Brand Logo Design Training for The Small-Medium Batik Enterprise in Kalitengah Village Cirebon West Java Indonesia

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ABSTRAK/ABSTRACT

This paper is a result based on the community service activity in Kalitengah village, Tengahtani sub-disctrict, Cirebon, West Java, Indonesia. The aim is to support the batik enterprises towards a more independent and better but still profit-oriented even in a pandemic situation. They have many problems in the sale and marketing system, and they don't have a brand logo yet. This paper focused on brand logo design training because the small-medium batik enterprises need a brand logo. The brand logo will help them for a differentiator, identity, and develop an online promotion for their business and earn more profit. The methods used participatory action research (PAR). The steps are 1) field survey; 2) workshops; 3) mentoring; 4) Empowering; 5) Evaluation and follow up. The study involved 2 (two) small-medium batik enterprises; Selva Batik and Batik Habibah. The result is the logo of Selva batik's more contemporary, modern impressions whereas the logo of Batik Habibah has traditional and decisive impressions. Both logos have represented their enterprises as a part of Batik Pesisir Cirebon and had reached the stage from unbranded to brand as a reference, brand as personality, and brand as an icon.

Kata Kunci: logo brand; design; training; batik; small-medium enterprise; Cirebon

INTRODUCTION

This paper is one of the outputs of community service activities in Kalitengah Village, Tengahtani District, Cirebon Regency, West Java, Indonesia. Kalitengah village is an area close to the Trusmi area which is the center of batik in Cirebon, West Java, Indonesia. In addition to its strategic area, this region also has the potential for human resources that have been passed down from generation to generation in batik skills. Batik is a handicraft as a result of barrier coloring using hot wax (batik wax) as a color barrier with the main tool for sticking wax/batik wax in the form of written canting and or canting stamps to form certain motifs that have meaning. Based on this statement, we can note that there are two essential things in batik, namely related to the materials used in the form of wax/batik candles and the tools used in the form of written cantings and canting stamps (Decree of The Head Of The Indonesia National Standardization, 2014). This skill is an opportunity as well as golden capital that can improve the economic welfare and sustainability of the local community because batik products have very high aesthetic and cultural values.

However, in the last two years, the sustainability of batik production by the batik small-medium enterprises in this village has been down. It happens because this community is still doing the process based on orders from agencies or organizations. So, when they do not order batik due to the pandemic, the residents' batik business activities are down. The anticipation is that the batik small-middle enterprises can run independently even though in a pandemic is to do selling system through online media or e-commerce-based fashion business. The problem arises because the average batik small-medium enterprise does not have a logo brand even though the enterprise has been running for years. Based on a earlier reasearch, brand awareness is one of the success factors in implementing a product marketing strategy (Ramadayanti, 2019). Besides that, the conventional sales and promotion system has resulted in limited consumers to the Cirebon area, even though batik products have started to be popular in various regions and even countries. From the

background of these problems, small-medium enterprises in Cirebon need a rebranding.

The brand appears as a reference, personality, icon, company, and policy that rebranding will change the company's image and company image in the eyes of consumers (Chai L.G. & Mei T.G., 2011). Through the brand, hoped that there will be a change where consumers can pay attention to the quality and uniqueness of the products offered by small-medium enterprises because this concept itself changes the company's image and management to be better and more professional. The development of rebranding in a brand and company can help develop its brand vision to be more advanced and better in the future (Rumijati et al, 2021). The development of the company's vision, orientation, and product implementation will further enhance the company's competitiveness, both with the company name and the brand it sells. So to support the rebranding of batik SMEs, the first strategy is to have a brand and logo as a corporate identity for small-medium batik enterprises in Kalitengah Village, Cirebon Regency.

Based on field studies conducted, one of the problems that arise is that small-medium batik enterprises still have to understand more about the importance of branding and brand logos in business activities. To solve the problem is necessary to assist in the workshops on brand and branding, and then training on making brand logos for small-medium batik enterprises in Cirebon for them to do marketing in e-commerce

BRAND AND BRANDING

Brand and branding are similar but not the same thing. A brand is basically a marketing tool, while branding is a marketing activity or act. A brand is a sign in the form of an image, name, word, letters, numbers, color arrangement, or a combination of these elements which have distinguishing features and are used in goods or services trading activities (Indonesian Law No. 15, 2001). A brand not only reflects a product but also has other dimensions that can distinguish it from other products and are designed to meet the same needs. A brand is an activity to create an identity or a logo is one of the activities in branding. Just like a brand, branding also has several meanings depending on the user's point of view. Branding is the process of designing, planning, and communicating a name and identity with the aim of building or managing a reputation. Marketing activists generally define branding as the way a product or service is designed to be visible to consumers whether it involves packaging, logos, or taglines. The academic point of view understands branding as a process of designing a brand including a name, logo, identity, establishing brand awareness, and creating a positive brand image and attitude that can be achieved through various means including advertising, packaging, and product design.

