

## **Raising CV. Petra Kharisma Abadi's Brand Awareness to Its Target Market Using a New Logo, Brand Name, and Slogan**

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### **ABSTRACT**

*CV. Petra Kharisma Abadi*, now *PeKA*, is a company that makes and sells food-boxes in Magelang and Kedu areas. The customers are mainly from Magelang, 60% females 40% males, aged between 25 - 55 years. The main problem that I have found from the customer survey is lack of brand awareness, because the target customers cannot recognize the name of the company and its' product. From the customer survey, I found that the solutions are making a new brand name, logo, and slogan. Besides, the company must highlight the USPs (durability, beauty, and low price). I used theories that focus on my main subjects, which are brand awareness, brand name, logo, and slogan. There are three benefits from the solution: target customers can be more familiar with the company, can boost sales by having the target market's trust, and can later have a correct method of promotions after good branding.

**Keywords:** brand awareness; logo; slogan; brand name; promotions

### **INTRODUCTION**

The company that I have chosen for this thesis is called *Petra Kharisma Abadi*, or *PeKA* in short. It is a food boxes company that was established in 2013. *PeKA* is located on Jl. Magelang-Kopeng km. 1, Magelang, Central Java. The products mainly are rice and snack boxes and are usually used for catering matters when there are events such as meetings, regular social gatherings, and more. There are two types of their products, the coated / plain and floral patterns with varied sizes and weights. The floral pattern boxes' colors are green, pink, and red, and the floral ones also have additional patterns such as chains, lines, blocks, and cloves. The boxes' quality also depends on the paper material used, but they mainly use the material from PT Suparma. After asking the owner, the regular customers are already familiar with the logo of the company.

However, the logo is still not enough to show the target market what kind of company *PeKA* is. It still needs to at least have an indicator that the company sells food boxes in the logo, and a slogan to complement the logo and represent the identity of the company well. Also, because the regular customers are usually calling *PeKA* only "Petra", it shows that the abbreviation as *PeKA*'s brand name is still not strong enough for them and the target market to recall. After doing a small observation directed to the target market, it has been known that *PKA*'s target market still does not know much about *PKA*. In other words, the problem that *PKA* has is a lack of brand awareness. *PKA* still reaches brand non-recognition level by the target customers. The company does not yet have recognizable things to gain brand awareness, such as a clear logo to represent what they do and a slogan to make their brand more known. Some of the target market that can recognize the company also still does not have much information about *PeKA* and its products because in their opinions *PeKA* does not yet have a clear brand name and logo.

Most of the respondents from the short questionnaire also did not even recognize what kind of company is *PeKA* and what are the products that *PeKA* produces and sells in the market. While for the brand name, the company truly needs a new one to differentiate the products from competitors and stand out more in the eyes of target customers. Some people said that the

company name is not that easy to remember because it is too long and is not giving a clear image of what kind of company *PeKA* is. They are also still calling the brand name only with the name “Petra” based on the first word of the company’s full name. This cannot go on for too long because the name “Petra” itself has got many companies and institutions to use it as their business name.

There are some essential theories that I used to make the solution that I have proposed and made for *PeKA*. To support the process of making the project for the company, I gain the principles and guidelines from online platforms such as online journals, web pages, and e-books. The theories are about the definitions, purposes, and guidelines to make the ideal logo, slogan, and brand name.

### **Brand Awareness**

Swasty (2016) wrote that brand awareness is customer perceptions as reflected by brand associations that are held in customer’s memory. Creating brand awareness is the important first step in building brand equity and creating a positive brand image can be through marketing programs that link strong, profitable, and unique associations to embed the brand in a customer’s memory. The importance of brand awareness is to maintain or improve brand awareness, quality, and functionality of the brand on an ongoing basis, as written by Tulasi (2012, pg. 218-219). Brand awareness is not just knowing what people have a perception regarding a brand or a business. Four levels determine brand awareness, according to Aaker (1991):

- Unaware of a brand: it is the lowest level, in which customers do not know or realize about a brand or a product.
- Brand recognition: this level is the bare minimum, which happens when the customers choose a certain brand of a product when they are doing a purchase.
- Brand recall: this is when customers could recall a certain brand or product without any help from others to re-introduce it.
- Top of mind: a product can be considered as successfully reaching top of mind when the customers always mentioned that product or brand whenever is asked.

