

Visual Communication Design Of Pandai Sikek's Brand Identity

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Abstract

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The skill of Pandai Sikek songket weaving is one of the businesses that supports the economy of the Pandai Sikek area itself. Apart from that, it attracts tourists to buy souvenirs typical of West Sumatra. Promotional Video is very important because building awareness and Brand recognition is facilitated by a memorable and instantly recognizable identity and visual and verbal expression of the brand. brand identity, expression, communication, synthesis, and visualization support. From the method of data collection in the form of observation, interviews and literature will be studied further through analysis and synthesis so that this brand identity is right on target. the results of this design helped increase the popularity and recognition of the identity of Pandai Sikek Village to the world. This research resulted in a level of success in building a brand using promotional videos.

Keywords: Branding, Design, Identity, Technique, Promotion

INTRODUCTION

Indonesia is a country that has a variety of cultures. Each culture has its own arts and crafts. One of them is the Pandai Sikek songket woven fabric from West Sumatra which has long been known. According to Hasselt, it is estimated to have existed since 1880[1].

Songket woven sikek physically functions as an expression of traditional philosophical values in accordance with Minangkabau culture and customs, and the existence of works that are created can be understood and accepted by society, socially as a status symbol because of prestigious fabrics using silk threads and gold threads expensive and limited marketing (Hasselt, in Dobbin, 1992: 280). Certain shapes and motifs are adapted to the ceremonies that take place, such as the appointment of princes, weddings, births (bathing), and death. Personally as clothing needs are used in various traditional ceremonies, weddings, graduations, official events[2] . Pandai Sikek's songket weaving

expertise is one of the businesses that supports the local economy of the Pandai Sikek area itself. In addition, it attracts tourists to buy souvenirs typical of West Sumatra. There are eight songket weaving entrepreneurs in Pandai sikek, including the Pusako Weaving House owned by Hj. Sanuar, Hj. Fatimah Sayuti Weaving House led by Hj. Emila Fatma, One Work owned by H. Mafrizal, Pusako Minang owned by H. Chan, Pandai Sikek Accessories owned by H. Melfi, Beautiful Karya Weaving House owned by Yusneli, and Nela Souvenirshop owned by Hj. Asmar. The place to buy and see the process of making songket weaving is Nela Souvenirshop, owner of Hj. Asmar. The manufacturing process takes about 3 months to complete a piece of songket woven art made from silk. However, it is a pity that this art of craft, which is full of philosophical values, is rarely occupied by the younger generation. Especially now that there is competition in marketing for many counterfeit products that are not original from the Pandai Sike area. It should maintain local arts which is also the same as maintaining

local wisdom. This happens because the brand identity and promotional media are not well designed so that they cannot compete in the international market[3][8][9]. Brand identity is very important because building brand awareness and recognition is facilitated by a memorable and immediately recognizable brand identity as well as the visual and verbal expression of the brand. identity support, express, communicate, synthesize, and visualize the brand. Brand identity is an asset that needs to be managed, maintained, invested in[10]. It is important to be well designed because brand identity helps us to interpret and select the unlimited number of signals that we are exposed to everyday. In fact, the human brain can process images about 60,000 times faster than it processes words. That means having an excellent brand identity, can sell products to consumers not only faster but more efficiently[5][6][7].

RESEARCH METHODS

Data collection in this design includes a search for library data and visual data. The data in question relates to the central problem in this brand identity, the obstacles, and the solutions that will be offered. From the method of data collection in the form of observation, interviews and literature, it will be studied further through analysis and synthesis so that this brand identity is right on target. The literature study was conducted based on books related to design themes, including Brand Identity and Nela Souvenirshop Weaving Songket Pandai Sikek.

The method to be used in the initial data analysis process uses 5W + 1H analysis (What, Who, Why, Where, When and How), 5W + 1H analysis is considered more effective because 5W + 1H analysis can produce an initial picture. The conclusions from the results of the initial data analysis will be used in the Target Audience analysis process using the Target Audience personification, Consumer Journey and Consumer Insight methods.

RESULTS AND DISCUSSION

In The Oxford American Dictionary (1980) the definition of brand is as follows: Brand (noun): a trade mark, goods of a particular make: a mark of identification made with a hot iron, the iron used for this: a piece

of burning or charred wood, (verb): to mark with a hot iron, or to label with a trade mark. (Brand (noun): trade mark, particular goods make: identification mark made with a hot iron, iron used for this: a piece of burnt or charred wood, (verb): to mark with a hot iron, or to label with trade marks)[10].

A logo derives its meaning from a quality that is symbolized, through corporate culture, positioning, history or aspirations. An ideal logo as a whole is an instrument of self-esteem and values capable of creating a positive image. In the end, it is a reflection of the business image of companies, institutions, agencies, foundations and so on which is symbolized and represented in its entirety and totality, that the logo contains the meaning or meaning of a "policy of thought" and "certain purposes" of the business entity, a quality and values intended value[11].

