

Visual Identity Design for Mas Joko, the Auto Trader Efforts to Increase Brand Awareness

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This research aims to redesign the Mas Joko Pedagang Oto logo and standardize its application through application media. The research method uses research and development with a descriptive approach. The design technique uses Designing Brand Identity while data collection is done by observation and interviews. The results of the redesign of "Mas Joko Pedagang Oto" have a visual identity that is more appropriate to the brand's vision and mission and specific scope and meaning according to the needs and objectives of the Mas Joko Pedagang Oto brand.

Keywords: Logo, Raised Letters, Visual Identity, and Brand Awareness

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1. Introduction

Branding is a company's communication activity to make the company's name bigger, while rebranding is the practice of forming a new name for the company where there is a total change in identity, what changes are the values in the brand itself [1]. Effective branding is not just having a catchy logo or name, but also an effort to build a strong, consistent and attractive identity [2]. This shows that brand identity is very important because building brand awareness and recognition is facilitated by a memorable and immediately recognizable brand identity and also the visual and verbal expression of the brand [3]. For that reason, building a brand identity can improve business by adjusting market targets that can solve problems faced by the company [4].

The role of brand awareness is related to the strength of the brand in the memory of consumers, aimed at the ability of consumers to identify several elements such as the brand name itself, logo, symbols, characters, packaging, and slogans, under different conditions to get a good impression of the product produced [5]. The problem is, many business people ignore the importance of visual identity in developing their business because business people create logos only as a complement and are not consistent in using every visual aspect of their brand, even though visual identity has a big influence on purchasing decisions and becomes an identifier in the market [6]. Another problem occurred with the brand "Mas Joko Perdagangan Oto", Mas Joko Perdagangan Oto is a brand established in 2019 in the automotive sector. The products of this brand are modified Vios Limo cars used by taxis in Indonesia which are resold. Marketing for this brand uses social media, because most of the customers come from social media throughout Indonesia, even TKI (Indonesian Migrant Workers) abroad order from Mas Joko Perdagangan Oto. Mas Joko Perdagangan Oto's marketing activities are carried out online and offline in ordering modified cars. Image of the Mas Joko Perdagangan Oto logo in 2019.



Fig. 1. Logo of Mas Joko Auto Trader 2019

The problem faced by Mas Joko Perdagangan Oto (Car Trader) was the inappropriate logo implementation that aligned with its vision and mission. Mas Joko Perdagangan Oto's vision is committed to becoming the number one exemplary repair shop in Indonesia by providing quality services and products. The mission is to maximize service and products, provide a quality customer journey that is appropriate and suited to the target market, utilize quality service, provide appropriate solutions to every client's problems, ensure employee welfare, and utilize tools that meet Indonesian National Standards. However, the logo is too focused on only one medium, YouTube, is not representative of the car modification business, lacks appeal to a wider audience, hinders branding in building strong brand recognition, and lacks a graphic standard manual as the brand's body.

Based on these issues, the idea for this visual identity design is to address Mas Joko Perdagangan Oto's needs by redesigning its logo to strengthen its visual identity, which previously lacked strong characteristics for Mas Joko Perdagangan Oto. Based on this problem, the aim is to design a Logo & Graphic Standard Manual that is appropriate and appropriate for the Mas Joko Perdagangan Oto brand; create a strong representation and describe the values, image and message that the brand wants to convey to the public; make the brand more easily remembered by the general public; and design visual elements with character to support the design of the visual identity of Mas Joko Perdagangan OTO in an effort to increase brand awareness by designing a logo, graphic standard manual, and embossed letters.

2. Literature Review

Visual communication is a series of processes that aim to convey information or messages to other parties through media that can only be understood through the sense of sight, therefore DKV is not only a creative process, but is also a combination of art and technology that is used to communicate ideas effectively [7]. Visual communication design is a science that studies the concept of communication with the expression of creative power applied in various visual communication media by processing graphic design elements including images (illustrations), letters, colors, composition and layout [8]. Visual communication design aims to inform, influence, and even change the behavior of the target (audience) in accordance with the goals that are to be achieved by taking into account functional, aesthetic, and various other aspects from research, thinking, brainstorming, and from previously existing designs [9]

