



Jurnal Abmas

Media Informasi Pengabdian Kepada Masyarakat
<https://ejournal.upi.edu/index.php/ABMAS>



Brand logo design training for the small-medium-sized batik enterprise

Mila Karmila¹, Katiah², Marlina³, Feny Puspitasari⁴, Asri Andarini⁵
^{1,2,3,4,5}Universitas Pendidikan Indonesia, Kota Bandung, Indonesia
fenypushi@upi.edu⁴

ABSTRACT

This paper is based on community service activities in Kalitengah village, Tengahtani sub-district, Cirebon, West Java, Indonesia. The aim is to support the batik enterprises towards a more independent, better, and still profit-oriented, even in a pandemic. They have many problems in the sales and marketing system, and do not have a brand logo yet. This paper focused on brand logo design training because the small-medium batik enterprises need a brand logo. The brand logo will help them as a differentiator and identity, develop an online promotion for their business, and earn more profit. The methods used were participatory action research (PAR). The steps are 1) field survey, 2) workshops, 3) mentoring, 4) empowering, and 5) Evaluation and follow-up. The study involved 2 (two) small-medium batik enterprises: Selva Batik and Batik Habibah. The result is the logo of Selva Batik's more contemporary, modern impressions, whereas the logo of Batik Habibah has traditional and decisive impressions. Both logos have represented their enterprises as a part of Batik Pesisir Cirebon and have reached the stage from unbranded to branded as a reference, personality, and icon.

ARTICLE INFO

Article History:

Received: 12 Dec 2023

Revised: 17 May 2024

Accepted: 23 May 2024

Available online: 1 Jun 2024

Publish: 21 Jun 2024

Keywords:

batik; batik Cirebon; brand logo; design; training



Jurnal Abmas

is a peer-reviewed open-access journal

ABSTRAK

Tulisan ini merupakan hasil dari kegiatan pengabdian masyarakat di Desa Kalitengah, Kecamatan Tengahtani, Cirebon, Jawa Barat, Indonesia. Tujuannya adalah untuk mendukung usaha batik menjadi lebih mandiri dan lebih baik namun tetap berorientasi pada keuntungan meskipun dalam situasi pandemi. Mereka memiliki banyak masalah dalam sistem penjualan dan pemasaran dan mereka belum memiliki logo merek. Makalah ini berfokus pada pelatihan desain logo merek karena usaha batik kecil-menengah membutuhkan logo merek. Logo merek akan membantu mereka sebagai pembeda, identitas, dan mengembangkan promosi online untuk bisnis mereka dan mendapatkan lebih banyak keuntungan. Metode yang digunakan adalah metode Participatory Action Research (PAR). Langkah-langkahnya adalah 1) survei lapangan; 2) lokakarya; 3) pendampingan; 4) Pemberdayaan; 5) Evaluasi dan tindak lanjut. Penelitian ini melibatkan 2 (dua) perusahaan batik kecil-menengah; Selva Batik dan Batik Habibah. Hasilnya adalah logo batik Selva lebih terkesan kontemporer dan modern sedangkan logo Batik Habibah terkesan tradisional dan tegas. Kedua logo tersebut telah merepresentasikan usaha mereka sebagai bagian dari Batik Pesisir Cirebon dan telah mencapai tahap dari tidak bermerek menjadi merek sebagai referensi, merek sebagai kepribadian, dan merek sebagai ikon.

Kata Kunci: batik; batik Cirebon; desain; merek logo; pelatihan

How to cite (APA Style)

Karmila, M., Katiah, K., Marlina, M., Puspitasari, F., & Andarini, A. (2024). Brand logo design training for the small-medium batik enterprise. *Jurnal Abmas*, 24(1), 1-8.

Peer review

This article has been peer-reviewed through the journal's standard double-blind peer review, where both the reviewers and authors are anonymised during review.



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INTRODUCTION

This paper is one of the outputs of community service activities in Kalitengah Village, Tengahtani District, Cirebon Regency, West Java, Indonesia. Kalitengah village is near the Trusmi area, the batik center in Cirebon, West Java, Indonesia. In addition to its strategic area, this region has the potential for human resources passed down from generation to generation in batik skills. Batik is a handicraft due to barrier coloring using hot wax (batik wax) as a color barrier, with the primary tool for sticking wax/batik wax being canting and/or canting stamps to form specific motifs that have meaning. Based on this statement, we can note two essential things in batik: the materials used in wax/batik candles and the tools used in written cantings and canting stamps. This skill is an opportunity and golden capital that can improve the economic welfare and sustainability of the local community because batik products have very high aesthetic and cultural values. However, in the last two years, the sustainability of batik production by the batik small-medium enterprises (SME's) in this village has been down.

