

## **Enhancing the Brand Awareness of Tirta Sulung Water Refilling Station Through a Logo and a Flyer**

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### **ABSTRACT**

Tirta Sulung is a water refilling station established in Surabaya in 2009 and expanded to Jakarta in 2012. It offers standard refilled water and bio-energy water, with a focus on clean, healthy water using a biofiltration process. Despite its strengths, interviews with 25 potential and 35 existing customers revealed low brand awareness, mainly due to the lack of visual identity and promotional tools. To address this, the writer created a logo and a flyer based on branding theories by Vailukh et al. (2016), Prediger (2019), and Davis (2020), incorporating feedback from respondents. The logo features the brand's name, product category, and a representative symbol to boost recognition and memorability. The flyer highlights the product's unique selling points (USPs) as solutions to common issues with refilled water, aiming to build customer loyalty and a stronger competitive edge. Together, these tools are expected to significantly improve brand awareness.

**Keywords:** brand awareness, flyer, logo, unique selling points, water refilling station

### **INTRODUCTION**

Tirta Sulung is a water refilling station business located in Surabaya and Jakarta. It was first founded in 2009 in the center of Surabaya, located at Jl. Sulung No. 3. The name Tirta Sulung combines "Tirta," meaning water in Indonesian, with "Sulung," referring to its original location on Sulung Street in Surabaya. In 2012, Tirta Sulung expanded their business by opening a branch in North Jakarta at Jl. Muara Karang Blok U3 Utara No. 39. The business aims to provide clean, safe drinking water to local families and businesses in the surrounding areas. Hereby, Tirta Sulung's customers are primarily residents of surrounding areas, with a specific focus on those in central Surabaya and North Jakarta. Tirta Sulung Surabaya offers standard and bio-energy water, which are sourced directly from the fresh mountain spring at Sumber Abbiyu Pandaan. Standard refilled water undergoes a standard filtration process that includes stainless steel water pumps, silica sand, activated carbon filters, UV light sterilization, and a reservoir. Bio-energy water, furthermore, goes through an enhanced filtration system that includes an additional bio-ceramic filter using bio-ceramic balls. This advanced stage further improves water quality by effectively removing harmful viruses, bacteria, pesticides, and other impurities. Tirta Sulung Surabaya charges IDR 4,000 per gallon for Standard Refilled Water and IDR 6,000 per gallon for bio-energy water, with an additional delivery fee of IDR 1,000 for nearby customers within a 3km radius. In Jakarta, Tirta Sulung offers its customers only standard refilled water, which is sourced from Mount Salak, West Java. In terms of price, Tirta Sulung Jakarta sells standard refilled water for IDR 5,000 per gallon but does not offer delivery services. Both kinds of refilled water that are served by Tirta Sulung have passed all

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necessary health examinations and possess legal documents from *Laboratorium Kesehatan Daerah* (Regional Health Laboratory), ensuring that every gallon meets the highest standards of quality. Currently, Tirta Sulung offers a promotion where customers who purchase 4 gallons of refilled water receive 1 gallon for free, on the condition that they pick up the free one in person.

This project focuses on Tirta Sulung Surabaya, which competes with nearby water refill businesses like Warna Jaya and Elson. While Warna Jaya and Elson offer standard water at similar prices, Tirta Sulung stands out by providing bio-energy water with health benefits and consistent pricing. Despite this advantage, Tirta Sulung struggles with low brand awareness, partly due to lack of a strong visual identity and relies on outdated promotional materials, such as old flyers with irrelevant product details and contact information. To address this, the writer proposes developing a visual brand identity by creating a new logo and promoting the service through updated flyers. There are some principles used in creating the most optimal logo and the flyer for Tirta Sulung. The writer gained theories and guidelines from books, journals, and web pages.