### **Brand Name**

The brand name is the first thing that the customers recall. Therefore, when choosing a brand name, any company must be careful when choosing it. Choosing brand names also usually involves experts’ help, they can be finalized after it is chosen with the help of people like employees and customers. According to the marketing literature by Dimitrieska, et. al. (2018, pg. 149-151), a brand name should be a central part of which other elements of the brand identity are being built. Preferably brand name is short, easily memorable, and refers to positive associations with the customers. Moreover, there are six categories of brand name by the brand association UnCommon Sense Consulting by Buzzworthy Branding (2013):

- A personal or family name is a brand name that uses the founder or the owner’s name. For example, Ford, Toyota, and Heinz.
- The name of the location is a brand name that indicates the company or product’s origin. For example, BMW and Fiji Water.
- Acronym is a brand name that is the abbreviation of a company or product’s actual name.
- Descriptive name that shows origin, characteristics, and values of the product or service.
- Ordinary words are a brand name that is from a word that people can find in daily life but is used unusually.
- Fictitious names, brand names that are not describing the company and the products. For example, Nokia, Nivea, Sony.

### **Logo**

A logo is a sole part of a company's communication efforts. With the growing competitiveness in the market these days, surely instant logo recognition is a good investment. The role of a good logo helps aid recognition of a certain product, especially for low-involvement and frequently purchased products like gasoline. A well-designed logo can lead to customers' faster recognition. According to Kohli, et. al. (2002, pg. 60-61) logo can help a brand in two ways: first, it can be used in conjunction with the name. The presence of visual cues such as color and shape make a person remember brand names better. Second, a logo can be used in place of a name when there is a space or time constraint. Like when putting up a certain brand's logo on a billboard, or with store-ready products. Both methods can stimulate purchasing. Mulyani (2017, pg. 27) wrote that a logo is a presentation, figure, or visual appearance that is always associated with a particular organization as a form of identity and part of corporate identity. As a corporate identity, a logo is like a body part that can express the heart of a product or company. Characteristics of the logo must be original and distinctive, legible, simple, memorable, easily associated with the company, and easily adaptable for all graphic media.

### **Slogan**

For slogans, the definition is words or short sentences that are used as the basis for guidance (way of life), the main principle of a business, organization, and so on. Short and memorable phrases in slogans can catch customers' attention as well as distinguish products or services. The content of the slogan describes the vision, goals, and expectations of an activity, or organization or company, and informs a thing. (Widiyanti, 2019 pg. 14-15). The slogan is also often presented as jingles because this form has a good probability of doing a better job in enhancing the memory and recall of a brand. However, the most crucial thing for a slogan is its link to the brand name. Regardless of how memorable it is, a slogan cannot help to raise brand awareness if it does not have a strong association with the brand.

### **Promotion**

The promotion comes from the word "promote" in English which is defined as developing or increasing. Tjiptono (2008) explained that promotion is a form of marketing communication. What is meant by marketing communication is a marketing activity that seeks to proclaim information, influence or persuade, and/or remind the target market of the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. The promotion also can be interpreted as an effort or communication tool to introduce a product from a particular company so that it can be known to the public and attract buyers to increase company sales (Muhadi, 2015 pg. 27). The promotion also makes it easier for business owners to plan the next step in future marketing strategies because this is the only way to communicate directly with prospective customers. Castagnol (1972) wrote that promotion can be defined as a marketing practice that consists of the temporary addition of value to a product or service, which gives a specific advantage to the target market by a precise and measurable objective. The role of promotion is to communicate with individuals, groups, or organizations and to be a facility to exchange information reassuringly so that one individual or a group of target customers can accept a product or service (Novak, 2011 pg. 506-507).

### **METHOD**

The purposes of the data collection are to know if the target market is ideal like what I am expecting, to know the ideas about a good branding for *PeKA* from the target market's eyes, and to justify the problem and solution that I am proposing. I gained data by using an online questionnaire (Google Forms) and by interviewing some of the target respondents. The online questionnaire's link is given out via my Instagram story and WhatsApp status from April 29 - May 5. I asked further questions to some respondents after looking at their responses and will be

given a chance for them to ask about the company if they do not know about it yet. I targeted 40 people in total, combined with prospects and loyal customers. The criteria of the respondents that I have chosen are any gender (male and female), occupation is food and beverages business owners, and the loyal customers of *PeKA* with the age from 25 years old – 55 years old, especially from Magelang and Kedu area (outside of Magelang).