The logo will differentiate and make it easier for consumers to find products from that company. The type, shape, and colors of a logo can in fact symbolize (or invite interpretation) certain values, cultural levels, as well as the attitudes and behavior of an organization.

Classification of logos

Classification of logos, regardless of the form or method of categorizing logos, for simplicity, you only need to know the following simple and basic things:

In terms of construction, logos are generally divided into 3 types, namely:

- a. Picture marks and letter marks are picture and writing elements that are mutually exclusive
- b. picture Mark Simultaneously Letter Mark Writing/mingling with each other
- c. letter mark alone is a writing element only

Logo Criteria

According to Rustan (2009) based on the initial function of the logo, the main criteria that cannot be denied are:

- Must be unique. Reflect and elevate the image of the entity at the same time distinguish from the others

- Must be able to follow the developments experienced by the entity in as long as possible. This means that the logo must be flexible and durable.

Characteristics of the Logo Shape

To determine the shape of the logo that suits the concept and personality of the entity, it is highly recommended to study the relationship between the basic shapes and the characteristics contained therein.

Here are some relationships between the direction of the line and its properties:

- Horizontal or horizontal line, means: Passive, static, stop, calm, serene, rational, formal, base, basic, plain, negative, minus, cancellation.
- Vertical or vertical lines, means: Active, high, majestic, noble, majestic, arrogant, spiritual, oneness, single, possession, strength, absolute leading.
- Slanted or diagonal line, means: dynamic, moving, directed, informal, unstable, prohibition, cancellation. Here are some basic form relationships and their properties:
- Circle, means: Dynamic, moving, speed, repeating, unbroken, without beginning and without end, eternal, quality, reliable, perfect, sun, life, universe.
- Quadrangle, means: Stable, quiet, solid, firm, rational, excellence, technical, formal, perfect, reliable, honesty, integrity.
- Triangle, means: Stable, silent, sturdy, majestic, firm, rational, trinity, fire, strength, mountain, hope, direction, progress, worth, holy, successful, prosperous, security.

Color Meaning

The following is a list of colors and their meanings[12]:

1. Gray means reliability, peace, elegance, humility, respect, stability, refinement, etc.
2. White means humble, pure, neutral, uncreative, youth, clean, respect, truth,

peaceful, cold, etc. live, aggressive grass, etc.

3. Black means classic, new, fear of depression, anger, death, rebellion, mystery, formal, elegant, etc.

4. Red means celebration, wealth, good luck, sincere, passion, fire, energy, strong, proud, energy, romance, love, etc.

5. Blue means sea, people, sky, peace, calm, believe, cold, old, water, ice, loyal, clean, air, wise, etc.

6. Green means high intelligence, nature, spring, fertility, youth, environment, aggressive grass, etc.

7. Yellow means sunshine, happy, happy, optimistic, intelligent, summer, etc.

8. Purple means noble, envious, sensual, spiritual, creativity, kingdom, rich in ceremony, mysterious, prominent, indecent, and others.

9. Orange means Hinduism, happiness, energy, heat, fire, aggression, arrogance, prominence, etc.

10. Chocolate means calm, brave, nature, land, fertility, rustic, stable, tradition, etc.

11. Pink means spring, gratitude, love, sympathy, feminine, romance, etc

5W1H analysis

Strength

- Has many variants
- Has a strong aroma
- Traditional products
- The packaging is more unique because it is handmade
- Using silk
- The products can be calming and refreshing
- Have started to enter the international market

Opportunities

- Scope the international market

- Strengthen branding
- Promote Nela Souvenirshop as a product of singkek clever songket weaving made from the best silk
- Job opportunities for housewives around the Nela Souvenirshop owner's house

Weaknesses

- Promotion of the upper class is experiencing problems because consumers do not trust the product
- There is no logogram
- There is no label uniformity in the product packaging design
 - Woven products are still not in accordance with the tastes of consumers outside Indonesia

Threats

- Emergence of competitors for the same new product
- Difficult to develop market share for the lower class
- There is uniform label design from competitors' products
- Lack of assistance from the government to develop promotions

S-O strategy

- Using many variants with silk materials to gain international market
- Empower housewives around the Nela Souvenirshop owner's house to earn income

W-O strategy

- Creating promotional media
- Creating a uniform logogram and product label design to strengthen branding
- Making products according to the demands of target consumers

S-T Strategy

- Uniformize the design of Nela Souvenirshop product labels while

maintaining attractive packaging characteristics

W-T Strategy

- More often holding Nela Souvenirshop product workshop exhibitions in various cities in Indonesia and abroad.