### **A. Brand and Branding**

According to Aaker (2014), brands act as powerful symbols that reflect a company's identity and values, influencing consumer perception and behavior. There are five processes involved (Wheeler, 2018, pp. 104-105): The branding process starts with research to define the organization's vision, goals, and values while analyzing existing brands to guide future steps. Then, a clear strategy is developed with core messages and a brand brief, ensuring all stakeholders agree on the direction. Next, a visual identity is designed, including logos and key elements, followed by refinement and trademark protection. Touchpoints are created to ensure all branding works together effectively and consistently. Finally, brand assets are managed to build credibility and maintain a competitive edge through clear, consistent branding.

### **B. Brand Awareness**

Brand awareness refers to a customer's ability to recognize and feel confident in choosing a brand. According to Aaker (2011, as cited in Wardhana, 2022, pp. 113–114), it consists of four levels: (1) *Unaware of Brand*, where consumers have no familiarity with the brand; (2) *Brand Recognition*, where they recognize the brand through visuals or ads but lack deeper knowledge; (3) *Brand Recall*, where the brand comes to mind when thinking about a product category; and (4) *Top-of-Mind*, where the brand is the first recalled and seen as a market leader, strongly influencing purchase decisions. Without brand awareness, consumers have no basis for developing familiarity or trust, which are essential for brand preference. The brand preference itself refers to a consumer's tendency to choose a specific brand over others, even when similar options exist (Wardhana, 2024). According to Wardhana, consumers typically go through three key stages before reaching brand preference. First, they recognize the brand and form associations with it, linking it to certain qualities, values, or experiences. Second, they evaluate the brand's quality based on personal experience or available information, which influences their perception of its overall performance. Third, they develop an emotional connection through shared values or positive experiences, which strengthens loyalty and deepens their preference for the brand.

### **C. Visual Identity**

Visual identity refers to all the visual elements that represent a product, brand, or individual, serving as the first impression the public has when encountering a brand. On the other hand, brand identity encompasses the message that a product or brand conveys to consumers. These two concepts are closely linked and significantly impact each other. A strong visual identity is essential for building brand recognition, especially during rebranding efforts (Abednego, 2018). In this project, the writer focuses specifically on the logo together with color and visual assets that are essential for Tirta Sulung, a water refilling station business in a large urban area.

#### **D. Logo**

A logo is a key element of a brand's visual identity, serving as a visual symbol that communicates the brand's core values such as trust, quality, and integrity (Westgarth, 2018). It reflects the essence of the business through the use of relevant shapes, colors, and imagery, functioning as both a design asset and a strategic communication tool. A well-designed logo helps build recognition, convey meaning, and foster brand loyalty. Logos typically fall into five categories: icon or symbol, logotype or wordmark, lettermark, combination mark, and emblem (Vailukh et al., 2016, pp. 8–13). In terms of color, green is especially relevant for businesses related to health and freshness, as it symbolizes life, nature, trust, and balance (Rivers et al., n.d.).

#### **E. Promotional Tool**

According to Kotler et al. (2017), promotional tools are strategies businesses use to reach potential customers, increase brand visibility, and encourage product or service purchases. Advertising promotes offerings through paid media such as television, print, online platforms, and social media. Sales promotion provides short-term incentives like discounts, coupons, and samples to stimulate quick buying decisions. Public relations (PR) focuses on building a positive brand image through media coverage, events, and community involvement. Direct marketing communicates with specific individuals through personalized messages via email, SMS, or direct mail. Personal selling involves face-to-face interaction between a salesperson and a customer to build trust and provide tailored product recommendations.

#### **F. Advertising**

Advertisements serve as strategic communication tools aimed at promoting products, services, or ideas to inform, persuade, or remind consumers about a specific brand (Sharma & Singh, 2021). Advertising informs potential customers about a product's features, benefits, and pricing, while also persuading them by highlighting its advantages and creating a sense of need. According to Kumar (2020), there are five common types of advertising used to promote products or services. Electronic advertising utilizes broadcast media such as television, radio, and cinema to reach broad audiences. Print advertising appears in newspapers, magazines, and flyers, targeting consumers in specific locations. Outdoor advertising involves placing ads on billboards, buildings, or vehicles to attract attention in public spaces. Digital or social media advertising uses internet-based platforms, including websites, social media, and search engines, to deliver targeted content. Product placement subtly integrates branded products into entertainment content like TV shows or movies, allowing brands to reach audiences indirectly.

