

REBRANDING MSME PRODUCTS AS A VISUAL IDENTITY IN INCREASING BRAND AWARENESS THROUGH SWOT ANALYSIS

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ABSTRACT

Rebranding MSME items as a visual identity is important to boost brand awareness. Through rebranding, the visual identity of a product can be improved, making the product easier for consumers to remember and improving the positive image of the product. Rebranding is an essential technique for increasing brand awareness and the success of micro, small, and medium-sized enterprises. This study rebranded a product logo for one of the MSMEs in the cake business that relies solely on Whatsapp sales and uses product images as its business visual identity mark. The SWOT analysis approach is used to examine the rebranding needs of a product in order to accommodate the company's strengths, weaknesses, opportunities, and threats. Based on the results of the SWOT analysis, the research recommends redesigning the product, particularly in terms of the logo, by employing a simple and memorable logo concept that is easily recalled by consumers for the purpose of enhancing brand awareness. With this logo redesign, it is intended that it would enhance client interest to MSME enterprises.

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1. INTRODUCTION

MSMEs are among the firms that rely on internet sales to run their operations in the current era of the new normal. Various fields of MSME businesses offer alternatives for generating income and introducing products, one of which is the development in the food and beverage business sector, which is often a primary or secondary business idea. Considering the customer segmentation, which is currently more focused on the urban lifestyle, which in a sense wants everything to be convenient, the online sales and transaction process is an alternative for running an MSME business[1]–[4].

In introducing a firm to potential consumers, the physical shape of the product is crucial, but product branding is a vital component of the marketing process that can contribute to an increase in sales volume[5]. Frequently, only logos that have circulated on the internet are used to brand product logos, despite the fact that product branding can alter the identity of a SME and boost consumer brand awareness[6]. This research focuses on the necessity of the product rebranding process so that it may explain the consequences of the product rebranding process in building a distinctive identity for MSMEs and its relationship to product brand awareness[7]. Branding is a method for distinguishing and differentiating products on the market. Branding can help things appear more credible and professional to consumers. Strong product branding is a marketing method for making items appear more distinctive and appealing to consumers [8], in order to sustain customer loyalty [9], [10].

Rebranding is the practice of altering a product's or company's visual identity to boost brand recognition. Rebranding can be a technique for MSMEs to boost their competitiveness and attract consumer interest. Rebranding might involve modifications to logos, colors, typefaces, and product packaging, among others. Keep in mind, however, that rebranding is more than simply a cosmetic change; it must also reflect the values and philosophy of the MSMEs it represents [11]. A successful rebranding can enhance brand awareness because it makes products appear more modern, appealing, and relevant to current consumer needs[12].

According to study by [13], through rebranding, products can be relaunched with a newer and more appealing concept in order to boost brand recognition among customers [14], [15]. Rebranding can also be utilized to enhance product quality and credibility on consumers.

According to research by [16], product branding can be adapted to client segmentation in the MSME sector, hence enhancing competitiveness and garnering consumer interest. Rebranding can be accomplished by modifying the product design or packaging, the product name, or the communication used to transmit product information and reinforce the visual identity of each product manufactured by MSMEs [17]–[19].

Product rebranding can assist MSME businesses in attracting the attention of new consumers and retaining the loyalty of existing consumers, emphasizing the product's uniqueness and differentiating it from the products of competitors, updating the image of existing products and imparting a fresher, more modern impression, and achieving higher sales and profits [20], [21]. In addition, product rebranding can assist MSMEs in adapting to market shifts and consumer demands. Rebranding can help micro, small, and medium-sized enterprises (MSMEs) adapt their products to changing consumer lifestyles and preferences [22]. Before rebranding items, however, MSME enterprises must undertake appropriate market research and competitor analysis to determine the most effective rebranding plan. This will aid MSME enterprises in identifying consumer needs and developing a rebranding strategy capable of achieving their targeted objectives.

The relationship between rebranding and visual identity is that rebranding frequently entails altering a product's visual identity. Rebranding is performed to improve the product's image in the eyes of consumers; a change in visual identity can aid in this process, since visual components can leave a lasting impression on consumers and assist separate the product from its competitors. Depending on the aim of the rebranding and how the product is introduced to customers, visual identity adjustments are not always necessary during the rebranding process. The Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis of MSMEs is used to identify the first analysis of the choice to rebrand, and this research intends to provide recommendations for product rebranding in MSMEs based on SWOT analysis.

2. METHOD

2.1 Product Branding

The process of developing a distinct identity for the goods or services offered for sale by a particular business is referred to as product branding. The identity may be a name, a symbol, or a design, or it may be a combination of all three of these elements [23]. Product branding is a strategy that can be utilized to differentiate a company's offerings from those of competitors and to make those offerings appear more appealing to customers [24]. The objective of branding a product is to increase the likelihood that consumers would purchase that thing by giving the impression that the product is more trustworthy and professional than it actually is.

2.1 SWOT Analysis

An activity known as SWOT analysis consists of compiling and analyzing a company's Strength, Weaknesses, Opportunities, and Threats [25]. Both the company's strengths and weaknesses come from within the organization [26]. The advantages of conducting a SWOT analysis are extremely helpful for assessing the challenges and dangers that the firm will have to confront in the future. The following is a list of some of the advantages of conducting a SWOT analysis [27] such as Companies can choose strategies to meet the company's vision and purpose and goals, and stakeholders can learn about the condition of the company's internal and external variables as part of a plan to determine the future of business continuity.