It happens because this community is still doing the process based on orders from agencies or organizations. So, when they do not order batik due to the pandemic, the residents' batik business activities are down. The anticipation is that the batik small-middle enterprises can run independently, even in a pandemic, by using a selling system through online media or an e-commerce-based fashion business. The problem arises because the average batik SME does not have a logo brand even though the enterprise has been running for years. Based on earlier research, brand awareness is one of the success factors in implementing a product marketing strategy (Ramadayanti, 2019). Besides, the conventional sales and promotion system has limited consumers in Cirebon, even though batik products have become popular in various regions and countries. From the background of these problems, SMEs in Cirebon need a rebranding. The brand appears as a reference, personality, icon, company, and policy that rebranding will change the company's image in the eyes of consumers.

Through the brand, we hoped that there would be a change where consumers can pay attention to the quality and uniqueness of the products offered by SMEs, because this concept itself changes the company's image and management to be better and more professional. The development of rebranding in a brand and company can help develop its brand vision to be more advanced and better in the future (Rumijati et al., 2021). Developing the company's vision, orientation, and product implementation will further enhance its competitiveness with the company name and the brand it sells. So to support the rebranding of batik SMEs, the first strategy is to have a brand and logo as a corporate identity for small-medium batik enterprises in Kalitengah Village, Cirebon Regency. Based on field studies, one problem is that small-medium batik enterprises still have to understand the importance of branding and brand logos in business activities. To solve the problem, it is necessary to assist in the workshops on brand and branding, as well as training on making brand logos for small-medium batik enterprises in Cirebon to do marketing in e-commerce.

Literature Review

Brand and Branding

Brand and branding are similar but not the same thing. A brand is a marketing tool, while branding is a marketing activity or act. A brand reflects a product and has other dimensions that can distinguish it from other products, and is designed to meet the exact needs. A brand is an activity that creates an identity, and a logo is one of the activities in branding. Just like a brand, branding also has several meanings depending on the user's point of view (Maurya & Mishra, 2012). Branding is designing, planning, and communicating a name and identity to build or manage a reputation. Marketing activists generally define branding as how a product or service is designed to be visible to consumers, whether it involves packaging, logos, or taglines (Jain, 2017). The academic point of view understands branding as a process of designing a brand, including a name, logo, identity, establishing brand awareness, and creating a positive brand image and attitude that can be achieved through various means, including advertising,

packaging, and product design. In general, brand functions are 1) As a differentiator - a company that has a strong brand will be easier to distinguish from competitors; 2) Promotion and attraction – a strong brand will make promotion easier because customers tend to choose a strong brand and are loyal to the same brand; 3) Build image, confidence, quality assurance, and prestige - several of these things will make a business memorable; 4) Market control - a strong brand can control the market because people already know it.

Logo Brand

An identity that will make it easier for the public to recognize. Besides the name, the brand must have an attractive visual appearance and reflect the products/services it sells. The most important element of visual identity is the logo. A logo is always applied in other visual identity applications. Brand logos are a fundamental part of the corporate visual identity, and their reception has been vigorously researched ([Erjansola et al., 2021](#)). Therefore, it is important to plan a logo that can reflect the personality and soul of a brand. The logo is a graphic element, a form of ideograms, symbols, emblems, icons, and signs used as brand symbols ([Oscario, 2013](#)). A logo is a component of visual identity, often seen by the audience. Therefore, it is better to design a visual identity starting from designing the logo or the elements used in the logo, such as colors, letter elements, and form elements. However, a good logo must also be able to display all the non-physical attributes that are the soul of the brand (vision, mission, values, culture) or philosophy related to the image or image that the business owner wants to build which is then conveyed visually to the targeted consumers ([Hananto, 2019](#)).

Logos can be divided into several types: 1) Logogram, which is an image that represents a meaning, or more easily, it can be said that a logogram is a logo that is represented in the form of an image. A good logogram can be a strong visual element that is easy for people to remember, and 2) Logotype, namely the logo, is the result of font processing. After the logo has been formed, a visual identity for the item or brand touchpoints can be developed. By continuously reiterating the design results to the signature, the visual identity of the touchpoints can reflect the signature. In designing a signature, designers must pay attention to the brand touchpoints used in this branding program. Thus, the designer can have a more complete picture of what needs to be designed and the extent to which the designer needs to design. Using logos is important to introduce the brand to consumers and the market. It has characteristics that can convey the vision and mission of the company or institution that uses it ([Fitria & Darmanto, 2023](#)).