#### **G. Flyer**

Prediger (2019) highlights three key elements in flyer design: an eye-catching cover with the brand and logo, a back page with business details, and a concise layout. Davis (2020) adds that an

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effective flyer should have a strong headline, clear offer, direct call to action (CTA), contact info, and consistent branding. High-quality visuals and a clearly stated Unique Selling Point (USP) help grab attention and build trust.

## H. Target Market

A target market is the specific group of consumers most likely to purchase a product or service. Identifying this group is a crucial part of a business's marketing decisions (Norian, 2024). To determine the appropriate target market, businesses typically follow the steps of segmentation, targeting, and positioning (Kalam, 2020).

## METHOD

The writer collected data to design an effective logo and flyer that boosted brand awareness. Three key data types were gathered: (1) brand awareness levels to assess recognition in the target market, (2) customer satisfaction to identify valued features and highlight the USP, and (3) respondent opinions on the importance of the logo and flyer along with its essential elements for a water refilling station. This information guided the creation of branding tools tailored to Tirta Sulung's needs. This research collected data from two respondent groups: 25 individuals representing the target market and 35 existing Tirta Sulung customers. The writer used interviews as the data collection instrument due to their flexibility, allowing conversations to flow naturally and adapt to the convenience of both the writer and respondents.

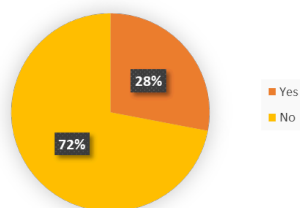
## FINDINGS AND DISCUSSION

### A. The Company's Level of Brand Awareness

Figure 4.1 Target Markets' Responses to Identify Brand Awareness Level of Tirta Sulung

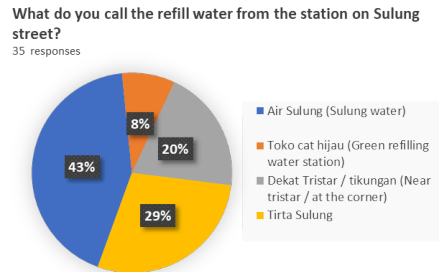
Have you ever heard of or known about the refill water station located at Sulung street no. 3?

25 responses



From the target-market respondents the writer found that the brand awareness level is very low. Most of them (72%) are not aware of the brand at all (level 0); Only one-fourth of them recognize the brand (level 1). Despite being established in 2009, Tirta Sulung remains unfamiliar to its nearby target market, likely due to the absence of visible branding and effective promotional tools, resulting in low visibility and recognition.

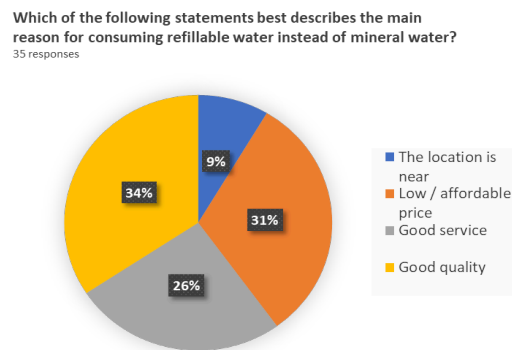
Figure 4.2 Customers' Responses on How They Identify Tirta Sulung



Furthermore, the findings show weak brand recognition among existing customers. Only 29% know the full business name, while most refer to it by location or appearance, such as "Sulung Water" (43%), "the water station near Tristar" (20%), or "the green water station" (8%). This likely results from the absence of visible branding, such as logos on gallons or bottle caps.