To support the "Mas Joko Perdagangan Oto" brand, the brand can create a positive impression by building brand identity, creating customer loyalty, and expanding marketing networks. Brand identity can provide purpose, direction, and meaning to a brand [5]. Brand identity design is the process of creating visual and narrative elements that define a brand or company's identity. The goal is to create a cohesive, recognizable brand image that differentiates the brand from competitors in the marketplace [10]. In addition, brand awareness is necessary for developing brand equity. Brand awareness refers to the extent to which consumers can identify a brand. Brand awareness is related to the strength of brand information, which

allows marketers to measure consumers' ability to identify the brand under various conditions. Brand awareness is necessary for developing brand equity. Brand awareness refers to the extent to which consumers can identify a brand. Brand awareness is related to the strength of brand information, which allows marketers to measure consumers' ability to identify the brand under various conditions [11].

The visualization elements in redesigning the “Mas Joko Perdagangan Oto” logo use a moodboard to explain the object being studied so that it can be revealed and analyzed, especially the physical aspects of the object; the use of colors is adjusted to the request from Mas Joko Perdagangan Oto, primary colors as the right color choice to describe the visualization of the brand; typography: the typography on Mas Joko Perdagangan Oto must have a firm impression because the Mas Joko Perdagangan Oto brand wants to highlight a strong, fast, trustworthy, and modern character. The font model desired by the owner of Mas Joko Perdagangan Oto is a Sans Serif Font and has a thick character and has angles that are not sharp; and the design of the shape on the new Mas Joko Perdagangan Oto Logo is designed to be more assertive to highlight the masculine side of the Mas Joko Perdagangan Oto Brand. On that basis, the awareness of the owner of Mas Joko Perdagangan Oto made a redesign for his logo. With the aim of the logo having more character and the right purpose in the vision and mission of the Mas Joko Perdagangan Oto Company.

Framework

Based on the visual identity design concept description for Mas Joko Perdagangan Oto, an effort to increase brand awareness using a logo, graphic standard manual, and raised letters, the framework is illustrated below.

