



3rd Global Conference on Business and Social Science-2015, GCBSS-2015, 16-17 December
2015, Kuala Lumpur, Malaysia

The Effectiveness of Visualization the Logo towards Brand Awareness

(Customer Surveys on product “Peter Says Denim”)

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Abstract

The companies are competing to create the product more creative and innovative. In product development needs marketing strategy to increase sales of the product by using logo. Logo is one of the effective identified and remembered by many people. Peter Says Denim (PSD) is one of the best global brand denim in Indonesia. Almost everyone at Bandung has known about PSD logo. This research is descriptive analysis and causal research by using a regression analysis, correlation, hypothesis testing with the t-test for partial and F-test for simultaneous. The result is visualization logo is effective and significant influenced on brand awareness.

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Peer-review under responsibility of the Organizing Committee of the 3rd GCBSS-2015

Keywords: Brand; Brand Awareness; Effectiveness; Logo; and Visualization

1. Introduction

Every company is making a product more creative and innovative in order to win the tight competition in the era of globalization. The alternative way is create a creative logo of product or company, because the logo is a symbol that represents the figure, image, or the existence of a company or a product that can generate a strong suggestion, to build trust, sense of belonging, and maintain the company's image.

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But sometimes, based on our view as a customer, we found the logo of a product did not reflect the company's identity. The customer's perception from the interpret results of a visual logo should be an important concern for the company because the logo is the initial introduction product to the customers.

Bandung is one of the tourism cities not only have natural attractions but also cultural and culinary tourism in Indonesia, and now evolved into a shopping tour that produce creative products, especially in the fashion business sector. Local revenue reach Rp 1.7 trillion, Rp 1.9 trillion for balance funds, and other legitimate income around Rp 1.02 trillion (Bandung Raya, 2015), which derived from local taxes consist of taxes on fashion product, hotel, restaurant, entertainment, billboards, parking, and so on.

These opportunities are not wasted by founder "Peter Says Denim" (PSD) named Peter Firmansyah which was established in November 2008 in Bandung. PSD is one of the best worldwide denim brands in Indonesia. The products have been marketed, especially in Europe, America and Canada. This brand has even been used by famous bands in these countries. (Kompasiana, 2015).

Dare to penetrate foreign markets with the best quality, which is the key to the success of Peter Firmansyah. By cooperating with famous bands, the sales of "PSD" products specially the main product is denim or jeans is very high and the turnover is estimated reach hundreds of million rupiah per month. The jeans price average about Rp 350,000 to Rp 800,000 per piece. Through its online site, "PSD" is known in the United States, Canada, Australia, Singapore, and Malaysia. Although reluctant to mention turnover, he is targeting next year could have scored a turnover of USD 1 billion per month (Kontan.Co.Id, 2010). Now the people in Indonesia especially live in Bandung, began to recognize the brand "PSD" by just looking on the logo.

Based on the above discussion, the authors analyze the effectiveness of visualization of logo toward the brand awareness logo by using "PSD" brand as a product so the author gives the titled of this research is: "The Effectiveness Of Visualization the Logo Towards Brand Awareness (Customer Survey On Peter Says Denim Products)".

2. Theoretical Background

According to David E. Carter (2005) explains that logo is the identity of a company in a visual form, which is applied in a wide range of facilities and activities of company as a form of visual communication. The logo can also be called a symbol, trademark, which serves as a symbol of personal and business identity for the company. Visualization logo is a form of images, text, colors, symbols, graphics, and other, which is can be seen by sight senses of human for simplify in identifying of product and remembered by many people.

Logo created to provide useful benefit with some considerations about how good logo composed. These considerations should be included in the logo by David E. Carter (cited Adi Kusrianto, 2007) are:

- Original & distinctive. The logo must have distinctiveness, uniqueness, and clear distinguishes from the other competitors. Therefore, it takes high creativity to keep the authenticity or original also to avoid from impersonation of logo that had many happens before.
- Legible. Logo arranged to have a high legibility although applied in a variety of sizes and different media. The development of media is quite rapid, not only in the print media, but other media such as t-shirts, banners, or specific sites. So that must be considered when making the logo not only the quality of the color and style, but a high resolution to be applied using the technology to all kinds of different media.
- Simple. The logo is made simple for easily captured and understood in a short time by a customer. Another aim is in order to bring uniquely logo without excessive described.
- Memorable. Furthermore, still about simple, a logo should be memorable in a long time because of its uniqueness. This can be achieved by creating a simple logo and the targets message is delivered. Also the logo is expected to persist over a period of time that is 10 or 20 years.
- Easily Associated With The Company. Making of a logo must be connected or associated with business and image of a company or a particular product. The logo should not always about visual company or product, but the most important is the suitability with the company or product character.
- Easily Adaptable For All Graphic Media. Making the logo should consider about easy of applying in a physical shape, color, and configuration in various graphic media on planning process. The types of the graphic media that can be used are simple drawing, cartoons, photographs, or comics.

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