In general, brand functions are 1) As a differentiator - a company that has a strong brand will be easier to distinguish from competitors; 2) Promotion and attraction - a strong brand will make promotion easier because customers tend to choose a strong brand and are loyal to the same brand; 3) Build image, confidence, quality assurance, and prestige - several of these things will make a business memorable; 4) Market control - a strong brand can control the market because people already know it.

LOGO BRAND

An identity that will make it easier for the public to recognize. Other than the name, the brand must also have an attractive visual appearance and reflect the products/services it sells. The most important element of visual identity is the logo. A logo is always applied in other visual identity applications. Therefore it is important to plan a logo that can reflect the personality and soul of a brand.

The logo is a graphic element, a form of ideograms, symbols, emblems, icons, signs that are used as symbols of a brand (Oscario, 2013: 193). A logo is a component in visual identity that is often seen by the audience. Therefore, it is better for the process of designing a visual identity starting from designing the logo or the elements used in the logo, such as colors, letter elements, and also form elements (Hananto, 2019:31). However, a good logo must also be able to display all the non-physical attributes that are the soul of the brand (vision, mission, values, culture) or philosophy related to the image or image that the business owner wants to build which is then conveyed visually to the targeted consumers. Logos can be divided into several types.

1. Logogram, which is an image that represents a meaning. Or more easily it can be said that a logogram is a logo that is poured in the form of an image. A good logogram can be a strong visual element that is easy for people to remember.

2. Logotype, namely the logo which is the result of font processing.

After the logo has formed, developing a visual identity for the item or brand touchpoints can be done. By continuously retracting the design results to the signature, the visual identity of the touchpoints can reflect the signature. In designing a signature, designers need to pay attention to the brand touchpoints that will be used in this branding program. Thus, the designer can have a more complete picture of what needs to be designed, and the extent to which the designer needs to design.

The use of logos are important to introduce the brand to consumers and the market. It has characteristics that can convey the vision and mission of the company or institution that uses it. Sometimes it is interpreted as a symbol that represents the company. The purposes are 1) As a characteristic and identity so that it is easily recognized by the public; 2) As a sign of the company's character in the eyes of the public; 3) Informing the type of business to build an image; 4) Reflecting the spirit and ideals of the company, and; 5) foster pride among company members (David E. Carter, quoted by Al, 1982).

The functions of the logo are 1) Identification function - the public can identify what the company is engaged in and what goods and services it produces; 2) Distinguishing function - the logo can distinguish one company from another, one product from another; 3) Communication function - the logo acts as an information provider (if in the form of signs), and can also be a notification of the authenticity of a product; 4) It is a valuable asset - if the product is better known in other countries, a company/brand will be rewarded by means of a franchise, and; 5) Has legal force (Murphy & Rowe, 1998). A registered logo can be used as a guarantee of product quality that is protected by law. Based on these functions, basically, a good logo is truly a characteristic for its users, becomes an identifier, and is different from other logos.

E-COMMERCE

Online business is a business/trade activity carried out by individuals or groups by utilizing digital media with the aim of making profits. Online business is a business carried out in a virtual space, where an entrepreneur uses virtual space to promote and offer his products/goods. E-commerce is the process of buying and selling; or exchanging products, services or information via a computer" (Sarwono, 2012:1). From the e-commerce concept, a conclusion can be drawn that a business/or business that is run online is not only a business in the form of buying and selling products but also a service business. Running a business/business online is very possible for everyone who has an entrepreneurial spirit, because with the help of smartphones nowadays, one doesn't have to have an offline/real shop.

After creating/designing a logo, the next important step is choosing an online batik fashion business (e-commerce-based fashion business). In running a business online, there are several advantages that can be obtained by an entrepreneur, namely: 1. The market share created is wider in scope, not only local, regional, and even international. 2. More efficient for companies, especially related to administration. 3. Can reduce communication costs (because internet costs are much cheaper) 4. The cost of establishing an online business is easier and cheaper than an offline business 5. Online business management is easier and simpler. 6. Online business is not constrained by distance, time, and place (flexible). So the enterprise can be done anywhere, anytime. Running a batik business online can be an alternative solution in running a business in the current pandemic era because small-medium enterprises can run and even start their business with only smartphone media capital, as well as the provision of social media networks or marketplaces.