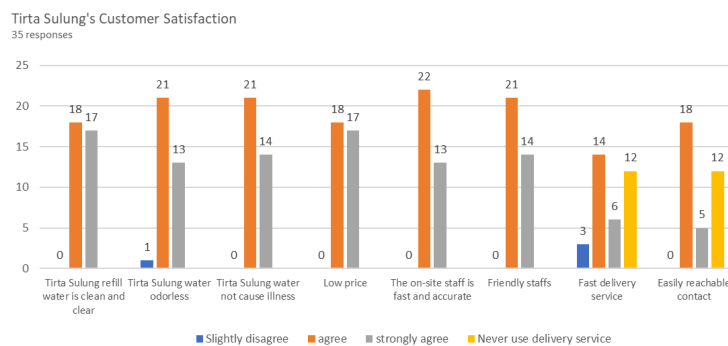
## B. The USP of the Product or Service

Figure 4.3 Main Reason for Consuming Refill Water According to Tirta Sulung Customers



Most Tirta Sulung customers prioritize water quality (34%), followed by affordability (31%), good service (26%), and location (9%). This shows they value high-quality refillable water at an affordable price. The writer examines Tirta Sulung's customer satisfaction to gain deeper insights into the quality of its products and services, as illustrated below:

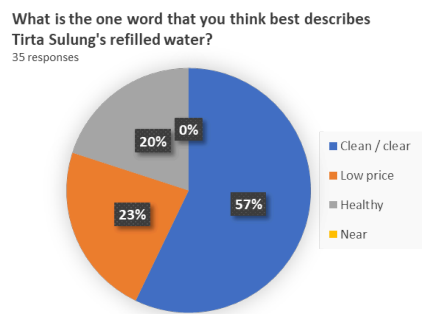
Figure 4.4 Tirta Sulung Customer Satisfaction



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The majority of customers agree that Tirta Sulung's water is clean, clear, odorless, affordable, does not cause illness, and is supported by friendly staff, fast delivery, and accessible contact. To gain clearer insight into what should be emphasized as Tirta Sulung's Unique Selling Point (USP), the writer refined the question by asking customers to describe Tirta Sulung's refilled water in one word. The findings show that Tirta Sulung's strongest Unique Selling Point (USP) is the clean and healthy quality of its refilled water. Although affordability matters, cleanliness and health stand out as the main value. This is supported by its natural Mount Pandaan water source and a thorough filtration process using stainless steel pumps, silica sand, activated carbon, and UV light, ensuring both purity and health benefits.

Figure 4.5 Advantage of Tirta Sulung Refill Water



### C. The Importance of the Logo and Contents Included

Figure 4.6 The Importance of the Logo and Its Contents

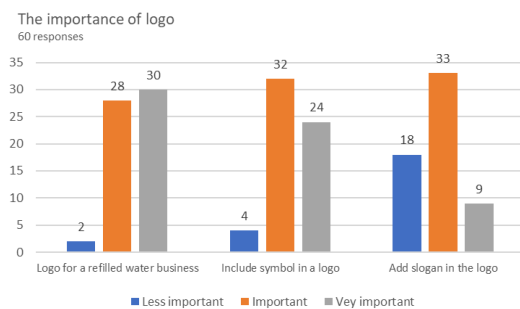
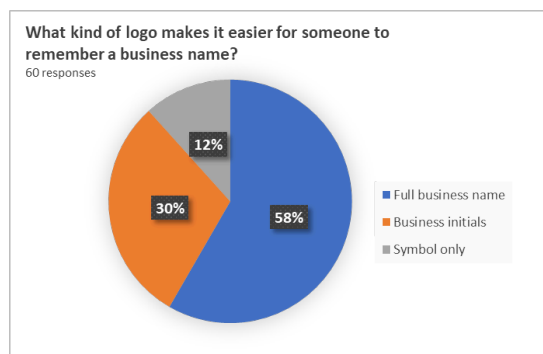