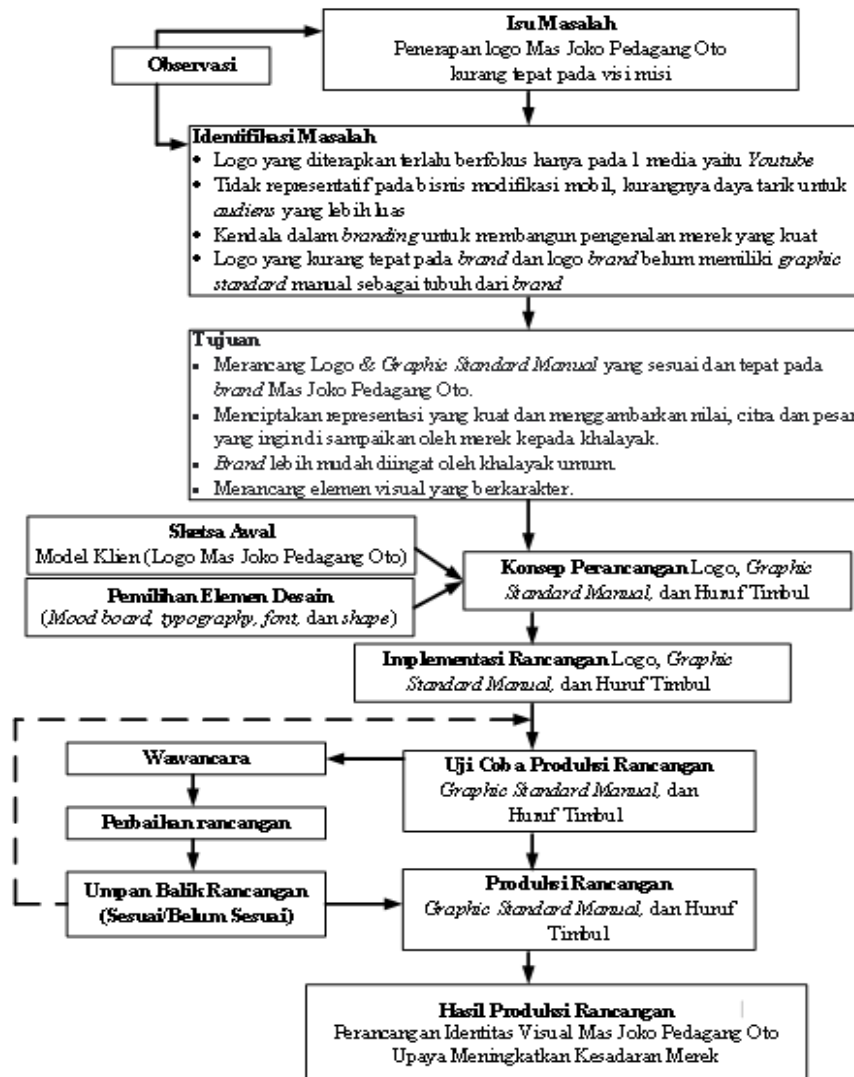


Fig.2. Thinking Framework

3. Research Method

Research Approach

The Research and Development method is a research method used to produce a specific product and test its effectiveness. This research employs a pre-production, production, and post-production research model. The goal is to create a visual identity design for Mas Joko Perdagangan Oto, an effort to increase brand awareness. Data collection techniques include observation, interviews, documents, theoretical literature, and research journals. Furthermore, the ideation method is implemented through insight, key facts, and mind mapping.

Mind Mapping

The mind mapping of the visual identity design for Mas Joko Perdagangan Oto, an effort to increase brand awareness, utilizes visualization techniques to structure information by mapping the relationships between ideas.



Figure 3. Mindmap

4. Results and Discussion

Pre-production stages

The pre-production stage involves preparing the visual identity for Mas Joko, the Car Trader. The next step is to create a design using: Mood Board, The mood board design uses the object under study to reveal and analyze its physical aspects.



Fig. 4. Moodboard

Color Scheme, The color scheme used to redesign the Mas Joko Perdagangan Oto logo uses a primary color scheme tailored to Mas Joko Perdagangan Oto's request. Primary colors are the perfect color choice to reflect the brand's visualization. Primary colors have bold characteristics and are more striking. This color choice aligns with the Mas Joko Perdagangan Oto brand's strong vision and mission.

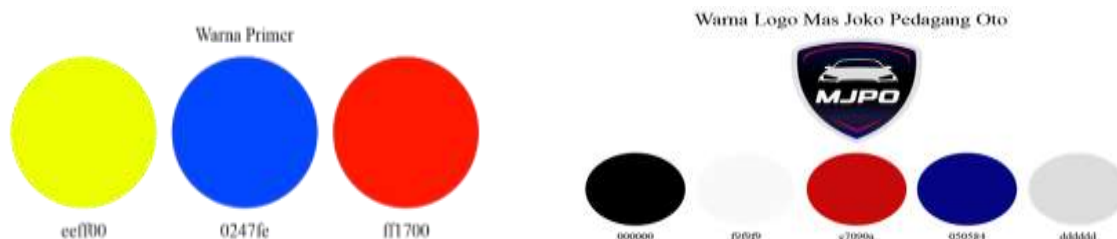


Fig. 5. Color Scheme

Font, The typography for Mas Joko Perdagangan Oto (Car Trader) must have a bold impression because the Mas Joko Perdagangan Oto brand aims to emphasize a strong, fast, trustworthy, and modern character. The font model desired by the owner of Mas Joko Perdagangan Oto is a sans serif font with bold characters and smooth angles. The designer used a sans serif font called "Designer Regular." Complete schematic of the "Designer Regular" font.



Fig. 6. Typography

Shape, The shape used in the new and old Mas Joko Perdagangan Oto logos share similar characteristics. This includes the smooth, sharp corners and the choice of fonts that share the same character. However, the new Mas Joko Perdagangan Oto logo is designed to be more assertive to emphasize the masculinity of the Mas Joko Perdagangan Oto brand.



Fig.7. Logo Shape

Production Process Stages

The Mas Joko Oto Trader logo design is the result of an update to the previous logo. This was done to align with the more specific vision and mission of Mas Joko Oto Trader. The selected logo aligns with brand requirements and meets logo design standards, including copyright-free design, size, logo margins, color scheme, layout, special exceptions, and media application. This logo symbolizes strength interwoven with elegance. The shield shape represents protection and resilience, creating a sense of security for users. The forward-facing car element signifies mobility and prestige, reflecting progress and success. This combination reflects the spirit of achieving the vision and mission goals with precision and confidence.