## FINDINGS AND DISCUSSION

Apakah Anda tahu tentang CV. Petra Kharisma Abadi (PeKA) dan produk-produk yang dijual oleh perusahaan ini?  
45 responses

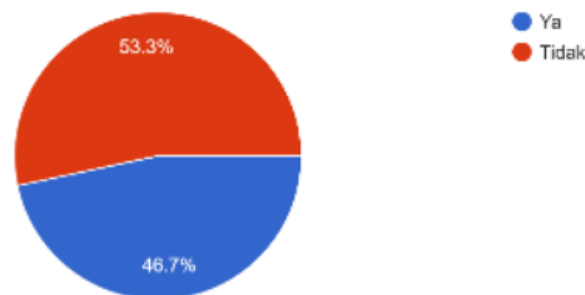


Figure 1

The pie chart in Figure 1 above shows that the respondents are still confused and do not know about *PeKA*, about both the company and the products. The respondents are confused because there are so many names to call for the products. While for the others who do not know, mostly answered in my interview that the company has not given a clear identity to the target market. Some respondents also often call the company with only the front name, which is “Petra”. It is not good because the name is often used by companies or institutions nowadays, so the company needs a different brand name.

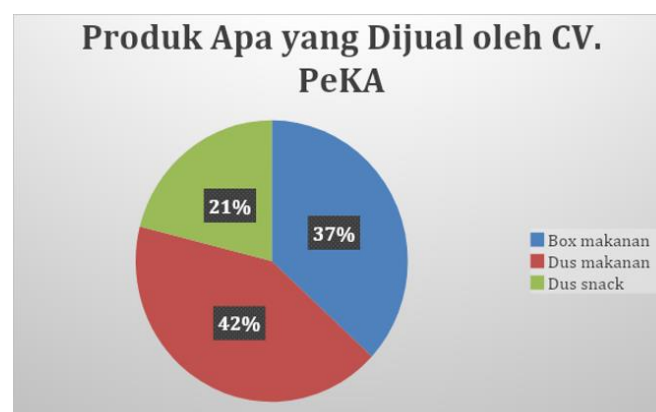


Figure 2

While for Figure 2, it also shows that after being confused with the brand name of the company, the respondents also still do not know what to call the product that *PeKa* sells in the right way. The answers are divided into three, as shown above, which are box makanan, dus makanan, and

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dus snack. Most of the respondents answered dus makanan, followed by box makanan, and lastly dus snack. That is why, the solution that I have proposed and made is the right choice for *PeKA* to help them raise brand awareness and build a stronger brand in the eyes of the target market. In that way, the company can stand out and can be differentiated with its competitors in terms of product and selling prices.

**The Findings of the Tools**

Out of five designs, I have made a simple questionnaire for the target customers to choose from. Not only asking them, but the owner, of course also participating in choosing the new logo. It is so that I can gain many opinions and views regarding the designs. The key components of the branding tools that I will make are the message about the USP and language style that is implied on the slogan. The message is for the logo and slogan to clearly show the image of the company and what products *PeKA* is selling, later I will also include a form of food box in the logo. Then, for language style, it will be the highlighted part of the company slogan, in which I will use a semi-formal Indonesian.



Figure 3

The components of the logo are divided into three main components, which are logo shape, color, and language that is included in the slogan. In the middle of the logo, it is written the brand name for the company which is “*PeKA*”. For the color, *PeKA*'s new logo consists of blue and yellow. Blue represents quality in terms of the product's beauty, and reliability which is very connected to *PeKA* because quality and reliability are *PeKA*'s unique selling points (USP) in terms of the products. Then, yellow represents enthusiasm and approachability which are also the USP of *PeKA* which means the company is very enthusiastic with the customers and what they do also the company's products and services are approachable to everyone. While for the slogan, it is formed with a semi-formal language because of the word combination. I decided to use 'box makanan' or 'food box' in English because the words looked more sophisticated and reputable than the previously used word (dus makanan).

