



Rebranding Visual Identity to Support the Promotion of Rumah Batik Serasan using the Thingking Design Method

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Abstract. Some challenges cannot be avoided, and there is increasingly fierce competition makes business actors compete to create new opportunities and things to face competitors. Updates to creative and innovative business ideas continue to emerge, creating new opportunities and a fairly broad market. Therefore, rebranding is needed to show the brand image to the target audience they want, which requires a brand strategy to establish itself so that consumers can recognize it. In this research, visual identity rebranding was carried out to support promotional media at Rumah Batik Serasan using the design thinking method. Logo rebranding was chosen as the most needed solution to increase sales of Batik Serasan products. Visual identity testing is carried out using validity and reliability tests from media experts and material experts. The test results from media experts based on the appearance aspect, usage aspect, and utilization aspect got an index of 0.80 in the High/Valid category, while the test results from material experts based on the readability aspect, utilization aspect, and memorable aspect (impression) got the index 0.87 and are in the very high/very valid category. As a result of the visual identity rebranding that has been carried out, the logo is ready to be used.

Keywords: Rebranding, Visual identity, Batik Serasan, Design Thinking

1. Introduction

Technological developments make competition in the business world increasingly fierce, both in service and product industry competition. So, business actors compete to create new opportunities and things to face competitors. Updates to creative and innovative business ideas continue to emerge, creating new opportunities and a fairly

broad market. Various entities around us need graphic design to create their visual identity, including entities operating in Micro, Small and Medium Enterprises (MSMEs).

Some visual identities used by MSMEs production houses are logos, catalog, stationery, packaging designs, and souvenirs. A logo should be unique, easy to remember, flexible and communicative, and conveyed non-verbally [1].

Business actors need rebranding to show their brand image to the target audience they want, which requires a brand strategy to establish itself to be recognized by consumers and become part of a specific product category [2-3].

Rebranding is done to change the company's image, products, and services by changing the name, brand, or positioning to differentiate it from competitors [4-6] 4-6]. Another opinion states that rebranding creates a new image and a new position in the minds of consumers from an existing brand to build a different positioning in the eyes of consumers and competitors [7-8].

The design thinking approach is widely used for makes it easier to create user interface designs, visual communication design tailored to user needs [9-10]. This method is also applied to redesigning an information system because this method has stages that are very helpful in the design process [11].

In this research, visual identity rebranding was carried out to support promotional media at Rumah Batik Serasan using the design thinking method. Logo rebranding was the most needed solution to increase sales of Batik Serasan products. The novelty of this research is applying the design thinking method at the design stage of the logo design thinking method at the design stage of the logo design and its testing using validity and reliability tests from media experts and material experts.

2. Proposed Method

The design thinking research flow chart is shown in Figure 1 below:

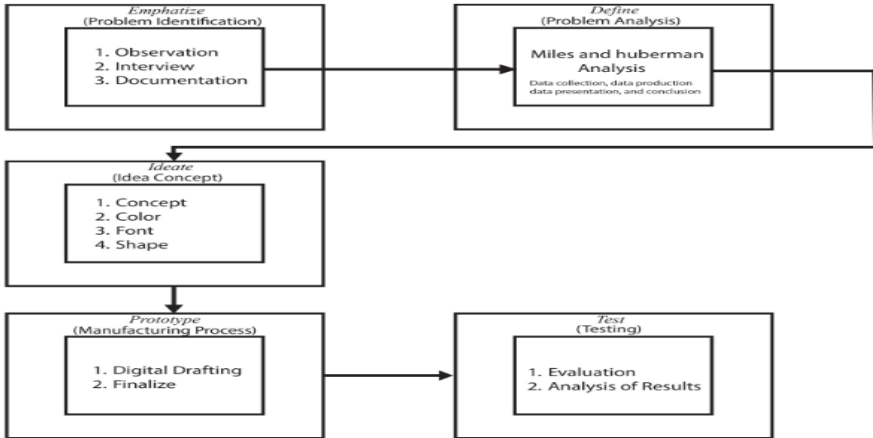


Figure 1. Research Flow Chart Design Thinking

The stages contained in the design thinking method are Empathize (Empathy), Define (Determination), Ideate (Idea), Prototype (Prototype), and Test (Trial). Empathy was carried out in this research using surveys /observations, interviews, documentation techniques, and questionnaires. Surveys/observations were carried out to find out the desires of Rumah Batik Serasan clients, as well as to find out the needs for rebranding the visual identity that will be used, such as the information, features, and content that they want to display in the design.