Sometimes it is interpreted as a symbol that represents the company. The purposes are 1) As a characteristic and identity so that the public easily recognizes it; 2) As a sign of the company's character in the eyes of the public; 3) Informing the type of business to build an image; 4) Reflecting the spirit and ideals of the company, and; 5) foster pride among company members. The functions of the logo are 1) Identification function - the public can identify what the company is engaged in and what goods and services it produces; 2) Distinguishing function - the logo can distinguish one company from another, one product from another; 3) Communication function - the logo acts as an information provider (if in the form of signs), and can also be a notification of the authenticity of a product; 4) It is a valuable asset - if the product is better known in other countries, a company/brand will be rewarded utilizing a franchise, and; 5) Has legal force. A registered logo can be used to guarantee product quality that is protected by law. Based on these functions, a good logo is truly a characteristic for its users, becomes an identifier, and is different from other logos. That statement is based on Murphy and Rowe in “*How to Design Trademarks and Logos*”.

E-Commerce

An online business is a business/trade activity by individuals or groups using digital media to make profits. An online business is carried out in a virtual space, where an entrepreneur uses the virtual space to promote and offer their products/goods. E-commerce is buying, selling, or exchanging products, services, or information via a computer. From the e-commerce concept, a conclusion can be drawn that a business/or business that is run online is not only a business in the form of buying and selling products but also a service business. Running a business/business online

is possible for everyone with an entrepreneurial spirit because, with the help of smartphones nowadays, one does not have to have an offline/real shop.

After creating/designing a logo, the next important step is choosing an online batik fashion business (e-commerce-based fashion business). In running a business online, there are several advantages that an entrepreneur can obtain, namely: 1) The market share created is wider in scope, not only local, regional, and even international; 2) More efficient for companies, especially related to administration; 3) Can reduce communication costs (because internet costs are much cheaper); 4) The cost of establishing an online business is easier and cheaper than an offline business; 5) Online business management is easier and simpler; and 6) Online business is not constrained by distance, time, and place (flexible). So the enterprise can be done anywhere, anytime. Running a batik business online can be an alternative solution in running a business in the current pandemic era because SMEs can run and even start their business with only smartphone media capital and the provision of social media networks or marketplaces.

METHODS

This activity uses the Participatory Action Research (PAR) method. PAR is an approach whose process is aimed at learning in overcoming problems and meeting the practical needs of the community, as well as the production of knowledge, and the process of socioreligious change, based on Denzin and Lincoln in “*Handbook of Qualitative Research*”. The participants involved were 15 SMEs. However, the samples in this paper are two SMEs. The sample was selected based on the small-medium enterprise sector, namely the batik sector. The stage in the implementation of these activities, namely: 1) conducting field observations and observations related to partner conditions; 2) branding and branding workshops; 3) training and mentoring; 4) strengthening; 5) Follow-up. The step diagram is shown in **Figure 1** below:

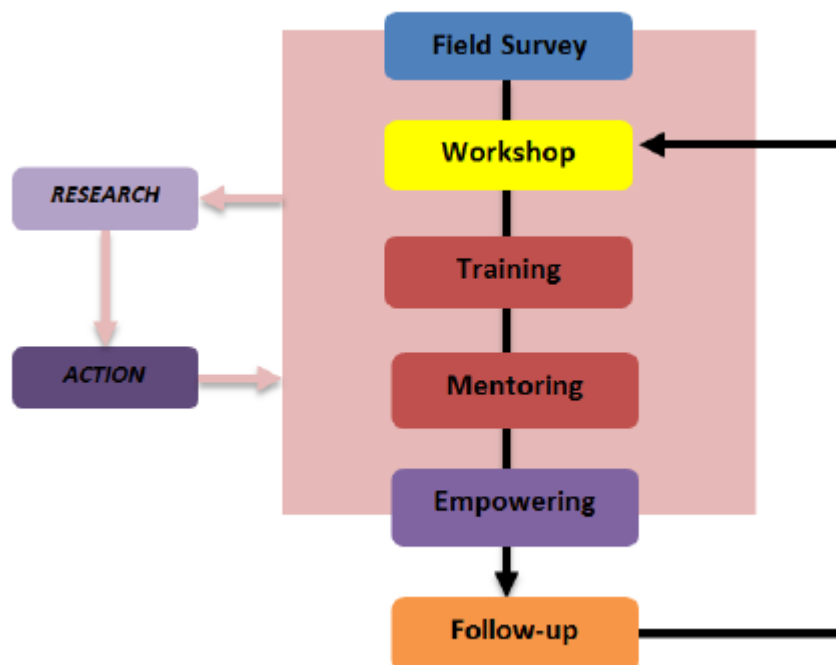


Figure 1. Flowchart
Source: Author's Documentation 2024

In **Figure 1**, the steps of service activities begin with a survey, followed by workshops and training. At the end of the activity, mentoring, empowering, and follow-up activities were carried out.