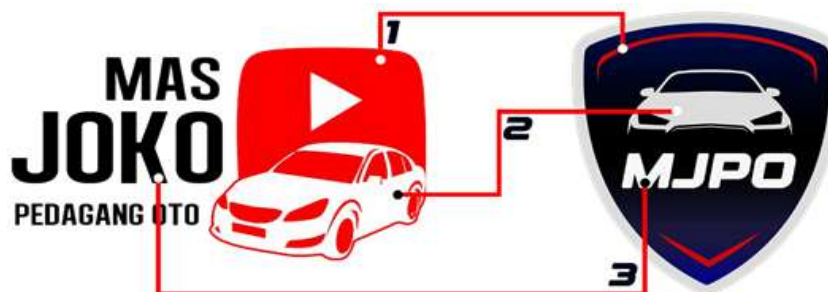


Fig. 8. Logo Changes

In point 1, the changes made concerned the shape. This changed the element representing YouTube to a car spoiler, with a "V"-shaped accent representing the Vios. The changes shifted the meaning, initially representing a platform or media used by the brand for promotion, to a car element. The color of this shape

remains the same, primarily red. However, the red in the new logo is darker for an elegant look.

Point 2: The shape has become more assertive. This element still represents a Vios car; in the new logo, the Vios element emphasizes the modification rather than the original car. The forward-facing direction of the car element signifies a strong sense of assertiveness and confidence in the brand.

Point 3: The brand name was changed to an initial character to create efficiency and effectiveness in reading the logo. The application of minimalism principles leads to this brand name. The font used was also changed to a more bold Designer font.

Implementation of the Graphic Standard Manual

The Graphic Standard Manual was created after agreement between the designer and brand owner, according to the brand's needs. The creation of a Graphic Standard Manual for logos aims to maintain strong visual consistency, ensure effective brand recognition, and prevent misuse of the logo.