Define is carried out to analyse and understand various insights obtained through empathy This stage will help the designer to determine the problem formulation as the main point of view or focus of the research and process it to resolve the core problem [12]. The data analysis method used in this research is Miles and Huberman analysis, where qualitative data analysis is carried out interactively and continuously until completion [13].

Furthermore, the ideate is a development of the previous stage, which includes sketching, colour selection, font selection, or typography selection. It contains several contents that are appropriate to the Rumah Batik Serasan. The colours used in the logo are white and gold. Psychologically, white means peace, purity, cleanliness, and positivity, and gold means rest, success, luxury, and prosperity. The fonts used are Cinzel Decorative Black and Wainscoted, which are sans serif fonts with excellent readability and have an elegant, natural, and personal impression.

The prototype at the manufacturing process stage is the initial design of a product, created to detect errors early and obtain various new possibilities. Visual identity is carried out by focusing on the brand's visual elements or visual image, including design, logo, colour, typography, and other visual elements used to represent the brand visually.

The final stage is a test (testing) by evaluating and analysing the results. This research uses validity and reliability testing. Validity testing is carried out by experts (expert

judgment) by deciding whether it is feasible without revision, possible with improvements, or completely changed. The formula for measuring reliability using Cohen's kappa statistical test is as follows [14]:

$$K = \frac{P_o - P_e}{1 - P_e} \tag{1}$$

where K is Moment Kappa, P_o is *Observed Agreement* and is given below:

$$P_o = \frac{\text{The number of values that determine the validator}}{\text{maximum value}} \tag{2}$$

and P_e is Expect Agreement is calculated as

$$P_e = \frac{\text{max value} - \text{the amount given by the validator}}{\text{max value}} \tag{3}$$

Table 1. Decision Categories based on Moment Kappa

Interval	Category
0,81 - 1,00	very high
0,61- 0,80	High
0,41 – 0,60	Medium
0,21 – 0,40	Low
0,00 – 0,20	very low
≤ 0,00	Ineffective

3. RESULT AND DISCUSSION

The visual identity rebranding resulted in a new Rumah Batik Serasan logo design. The following are the results of rebranding the visual identity in each PNG format:

1. Page 1 display, displays the brand guideline logo



Figure 2. Brand Guideline Logo

- 2. Display page 2, showing the history of the logo



Figure 3. Logo History

- 3. Display page 3, showing the logo philosophy



Figure 4. Logo Philosophy

- 4. Display page 4, showing the purpose of the change



Figure 5. Purpose of change

5. Display page 5, showing the differences before and after



Figure 6. Old Logo and New Logo

6. Display page 7, showing the gold/gold color philosophy

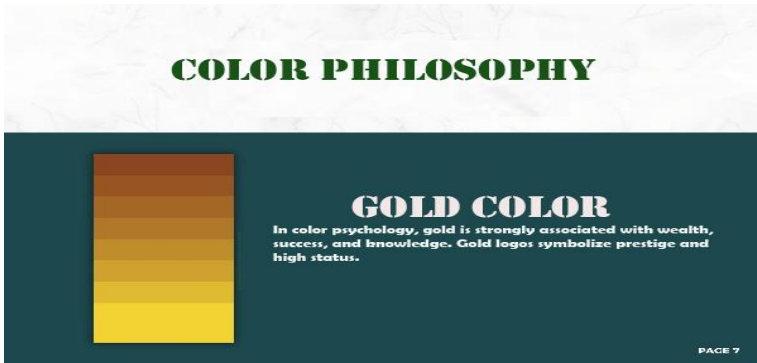


Figure 7. Color Philosophy

7. Display page 9, showing the philosophy of form

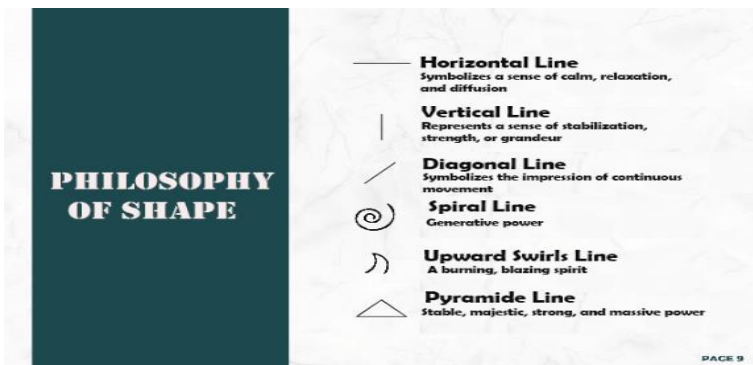


Figure 8. Philosophy of Shape

8. Display page 10, displays the background colour



Figure 9. Background Colour

9. Display page 11, showing the logo components



Figure 10. Components Logo

10. Display page 13, displaying the style and typeface weight



Figure 11. Typeface Type, Style, and Weight

11. Display page 15, showing usage rules

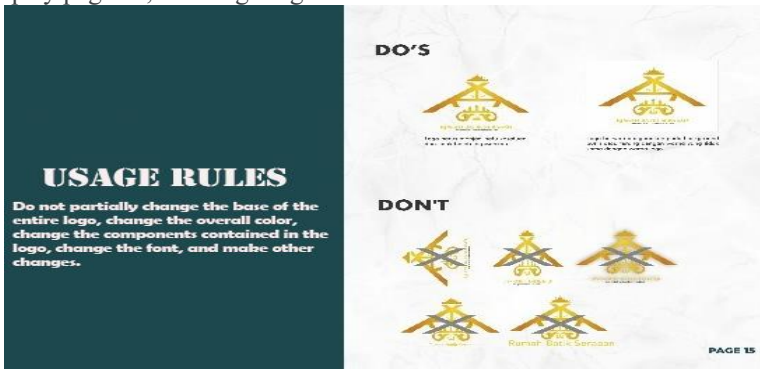


Figure 12. Usage Rules

The new logo design for Rumah Batik Serasan is in the shape of a typical tangkiang house from Muara Enim Regency, using a gold gradient on the inside. In the middle of the roof of the house are two batik canting. This ornament has a philosophy that depicts success and prosperity. There is the writing "Rumah Batik Serasan" with the slogan "Wear Batik, introduce Our Culture" in a modern style and bold typography in gold and white.

The media expert validity test questionnaire results obtained by experts 1 and 2 were the same, with the option "Very Good" with two instrument items and "Good" with eight instrument items. The material expert validity test questionnaire results showed that Expert 1 chose the "Very Good" option for four instrument items and the "Good" option for six instrument items. Meanwhile, Expert 2 chose the "Very Good" option with six instrument items and the "Good" option with four.

In Table 2, the total number of scores from media experts who answered "5 = "Very Good" was 4. Those who answered "4 = "Good" were 16. So, the total score obtained from the validators was "84". The maximum value of the validator instrument is "100". The observed agreement score was 0.80, indicating that the material expert's judgment regarding the Rumah Batik Serasan logo is accurate.

Table 2. Results of Media Expert Judgment

Question	Rater (Expert)		Pe	Po
	Rater 1	Rater 2		
1	5	4		
2	4	4		
3	4	5	0,16	0,80
4	5	4		

5	4	4
6	4	4
7	4	4
8	4	4
9	4	4
10	4	5

Table 3. Results of Material Experts Judgment

Question	Rater (Expert)		Pe	Po
	Rater 1	RRater 2		
1	5	5		
2	4	5		
3	4	5		
4	5	5		
5	4	4		
6	4	4	0,11	0,89
7	5	4		
8	5	4		
9	4	4		
10	4	5		

Table 3 shows the total number of scores from material experts who answered "5 = "Very Good" was 9. Those who answered "4 = "good" had 11. So, the total score obtained from the validators was "89". The maximum value of the validator instrument is "100". Since the observed agreement level is 0.87, the material expert's opinion about the Rumah Batik Serasan logo is valid.

4. Conclusions

Rebranding the visual identity of Rumah Batik Serasan using the design thinking method through a new logo has been produced with output in the form of a PNG file. Whether a logo is attractive depends on the brand's visual elements, including design, logo, history, logo philosophy, colours, typography, and other visual elements used to represent the brand visually.

Test results from media experts rebranding visual identity based on appearance, usage, and utilization aspects got an index of "0.80". They were in the "High/Valid" category. Test results from material experts were based on readability, utilization, and memorable

aspects, or impressions, and got an index of "0.87" and were in the "Very High/Very Valid" category.

A new logo can give the Rumah Batik Serasan business a new face. Logos can also make it easier to identify and communicate messages to customers. And logos can be designed on promotional media such as catalogs, merchandise/gifts, and stationery.

In the future, this visual identity rebranding will be used by Rumah Batik Serasan to socialize and promote batik products produced offline and online through other social media.

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