. If the design work becomes the tool, then the message is the use of the tool. The message reveals the purpose and certainty of the design created.

Tone is part of the design. It expresses feelings that aim to impress the audience. It is also often misunderstood as style, but they do not have to be complicated. Style is a device used to get a design tone. A successful project is a project that chooses a tone that matches the message it wants to convey. Format is an artifact or object produced. Often in physical forms, such as posters, brochures, pottery (clay pots), or paintings, but also includes other contexts that are fit for the job. At present, these "artifacts" are not physical, so they exist in the form of applications, websites or even experience.

The relationship between the three characteristics can be considered as a lever on the machine: different settings can be selected and adjusted to produce different results. Specific arrangements have been seen by imitating the success of others, and, through trial and error, producing good combinations, such as food and wine. We often return to this arrangement because of its effectiveness.

Branding is a process that aims to build awareness, expand market share and increase consumer loyalty. A brand is built to provide an interesting and unforgettable experience to differentiate a brand from its competitors [7]. Brand identity is part of people's perception of a brand. In it, there is a message of what the brand wants to say, the values it wants to carry, how to communicate it and what perceptions the audience wants to have. One important element of brand identity is the logo [8]. A logo is a symbol or image that reflects the meaning or message to be conveyed from a group or company.

A good logo is a logo that is simple, easy to remember and understand, durable, pleasing to the eye, suitable for function, right in the selection of colors, fonts, etc., as well as unique and attractive [9]. The logo has several functions for a product, according to Rustan [10] the function of a logo is that it can differentiate from other people's identities, as a sign of quality assurance, prevent impersonation and communicate information. In the community, the common logo has typographic and illustrative or initial elements. By combining the two, it can produce a good logo.

The resulting logo must be different from one another. This is to avoid court claims, as a sign of ownership, avoid

piracy, and make it easier for consumers to choose products. Because in the future, the visual logo will be the front row that will be seen for consumers [11].

Consumer's view becomes important in making a logo. The company's vision and mission are also an important element. A good logo design refers to the needs of consumers, target demographics, and choose the direction of the logo design. After these things have been determined, the next step to think about is whether the logo will be an icon, index, symbol, text, or a mixture of them. Then execute the logo design and make sure all the logo needs to be effective, attractive, and appropriate to the intended target [12].

### 2.1.5. Questionnaires

The results of data collection interviews conducted in June 2020 to 6 people aged 21-23 years, domiciled in Tasikmalaya can be concluded that the logo is important for a traditional cake business because the logo as a face that symbolizes the business, how to identify and differentiate with cake products other traditional, shows the quality and increase the confidence to buy the product.

If a traditional pastry shop business does not have a logo, it will be more difficult to remember and distinguish, other than that consumers will doubt the quality and credibility of these traditional cake products, so that consumers will buy it anywhere and there is no customer loyalty. Other impacts that will be generated also affect the price of the product. If there is no logo, then a business does not have the uniqueness and value being displayed. Hence, it will be difficult in terms of price competition, because all products from all businesses will be equal and prices will flatten. A logo that is easy to recognize and remember by the public is simple, has character and represents the business identity which comes in a combination mark, where the logo has a logotype and logogram in it.

The author conducted a questionnaire that was distributed to 106 respondents of the general public both men and women aged 20 years and over and domiciled in Tasikmalaya and Bandung. The results of the questionnaire in this table can be concluded that the majority of respondents often buy traditional cakes in pastry shops and markets.

Table 1: Place to buy traditional cake

No	Place	Respondent	%
1	Cake shop	74	69,8
2	Market	57	53,8

3	Online	11	10,4
4	Do not know	4	3.6

As many as 90 out of 106 respondents felt visual identity was important to the cake shop and in the questionnaire results, responses from 87 respondents regarding the importance of visual identity concludes that identity can attract consumers to buy products, increase trust, provide a trademark and stand out compared to other competitors.



Figure 2: Questionnaires results

Like this traditional cake business, it has a logo to be able to differentiate from its competitors. Even though they have the same and similar products, each business must have its own characteristics and uniqueness. Therefore, it needs an identity to be able to state and confirm where the product is produced.

2.1.6. Creative Strategy

To create the visual identity of Ny Nina's Bakery, the creative strategy used is the *right brain strategy*, which is the strategy that processes visual understanding. This creative strategy was obtained from the results of a questionnaire conducted to respondents who were mostly aged 20-40 years. From the results of the questionnaire, it was found that the majority of respondents bought cakes or traditional snacks at the cake shop.