Regarding the logo, I also asked the target customers about the designs, and I have the respondents' thoughts on the designs. From 5 different designs, the logo above is the final design that the target customers have chosen, as seen from the Figure 4 below.

Dari 5 pilihan ini, manakah desain yang Anda sukai? (bisa memilih lebih dari 1)

15 responses

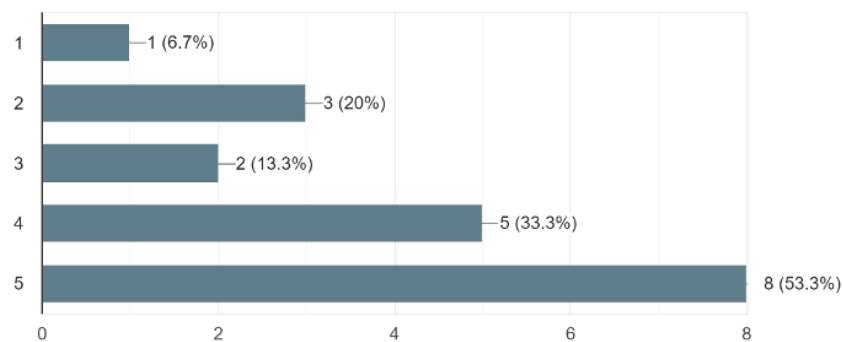


Figure 4

I also asked the reason why they chose the logo, and the respondents said that the logo above has given a clear image of what kind of company *PeKA* is. There are three types of answers that I have provided for the respondents to choose, and most of them answered that the number 5. The reason is because the logo design already given a clear identity to *PeKA*, and they know what products *PeKA* is selling. The result of choosing the final logo design is shown in the Figure 5 below this paragraph.

Mengapa Anda memilih desain tersebut?

15 responses

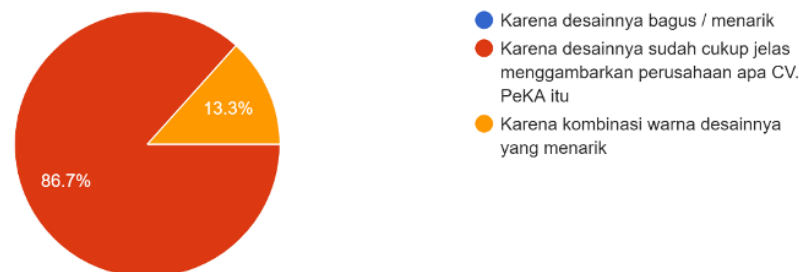


Figure 5

Not only asking from the target customers, but there are also several reasons why the logo above is the chosen one. Besides the logo having a clear image to represent what kind of company is *PeKA*, it is also having a fresh combination of colors that shows the strength and the uniqueness of the company and its products. Having new colors in the logo, hopefully, the company can attract target customers' eyes and show that *PeKA* is meaning to move forward optimistically to produce and sell food boxes with great designs and always maintain the excellent quality of the products.

## CONCLUSION

From what is written above I can conclude that the main problem of *Petra Kharisma Abadi* or now called *PeKA* is a lack of brand awareness because many people from Magelang and Kedu area still do not know about the company and what they are selling. To confirm and give out the best solution, I gave out a questionnaire via Google Forms and interviewed the target market.

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After looking at the answers from the respondents, the solution is to make new branding tools for *PeKA*, which is a new logo, slogan, and company brand name. It is so that later people can recall the brand name *PeKA* and they know where to buy a food box with the best durability, beautiful designs, and cheap price which only the company provides. The benefits of the solutions are that target customers can be more familiar with what kind of company it is and what products the company is selling. By being more familiar, it can help the company to attract more customers, especially citizens of Magelang and citizens in the Kedu area. Then, *PeKA* can boost its sales more by having the target market's trust. Because with having trust, target customers will likely be more curious about their products, interested, and will remember that they can order food boxes from *PeKA* which has guaranteed best quality. The last benefit is *PeKA* can have a correct method of promotion which can be applied after having a good branding of the company in the future.

Suggestions for *PeKA* after receiving this project is to make a social media account that can reach many audiences, in this case, the right social media is Instagram. By making an Instagram account, *PeKA* can promote the products and brand well with many users. It is also a quite effective and efficient way for *PeKA* to expand their market, later the company could have a chance to sell the products to customers outside Magelang and Kedu area.

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