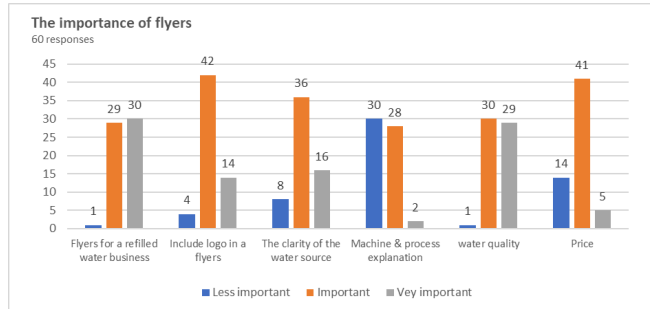
Figure 4.7 Suitable Logo for a Water Refilling Station



The findings indicate that most respondents view a logo as important for a water refilling business. A clearly displayed business name helps customers recognize and remember the store, while a symbol enhances visual identity and serves as a landmark. Although a slogan could highlight the business's USP, it is considered optional, as some respondents felt it was not particularly necessary. Therefore, for a small business like Tirta Sulung, a logo that features the full business name along with a representative symbol is essential to strengthen brand awareness.

#### D. The Importance of the Flyer and Contents Included

Figure 4.8 The Importance of Flyers and Their Contents



The results above show that flyers are also an important promotional tool for a water refilling station. The key information to include starts with the logo so that both new and existing customers can easily recognize the brand behind the water they consume. Next, details about the water source are essential to gain customer trust. Since Tirta Sulung's water comes from the Pandaan mountains and has passed testing by the Regional Health Laboratory (Labkesda), this helps assure consumers that it is not sourced from wells or surface water. Many respondents feel that explanations about the filtration process and machinery are less important since most people prefer clear and to-the-point information. Lastly, most respondents believe pricing should be included in the flyer, as it provides essential information for customers when choosing a water refilling station.

#### Discussion about the Logo and the Flyer

The final logo design for Tirta Sulung highlights four key elements based on prior findings: the full business name in capital letters for visibility, paired with the phrases *air isi ulang* (refilled water) and *dari pegunungan* (sourced from the mountains) to clearly communicate the product and its natural origin. The symbol combines a gallon, representing the refill water industry (Awasthi & Prakash, 2019), and a mountain to emphasize the clean, natural water source. Green (#437B17) is used as the background color to convey freshness and align with the store's physical appearance, while white text ensures clarity and contrast across various media.

The Tirta Sulung flyer is designed to clearly communicate the brand's natural mountain-sourced water, advanced bio-filtration process, and trusted quality through strong visuals and concise content. Key elements include a headline that addresses customer concerns ("Looking for clean and healthy refill water?"), a bold trust-building statement ("Trusted refilled water"), and clear visuals of mountains, refill machines, and bio balls to highlight the brand's authenticity and unique selling points. The flyer features product options, pricing, and store details for accessibility, while the back page illustrates the hygienic

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water filtration process. A clear CTA (“Order now”) encourages immediate action, and the visual hierarchy ensures key messages like promotions stand out effectively.

## CONCLUSION

This final project focuses on creating a logo and flyer for Tirta Sulung, a water refilling station in Surabaya, to address its low brand awareness caused by unclear identity and outdated promotions. By applying relevant theories and data from interviews, the new visual identity and promotional tools aim to help the business build recognition and attract more customers. The logo is applied as a circular signage made from waterproof UV-printed PVC board, mounted at the store entrance to increase visibility. It is also printed as glossy stickers placed on water gallon caps, helping customers recognize and remember the brand. The flyer is designed for both digital and physical distribution to expand reach. Digital flyers are shared via WhatsApp, while printed ones are handed out directly, placed in nearby communities, or delivered door-to-door. These applications aim to strengthen brand recognition and attract more customers.

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