2.2 Analysis Method

This study employs a qualitative methodology [28]. The data collection process is conducted by observing MSME businesses in the online culinary field. To make it easier to make rebranding recommendations, one MSME is selected which still uses online marketing and sales via WhatsApp, namely culinary businesses, especially king bakery pancakes, branding of business products that have been carried out include only product photos in business identity, so a special rebranding of the MSME's logo is required.

3. RESULT AND DISCUSSION

SWOT Analysis Related to Product Branding

SWOT analysis is a technique used to evaluate a product or company's Strength, Weakness, Opportunity, and Threat. SWOT analysis can be used to evaluate the branding of MSMEs products and establish the optimal plan to boost competitiveness and gain consumer interest[25].

It is possible to identify the strengths of MSME product branding based on characteristics such as high product quality, competitive prices, and appealing designs. Good product quality can encourage consumer satisfaction and brand loyalty, while competitive pricing can increase the product's appeal. A visually appealing design can make a product more appealing and memorable to consumers.

The weaknesses of MSME product branding can be characterized by characteristics such as the absence of HR support from MSME enterprises in improving product branding, despite the fact that product branding does not need to be expensive. Before using online social media for promotional purposes, the product branding must already exist and be adaptable to customer segmentation. The connection with product branding is that many consumers of the king bakery business only recall the business name, but not the product logo as a visual identity, because the king bakery MSME business utilizes just photographs of the product as its logo.

Opportunities for branding MSME items can be discovered based on factors such as rising market trends, the expansion of the e-commerce industry, and government initiatives aimed at assisting MSME businesses. Increasing market trends can increase consumer acceptance of MSME items, while the expansion of the e-commerce industry can increase MSME products' accessibility to customers. Aside from marketing and sales approaches, the opportunity for MSMEs is the use of tools or software. Branding logos and others are today relatively simple to create and can be tailored to the demands of a particular consumer segment or business location. The logo of MSMEs has the ability to become a defining trait for consumers and potential consumers. Obviously, the exploitation and optimization of promotional media must be complemented by a visually appealing and distinctive brand identity.

Threats from branding MSME products can be identified from factors such as intense competition, distribution issues, and product quality issues. Intense competition can make MSME products less attractive to potential consumers. Business competition both in terms of product variants is certainly a threat to MSME businesses, on the other hand, digital marketing strategies must also be carried out, currently marketing in MSMEs only uses via Whatsaap so that it is very minimal in terms of sales, besides that, in relation to product branding, in maximizing promotion, an attractive logo branding is needed so that it can attract the attention of consumers, and can be remembered by consumers both in terms of product logos and specifically on the products being traded, of course, business logos also determine the awareness of product brand awareness from consumers.

Concept of Product Branding

In building a brand or business, there are numerous things to plan, including designing a product's identity, such as its logo, packaging, signage, and corporate profile [17]. A logo is a graphical representation of a brand's ideogram, symbol, emblem, icon, or sign. The logo is the most visible physical characteristic. Creating a good and appropriate logo also requires the incorporation of intangible brand characteristics (vision, mission, values and culture). Packaging is a container for items that consists of the container's physical appearance, including color, design, form, labeling, and materials utilized. Therefore, the first step entails determining the rebranding of the king bakery's logo.



Figure 1. Logo design for MSME business

Based on Figure 1, it can be deduced that the business logo incorporates the concepts of crowns and pancake bread, as the business product segment on pancake bread is added to the crown logo to signify that it has the potential to become a dominant business, particularly in pancake cake products, dominating in the sense of having many business branches in various locations.

Figure 2. Variations of MSME Business Logos

In the king bakery UMKM business, the influence of branding on logo creation is as a form of a product's characteristic or identity, employing the concepts of a simple and memorable logo. The minimalist approach is meant so that the text elements simply employ the name of the business, and the use of the crown emblem and pancakes to signify that this business offers pancakes makes it easy to remember. The adoption of this notion will have an impact on the business's marketing efforts. The use of the font type Lobster 1.3, which is intended to be a very eye-catching font for logos.



Figure 3. Example of Logo Implementation

Adjustments are made to the use of color in order to create a pleasing color texture. The inclusion of the pancake emblem to the logo, the addition of the pancake cake logo, is due to the fact that the pancake product is a best-seller, and it is hoped that this logo would increase customer interest in MSME firms. In Figure 3, there are several examples of the application of business logos that can increase the authenticity of the logo as the visual identity of micro, small, and medium-sized enterprises (MSME) businesses and increase consumer brand awareness of MSME businesses and their products in particular.

4. CONCLUSION

The conclusion of the study is that rebranding MSME items products with a visual identity is crucial for brand identification. This is due to the fact that rebranding can strengthen a product's visual identity, make it easier for consumers to remember, and improve the product's image. According to the results of the SWOT analysis, the reason for rebranding the product logo on the pancake king bakery cake business is because consumers are generally unfamiliar with the visual identity of MSME businesses, remember only the business name, and are unfamiliar with the business logo because they only use product photographs. The study's conclusion is a recommendation for product rebranding, particularly in terms of logos, by utilizing a basic and easily-remembered logo concept so that consumers may recall it fast. It is anticipated that with this logo makeover, MSME firms will attract more clients.

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