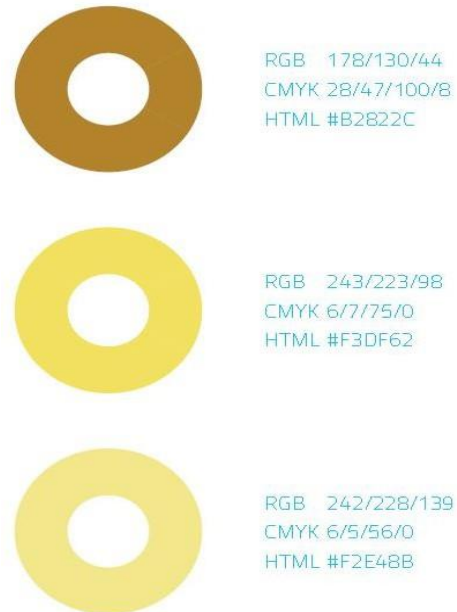


Figure 1. Color Study

The psychology of the golden yellow color, which symbolizes the color yellow, symbolizes majesty, brilliance, and shine, like the songket cloth for a prince's clothes, which reflects the behavior and understanding that must be original kuniang (yellow) and original lamak (delicious), not kuniang deck kunyik, and lamak Dek coconut milk (not yellow because of the turmeric, and not delicious because of the coconut milk) means that a person, especially the prince, must be baliko dinan bana, bajalan dinan luruih (speaking the truth, walking straight).

IMPORTANT ELEMENTS IN CREATING A GOOD VIDEO FOR PROMOTION

In the era of digital business, every company or agency, especially creative companies, definitely needs good promotions to introduce their products or services so that they are better known by many people. The key to success for

branding companies is implementing the right digital marketing strategy, for example by making video marketing or video branding. Apart from being able to save on promotional costs, videos that are shared through various social media platforms can reach more customers, both locally and internationally.

Promotional videos must contain advantages and information about the products of your company. Even though it looks simple, you can't just do the shooting process and use sophisticated equipment in making videos. You also need to pay attention to the important elements that must be in it, so that the resulting video is easy to remember and manages to win the hearts of customers.

Below are 8 important elements in making a good video for promotion.

Doing Research

Research is very useful for making sure videos will have selling points and determining what kind of videos will be liked by many people. What you need to pay attention to is the purpose of your video, whether you want to convey education, promotions, testimonials, or something else. Next define what action you expect after someone views your video.

Create Storyboards

Before starting to record a video, you should make some sort of visual outline for your video or commonly known as a storyboard. The storyboard consists of sketches that display the chronology of the video from start to finish. You can also enter any notes that will later be added to the frame.

Initial 5 Seconds

In the rules for writing, the first 5 seconds are the decisive seconds that will make the reader interested in reading. This also applies to video marketing. The first five seconds are crucial to determine whether or not your video content is

effective or not. Really think about what you want to say in those first 5 seconds.

Start Recording

If the storyboard has been determined, the equipment and other supporting resources are available, now is the time for you to record the footage you need. It could be that your video concept doesn't need footage but just a collection of various images. This will certainly save more time for shooting.

Edit Videos with Interesting Visual Elements

After the recording is finished, don't forget to combine several videos in the editor application. You can choose various editor application options available according to preferences. Do some research on similar videos so that your videos don't seem overdone or uninteresting.

Upload and Practice SEO!

Decide which platform you will use to upload the video. You can upload it on your own website page, on Facebook, or Youtube. So, so that later the video that you took the trouble to make will still be watched by many, practice SEO by researching certain keywords to make it easier for other people to find videos made by you.

Analyze the Results!

So, then you can analyze the results of the performance of your video by collecting the data that you find yourself. Find out the duration of each watch, viewer data, and other indicators that you can set yourself.



Figure 2. Video Building Strategy



Figure 3. Video Editing Process

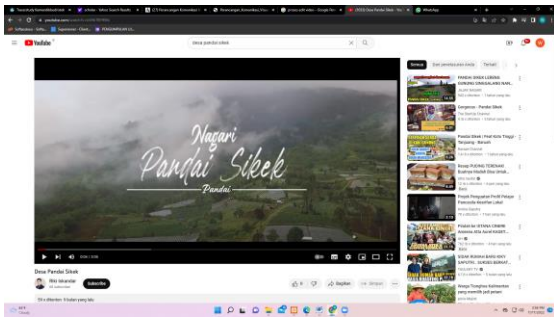


Figure 4. Video Was Publish to Public

CONCLUSION

Strategy in making promotional videos can be summarized in the production stage which includes pre-production activities, namely determining the concept and theme as well as the selection model as an addition to the appeal in video, where is the next stage of production video shooting was carried out in the field and the last is activity post-production namely selection, image editing and packaging video content by displaying featured tours in Pandai Sikek, with attention to the main aspects showing the beauty that exists at every tourist destination to attract viewer interest.

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