Respondents also felt that the visual identity of a cake shop was important because the first thing they saw was the visuals, which could increase trust for consumers and were easier to find their products. In addition, a mindmap and a moodboard were also made to make it easier to find ideas or concepts that will be conveyed to the audience or consumers.

2.1.7. Creative Concept

In making a logo, it starts by filtering the keywords that will be used in the logo or its visual identity. By using simple, traditional, modern, and delicious keywords. The client also requests to keep using the iconic thumbs up gesture and green color of the shop. The visual identity that will be processed is a simple logo, which does not contain a lot of ornament or decorative, but can seem traditional and modern at the same time. For the logogram, an illustration from Mrs. Nina was also taken from the reference photo displayed in her shop with a smile expression and thumbs up, which symbolizes good taste, good quality, and friendly service in the Ny Nina's Bakery in accordance with her vision and mission.



Figure 3: The picture of Mrs. Nina (left)

2.1.8. The Result

2.1.8.1. The Logo

The logo in Ny Nina's Bakery utilizes combination mark, which is a combination of logogram and logotype to make it easier for the public to remember. The logogram used uses the illustration of Mrs. Nina giving the thumbs up gesture. In logotype typography used is a sans serif Moon 2.0 to be easier to read.



Figure 4: New Logo Design for Ny Nina's Bakery and Factory

2.1.8.2. The Typography

Typography that being used in this design is sans serif because the form of the typeface will improve readability. The findings showed that participants read from sans serif typeface faster and more accurate than serif typeface. [13]



Figure 5: Typography

2.1.8.3. The Color Scheme

The color of the logo is also an important thing to note. Color greatly affects the perception and psychology of the audience of the logo or brand, because the color has its own meaning, characteristics, and taste [14]. The products at Ny Nina's Bakery are mostly traditional cakes that do not last long because they use natural ingredients. Therefore, by using green which is interpreted as natural and healthy can

represent the product of Ny Nina's Bakery. The most prominent products in the Ny Nina's Bakery are mostly green, namely Kue Putu Ayu, Lemper and Lontong wrapped in green banana leaves. In addition, since the beginnings of the Ny Nina's Bakery, the green color has often been inherent in every marketing medium.



Figure 6: Color Scheme

2.1.8.4. Graphic Design Manual

The main media in the redesign of Mrs. Nina's Bakery visual identity is in the form of a Graphic Standard Manual (GSM) which contains a company profile, vision and mission, several regulations on the placement of logos, along with the application of logos on various media to form a visual identity. This Graphic Standard Manual (GSM) measures 29.7 x 21 cm and has 36 pages.



Figure 7: Cover Graphic Standard Manual Ny Nina's Bakery



Figure 8: Graphic Standard Manual Ny Nina's Bakery



Figure 10: Graphic Standard Manual Ny Nina's Bakery



Figure 9: Graphic Standard Manual Ny Nina's Bakery



Figure 11: Graphic Standard Manual Ny Nina's Bakery



Figure 12: Graphic Standard Manual Ny Nina's Bakery



Figure 13: Graphic Standard Manual Ny Nina's Bakery

### 3. CONCLUSION

Compared to the redesigned the visual identity of Ny Nina's Bakery, it can be concluded that the previous visual identity of Ny Nina's Bakery was less attractive and inconsistent. In addition, the owner also wishes to continue to expand and develop his business. This design has the aim to provide an attractive, consistent visual identity that can support the development of its business. So that before the business development scales bigger, the design of visual identity redesign can be the new benchmark and standard for their future businesses.

The design process begins with an observation of the current identity of the Ny Nina's Bakery, its competitors, as well as theories and articles on traditional cakes. After that, a mindmap, moodboard, references and briefings from clients are made which are then developed into a design concept. Then, the concept was executed to produce a new visual identity that could be applied to a variety of supporting media for the Ny Nina's Bakery business.

With this visual identity redesign, it is hoped that it can increase the trust and loyalty of the Tasikmalaya community in Ny Nina's Bakery. And can support the wishes and aims of the owners who want to expand their business.

The advice that can be given is that visual identity must be carefully considered when undergoing a redesign. So that the consumer loyalty of the Ny Nina's Bakery will not be changed along with the new visual identity. Therefore, it needs to be carefully and properly considered in doing this design process.

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