METHODE

This activity uses the Participatory Action Research (PAR) method. PAR is an approach whose process is aimed at learning in overcoming problems and meeting the practical needs of the community, as well as the production of knowledge (Denzin & Lincoln, 2009), and the process of socio-religious change (Afandi, 2020). The participants involved were 15 small-medium enterprises. but the samples in this paper are 2 small-medium enterprises. The sample was selected based on the small-medium enterprise sector, namely the batik sector. The stage in the implementation of these activities, namely: 1) conducting field observations and observations related to partner conditions; 2) branding and branding workshops 3) training and mentoring; 4) Strengthening, 5) Follow-up. The step's diagram is shown in the figure.1 below.
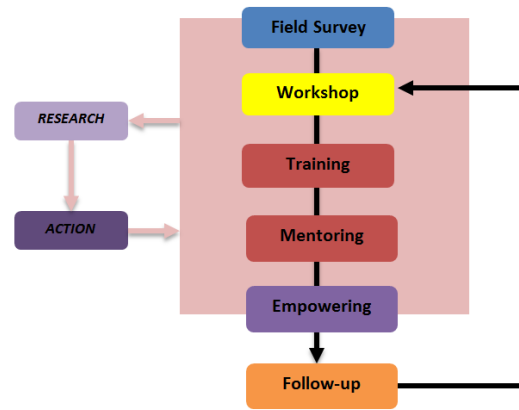

Figure 1. Flow Chart

RESULT AND DISSCUSSION
BRAND WORKSHOP
The workshop on the brand had held online because the West Java Region has re-enacted enforcement of restrictions on community activities (PPKM Level 4). The purpose is to provide knowledge about branding, branding goals, how to make brand logos to the participants, and ends with the task was making brand logos for each enterprise. In this activity, we took data from a pre-test before the workshop started. The results of which can be seen in table 1. Based on table 1, the results of the pre-test show that the participants feel they have an understanding of the brand, the role of the brand for the company and the role of the company's brand logo on the value of "average", and the value of "fair" on understanding branding. The difference from the re-test results shows that Selva batik is at the "good" level in understanding the brand logo, while Habibah batik is at the "average" level.

Tabel. 1 Pre-Test

No	Questions	Participants	Poor	Fair	Value Average	Good	Excellent
1	Understanding of the brand	Selva batik			v		
		Batik Habibah			v		
2	Understanding the role of the brand for the company	Selva batik			v		
		Batik Habibah			v		
3	Understanding of branding	Selva batik		v			
		Batik Habibah		v			
4	Understanding logo brand	Selva batik				v	
		Batik Habibah				v	
5	The role of the brand logo for the company	Selva batik			v		
		Batik Habibah			v		
	Score			2	7	1	

After the workshop ended, we took a post-test. The results of the post-test had shown in table 2. Based on table 2, The participants understand brands, the role of brands, branding, brand logos, and role of brand logos for companies with "excellent" results, while understanding the brand logo, whether it's Selva batik or Habibah batik, is in the "good" level. Therefore, participants have gained a supportive understanding for the next step, leading to training in making brand logo designs.

Tabel. 2. Post Test

No	Questions	Participants	Poor	Fair	Value Average	Good	Excellent
1	Understanding of the brand	Selva batik					V
		Batik Habibah					V
2	Understanding the role of the brand for the company	Selva batik					V
		Batik Habibah					V
3	Understanding of branding	Selva batik					V
		Batik Habibah					V
4	Understanding logo brand	Selva batik				v	
		Batik Habibah				v	
5	The role of the brand logo for the company	Selva batik					V
		Batik Habibah					V
	Score					3	8

LOGO BRAND DESIGN TRAINING AND MENTORING

The training had been held offline. On this occasion, participants were trained to design their respective brand logos according to the company's vision and mission. This training process is followed by mentoring activities. Mentoring is a strategy that prioritizes "using the best client resources" (Payne, 1986) and is critical to the success of community empowerment programs (Suharto, 2005). Mentoring activities will refer to efforts to provide convenience, to anyone to solve the problems they face. Mentoring is a strategy commonly used by government and non-profit institutions to improve the quality and quality of human resources so that they can identify themselves as part of the problems experienced and find alternative solutions to the problems faced. Mentoring is not only carried out by assistants or field officers to the community but also requires community involvement as the main potential for self-development so that people have the ability and confidence to face problems around their lives so that they can carry out a better life (Indonesian Social Department, 2005).

This mentoring activity was carried out by the facilitator, especially in making MSME brand logos starting from brainstorming choosing shapes, colors, textures, and other elements to bring up ideas and creativity from the participants (Hariyanti & Margareta, 2014), then the activity continued with presentations from several participants. related to business brands and logos that have been created and also the media marketplace that has been selected. This strategy is implemented as an effort to shape the personality of the participants in mentoring activities who are seeking to become peer tutors for other business actors in the Kalitengah area as the target object of mentoring.

In this activity, the facilitator also motivates and facilitates the participants so that they have the knowledge and skills in choosing, creating a logo/brand of a fund

business as well as being able to choose a media marketplace/social media that is by the type of business being run. smoothly, and the participants are enthusiastic and can comfortably express ideas in making logos. The results of the training can be seen in figure 2 below.