RESULTS AND DISCUSSION

The workshop on the brand was held online because the West Java Region has re-enacted the enforcement of restrictions on community activities (PPKM Level 4). The purpose is to provide knowledge about branding, branding goals, and how to make brand logos, and it ends with the task of making brand logos for each enterprise. In this activity, we took data from a pre-test before the workshop started. The results of which can be seen in **Table 1**.

Table 1. Result of Pre-Test

No	Questions	Parti- cipants	Poor	Fair	Value Ave rage	Good	Excel- lent
1	Understand- ing of the brand	Selva batik Batik Habibah			v v		
2	Understandi ng the role of the brand for the company	Selva batik Batik Habibah			v v		
3	Understandi ng of branding	Selva batik Batik Habibah		v v			
4	Understandi ng logo brand	Selva batik Batik Habibah			v v	v	
5	The role of the brand logo for the company	Selva batik Batik Habibah			v v		
Score				2	7	1	

Source: Research 2024

Based on **Table 1**, the results of the pre-test show that the participants feel they have an understanding of the brand, the role of the brand for the company, and the role of the company's brand logo on the value of "average", and the value of "fair" on understanding branding. The difference from the re-test results shows that Selva Batik is at the "good" level in understanding the brand logo, while Habibah Batik is at the "average" level. After the workshop ended, we took a posttest. The results of the post-test are shown in **Table 2**.

Table 2. Result of Post-Test

No	Ques- tions	Parti- pants	Poor	Fair	Value Ave rage	Good	Excel- lent
1	Under- standing of the brand	Selva batik Batik Habibah					V V
2	Understa nding the role of the brand for the company	Selva batik Batik Habibah					V V
3	Under- standing of branding	Selva batik Batik Habibah					V V
4	Under- standing logo brand	Selva batik Batik Habibah				v v	
5	The role of the brand logo for the company	Selva batik Batik Habibah					V V
Score						3	8

Source: Research 2024

Based on **Table 2**, the participants understand brands, the role of brands, branding, brand logos, and the role of brand logos for companies with "excellent" results, while understanding that the brand logo, whether it is Selva Batik or Habibah Batik, is at the "good" level. Therefore, participants gained a supportive understanding of the next step, which led to training in making brand logo designs.

Logo Brand Design Training and Mentoring

The training had been held offline. Participants were trained to design their brand logos according to the company's vision and mission on this occasion. Mentoring activities follow this training process. Mentoring activities will refer to efforts to provide convenience to anyone to solve their problems. Mentoring is a strategy commonly used by government and nonprofit institutions to improve the quality of human resources so that they can identify themselves as part of the problems experienced and find alternative solutions to the problems faced. Mentoring is carried out by assistants or field officers in the community. It also requires community involvement as the main potential for self-development, so that people have the ability and confidence to face problems and lead a better life.

The facilitator carried out this mentoring activity, especially in making MSME brand logos, starting from brainstorming and choosing shapes, colors, textures, and other elements to bring up ideas and creativity from the participants. It needs to fulfill all the requirements posed on visual form, such as aesthetic aspect, as well as needing to be a visual representation of what the brand has to say and how it seeks to operate on the market (Matúšová, 2021). The activity continued with presentations from several participants. Related to business brands and logos that have been created, as well as the media marketplace that has been selected. This strategy is implemented to shape the participants' personality in mentoring activities who seek to become peer tutors for other business actors in the Kalitengah area as the target object of mentoring. In this activity, the facilitator also motivates and facilitates the participants so that they have the knowledge and skills in choosing, creating a logo/brand of a fund business, as well as being able to choose a media marketplace/social media that is appropriate for the type of business being run. Smoothly, and the participants are enthusiastic and can comfortably express ideas when making logos. The results of the training can be seen in **Figure 2** below:



Figure 2. Prototype Brand Logo
Source: Author's Documentation 2024

In **Figure 2**, the Habibah Batik Brand logo uses three color variants: airforce, Egyptian, and white, as well as floral ornaments. In the typography element, Roboto Slab Semibold is used for the "Batik Habibah" text, while Franklin Gothic is used for the "Cirebon typical" text. Meanwhile, the Selva Batik logo uses more color variants, ranging from tangerine, bronze, amber, Turkish, Olympic, and goldenrod. The shape of the house's roof, windows, and two brush strokes are the elements of the form used in the Selva batik logo. In the typography element, it uses 2 (two) types of fonts, namely Amarillo for Selva Batik, and Hanging Letters for Home Industry. The logo produced from this training became the first logo prototype owned by the participants.