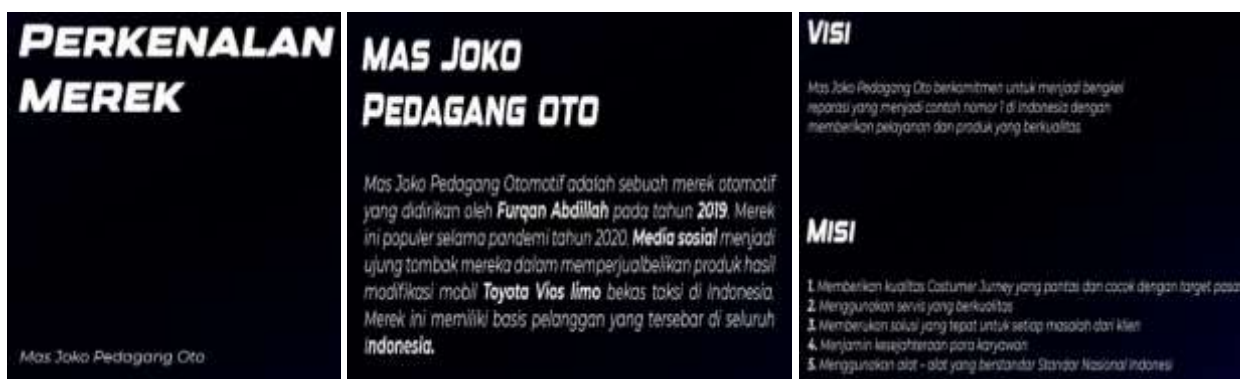


Fig. 9. Brand Introduction

Identity Elements

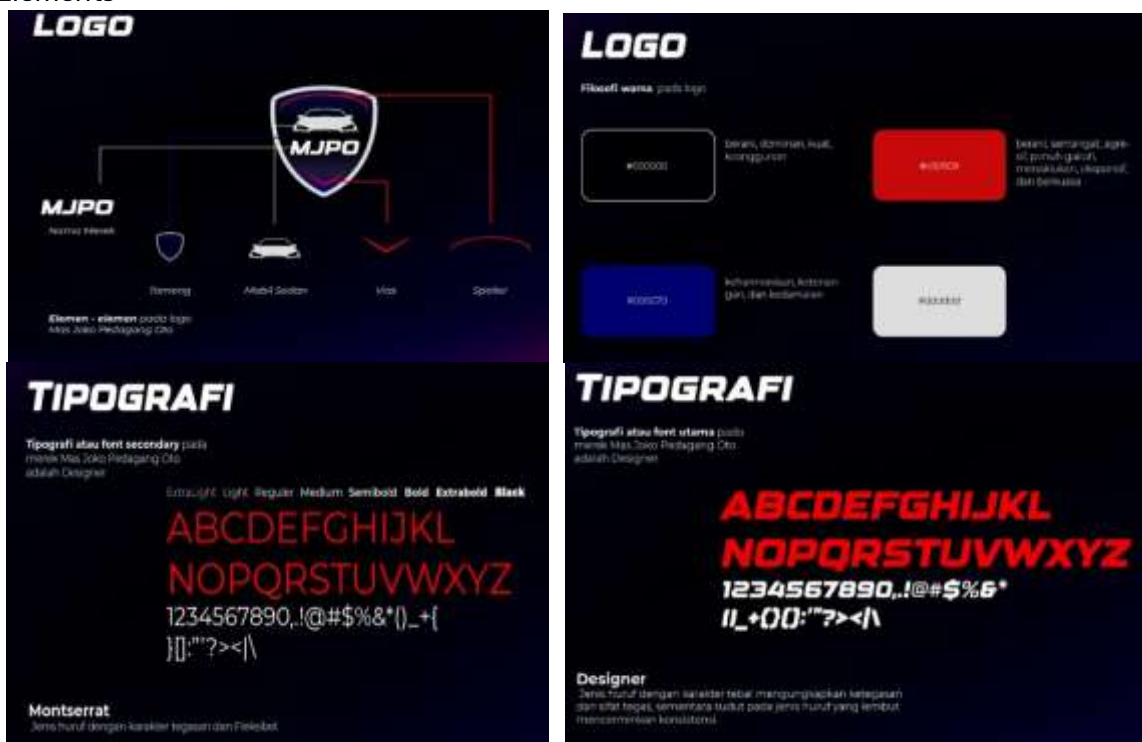


Fig. 10. Identity Elements

Post-Production Stages

The post-production stage is the final phase in creating a design project, involving the completion of the

visual identity design for Mas Joko Perdagangan Oto. The visual identity encompasses all visual elements used to build and reinforce Mas Joko's business image, such as the logo, color scheme, typography, and other design elements, aimed at creating a consistent and compelling visual impression by producing a media application.