Figure 2. 1st prototype Logo Brand

In figure 2. The Habibah Batik Brand logo uses 3 color variants, namely airforce, Egyptian, and white, and uses floral ornaments. In the typography element, Roboto Slab Semibold is used for the "Batik Habibah" text, while Franklin Gothic is for the "Cirebon typical" text. Meanwhile, the Selva Batik logo uses more color variants, ranging from tangerine, bronze, amber, Turkish, Olympic, and goldenrod. The shape of the roof of the house, windows, and two brush strokes are the elements of the form used in the Selva batik logo. In the typography element, it uses 2 (two) types of fonts, namely Amarillo for Selva Batik, Hanging Letters for Home Industry. The logo produced from this training became the first logo prototype owned by the participants.

EMPOWERING
This function was related to education and training to strengthen community capacity (capacity building). An understanding of capacity development is a process of continuous improvement (sustainable) of individuals, organizations, or institutions, does not just happen (Milen, 2004). So that strengthening has to be done continuously both during and after the activity (follow-up) (Ratnasari et al, 2013). The facilitator in strengthening plays an active role as an agent

who provides positive input and direction based on his knowledge and experience and exchanges ideas with the knowledge and experience of the participants. Raising public awareness, conveying information, organizing training for the community are the tasks related to the strengthening function.

One of the strengthening activities carried out in this activity is to facilitate participants to make presentations and end with an active discussion as a means of exchanging ideas. This exchange of ideas is to improve the results of the brainstorming that has been carried out to create various ideas and solutions to problems that arise (Hisrich et al, 2008). The result of this strengthening is the development of the earlier brand logo to become the second prototype. The second prototype can be seen in figure 3.

Figure 3. 2nd prototype Logo Brand

In the second prototype, there are several developments in the logo. The first is to simplify the use of color. Selva Batik uses abalone, charcoal, redwood, and black colors, while the Habibah batik brand logo uses air force and iron colors. Second, the use of fonts, the Habibah batik logo uses the Algerian font type for the "Batik Habibah" text while Calibri for the "Cirebon typical" text. As for the selva batik logo, it uses three types of fonts, namely Carioca Script Pro for the text "Selva Batik", Friendly yellow scratch for the text "Home Industry", and Calibri for Batik Cirebon. Third, the development of the use of elements of form in the logo. When compared, the selva batik

logo and the Habibah batik have the main form elements that are always present, namely the shape of a house with a window on the selva batik logo, and floral ornaments on the Habibah batik. However, the shape of the brand logo on the second prototype looks more minimalist, interestingly, both of these logos have an attempt to represent Coastal Batik, where the area is identical to the beach/water. The term coastal batik is used because batik is produced in coastal areas/northern suburbs of Java bordering the sea or the coast, one of which is in Cirebon. This representation can be seen in the shape of the water (the selva batik brand logo) and the use of airforce colors by Batik Habibah.

EVALUATION AND FOLLOW UP

The evaluation stage is an attempt to assess the quality of this program and the results using the right approach, so it has the meaning of an effort to dig up information about the process and results of activities to assess its quality using the right approach. The evaluation process carried out in this activity is by distributing questionnaires to get opinions on the brand logo that has been made by the small-medium batik enterprises. Evaluation from the audience is very important because the logo can reflect the identity of the company itself so that it is known to many people. Although in reality, some logos do not represent the company's identity, most logos are usually designed based on the philosophy contained in it, of course, related to the business itself. In addition, the logo must also have a uniqueness that can distinguish an entity from other entities (Oscario, 2013).

Based on the opinions of 150 respondents regarding brand image, as many as 80 percent of respondents think that the Selva batik logo has a modern impression, and 75 percent consider it dynamic, while 88 percent of respondents think that the Habibah batik logo has a traditional impression, and 90 percent is static. For Batik Selva enterprise and Batik Habibah enterprise reflects the identity and philosophy of enterprise. Meanwhile, between the results of the first process logo and the second process, respondents preferred the second Batik Habibah and Selva batik logos.

CONCLUSION

The brand logo making as a rebranding strategy was carried out to provide a brand image of batik SMEs to get a brand image in the community. The brand logo workshop is also intended to support the rebranding of the profile of batik SMEs in the village of Kalitengah which makes changes in their sales system, which at first only depended on institute orders, now they are not only made based on orders but also sell their products by online. brand logo making as an rebranding strategy was carried out to provide both of a brand image of batik SMEs to get a brand image in the community and also intended to support the rebranding of the profile of batik SMEs. The brand evolution for the batik SMEs in cirebon reached the stage from unbranded to brand as reference, brand as personality, and brand as icon.

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