Empowering

This function was related to education and training to strengthen community capacity (capacity building). An understanding of capacity development is a continuous (sustainable) improvement of individuals, organizations, or institutions, which does not just happen. So, strengthening has to be done continuously, both during and after the activity (follow-up) (Ratnasari et al., 2013). The facilitator in strengthening plays an active role as an agent who provides positive input and direction based on their knowledge and experience, and exchanges ideas with the participants based on their knowledge and experience. Raising public awareness, conveying information, and organizing training for the community are the tasks related to the strengthening function. One of the strengthening activities carried out in this activity is to facilitate participants to make presentations and end with an active discussion to exchange ideas. This exchange of ideas improves the results of brainstorming and creates various ideas and solutions to problems (Harianti & Margaretha, 2014).



Figure 3. Prototype Brand Logo
Source: Author's Documentation 2024

The result of this strengthening is the development of the earlier brand logo to become the second prototype. The second prototype can be seen in **Figure 3**. In the second prototype, several developments were made to the logo. The first is to simplify the use of color. Selva Batik uses abalone, charcoal, redwood, and black colors, while the Habibah batik brand logo uses air force and iron colors. Second, the Habibah batik logo uses the Algerian font type for the "Batik Habibah" text, while Calibri for the "Cirebon typical" text. As for the Selva Batik logo, it uses three types of fonts: Carioca Script Pro for the text "Selva Batik", Friendly yellow scratch for the text "Home Industry", and Calibri for Batik Cirebon. Third, the development of the use of elements of form in the logo. When compared, the Selva Batik logo and the Habibah Batik have the primary form elements that are always present, namely the shape of a house with a window on the Selva Batik logo and floral ornaments on the Habibah Batik. However, the shape of the brand logo on the second prototype looks more minimalist. Interestingly, both logos attempt to represent Coastal Batik, where the area is identical to the beach/water. The term coastal batik is used because batik is produced in coastal areas/northern suburbs of Java bordering the sea or the coast, one of which is in Cirebon. This representation can be seen in the shape of the water (the Selva Batik brand logo) and the use of Air Force colors by Batik Habibah.

Evaluation and Follow Up

The evaluation stage is an attempt to assess the quality of this program and the results using the right approach, so it has the meaning of an effort to dig up information about the process and results of activities to assess its quality using the right approach. The evaluation process carried out in this activity involves distributing questionnaires to get opinions on the brand logo that small-medium batik enterprises have made. Evaluation from the audience is critical because the logo can reflect the company's identity, so it is known to many people. Although some logos do not

represent the company's identity, most logos are usually designed based on the philosophy they contain, which is related to the business itself. In addition, the logo must also have a uniqueness that can distinguish an entity from other entities (Oscario, 2013). Based on the opinions of 150 respondents regarding brand image, as many as 80 percent of respondents think that the Selva batik logo has a modern impression, and 75 percent consider it dynamic. In contrast, 88 percent of respondents think the Habibah batik logo has a traditional impression, and 90 percent think it is static. The Batik Selva enterprise and the Batik Habibah enterprise reflect the identity and philosophy of the enterprise. Meanwhile, between the results of the first process logo and the second process, respondents preferred the second Batik Habibah and Selva batik logos.

CONCLUSION

As a rebranding strategy, the brand logo was carried out to provide a brand image for batik SMEs to get a brand image in the community. The brand logo workshop is also intended to support the rebranding of the profile of batik SMEs in the village of Kalitengah, which makes changes in their sales system, which at first only depended on institute orders, now they are not only made based on orders but also sell their products online. Brand logo making as a rebranding strategy was carried out to provide a brand image for batik SMEs to get a brand image in the community, and also intended to support the rebranding of the profile of batik SMEs. The brand evolution for the batik SMEs in Cirebon reached the stage from unbranded to a brand as a reference, personality, and icon.

AUTHOR'S NOTE

The author declares that there is no conflict of interest related to the publication of this article and emphasizes that the data and content of the article are free from plagiarism.

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