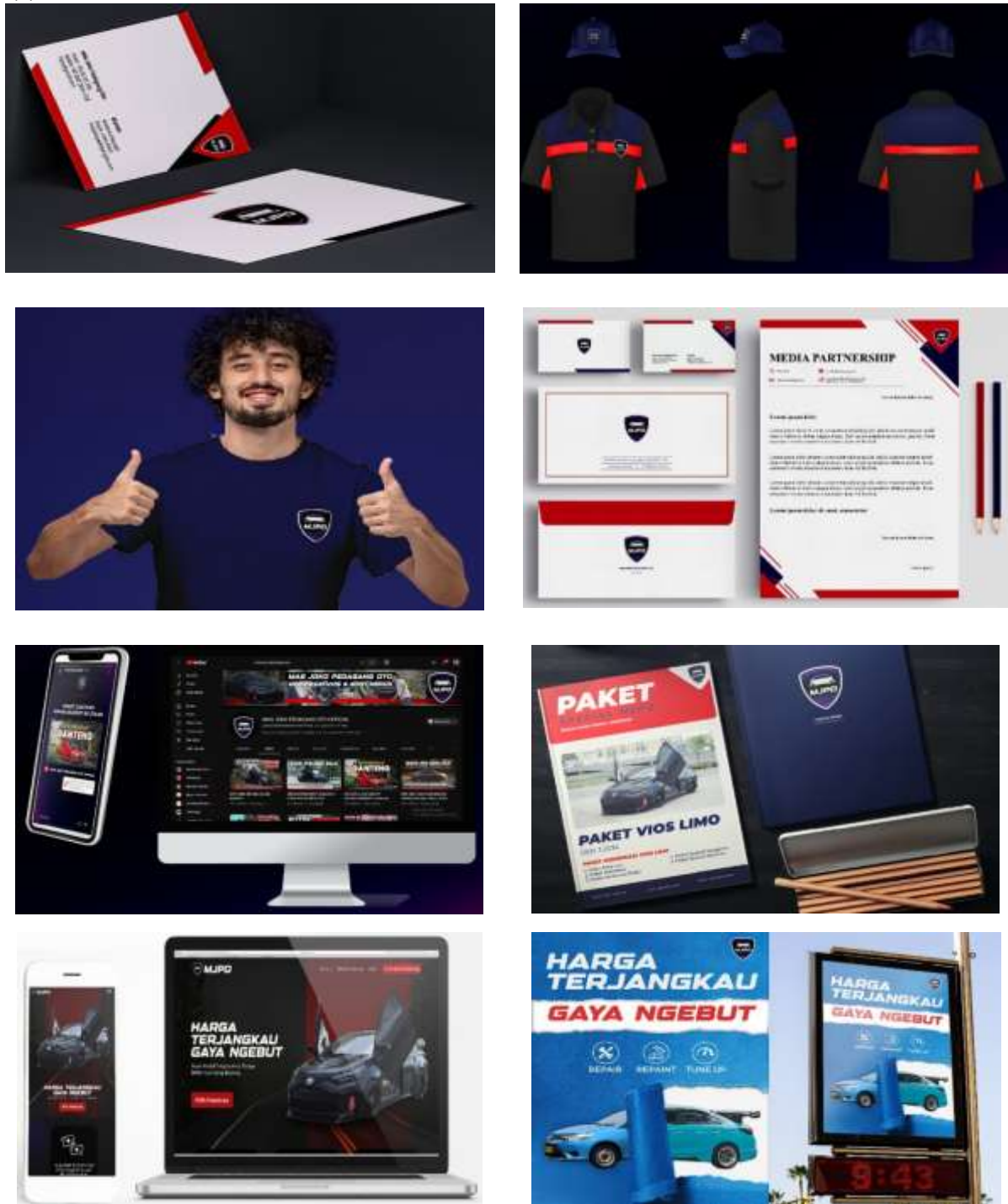


Fig.11. Application Media

The visual identity design for Mas Joko Perdagangan Oto (Car Trader) is designed to increase brand awareness. In this visual identity design, a strong visual identity plays a crucial role in increasing brand awareness and has proven successful in building brand awareness among the target audience and market. Consistency in visual elements such as logos, colors, and typography helps build a memorable brand image for the target audience. Efforts to increase brand awareness also involve strategic communication across

multiple channels. The synergy between visual identity and effective communication helps achieve this goal. Implementing a Graphic Standards Manual is key to maintaining visual consistency as the business grows, and engaging various stakeholders ensures that brand values are well-reflected in the visual elements. This overall project demonstrates that a well-planned visual identity, appropriate communication support, and consistency management are crucial factors in building successful brand awareness.

Efforts to increase brand awareness are a strategic step to ensure that the designed visual identity helps increase public recognition and recall of the "Mas Joko Perdagangan Oto" brand. With a strong and consistent visual identity, it is hoped that this brand will be more easily recognized by potential consumers, ultimately enhancing its reputation and appeal in the market.

The visual identity design for Mas Joko Perdagangan Oto (Mas Joko Oto Trader) is an effort to increase brand awareness. Developing a visual identity requires careful consideration of the brand's characteristics and the profile of the target market. A strong visual identity is key to building a prominent and recognizable brand, enabling the brand to speak clearly and compellingly to its audience.

Overall, the visual identity design for "Mas Joko Perdagangan Oto" (Mas Joko Oto Trader) is a crucial step in ensuring that the visual identity created is not only attractive and consistent but also effective in building and increasing brand awareness among the target audience. This process involves refining visual elements, applying them to various media, and testing to ensure that the visual identity helps the brand be recognized and remembered by consumers.

5. Conclusion

The hybrid animated film tells a story about dating from an Islamic perspective and is intended for Muslim adolescents. The purpose of creating this film is to provide a warning that dating is not part of Islamic culture and is strictly prohibited for every Muslim. Through this animated film, it is hoped that viewers can understand the consequences of violating religious teachings regarding relationships between men and women. The resulting animated film can also provide benefits to the general public, particularly in enhancing understanding of Islamic values related to male-female relationships. By utilizing hybrid animation technology, the film is expected to attract attention and provide a better understanding to viewers, especially young Muslim audiences.

The author recommends avoiding all forms of sinful behavior that contradict Islamic teachings, emphasizing the importance of safeguarding oneself from actions that lead to sin, in accordance with Allah's commandments.

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