

Hungry Pets Visual Identity Redesign as a Representation for Middle Class Pet Shop in Penjaringan North Jakarta

Clara Beatrice¹, Julianto²

^{1,2} Visual Communication Design, Bina Nusantara University,
Jl. Kyai H. Syahdan No.9, Kemanggisan, Kec. Palmerah, DKI Jakarta, Indonesia.

E-mail: clara.beatrice.33@gmail.com

Abstract

The purpose of writing Hungry Pets visual identity redesign that will to improve in terms of aesthetics, and the depiction of Hungry Pets visual identity can be more highlighted and contrasted. The balance between elements also needs to be considered in making the redesign of the Hungry Pets. The author tries to dig deeper information from various sources. So that we can further deepen information about Hungry Pets. A successful logo made from a collection of valid information and data can produce a visual element that is easy to remember. This can increase brand awareness of Hungry Pets. As well as in making the design, it is designed principles and theories. The author hopes that by writing this purpose can also obtain information that can increase public knowledge from all aspects.

Keywords: *Redesign, Visual Identity, North Jakarta, Hungry Pets.*

INTRODUCTION

Human and animals are living things that live side by side. The need for reciprocal relationships with other living things. For example, if you have a cat, you are required to feed it and give it affection. A cat will regard humans as owner. The second example, if you have a dog, you must care and love it with great affection, a dog will protect humans from threats and keep the house safe. The author will redesign the visual identity of Hungry Pets. Hungry Pets a pet shop located in Taman Permata Indah in Penjaringan, North Jakarta. The author has always bought pet supplies at Hungry Pets in the past to fulfill her need for pet equipment and supplies. The author is also close to the owner and employees. This makes it easier to extract information in preparing proposals and redesigning Hungry Pets visual identities. Hungry Pets provides grooming services for dogs and cats. In addition, it sells various animal supplies and food such as dogs, cats, rabbits, hamsters, fish, sugar gliders, and others. They also accept animal boarding or animal lodging at affordable prices and are always available. According to Dicky (2010: 11) in a book entitled *Tips Success to Pet Shop Business*, it states that every month the common class to the upper class set aside their income for the needs of their pets. We can see this phenomenon that opening a pet shop brings prosperity to most people for meet the needs of their pets which have entered primary needs. Pet shops varied when viewed from the level of economic grouping in the near area where they are established. Starting from the lower class, middle to upper class. Hungry Pets is targeted for the lower middle class (SES B – C). However, it still prioritizes completeness and affordability for the welfare of society and animals.

There are several pet shops which sell animals such as rabbits, cats, dogs, and reptiles but Hungry Pets does not sell these animals, due to limited funds, especially when opening offline stores that were hit by pandemic. At the beginning of the opening of the store, Hungry Pets provides small animals such as puppy and hamsters with limited quantities. Hungry Pets is more dominated by providing food ingredients for dogs and cats. The prices are affordable starting from six thousand rupiahs to two million. The target market for Hungry Pets starts from the age of thirty-five to forty and above. Targeted at lower to standard class society. As with human needs, it is important as a society, to choose a pet shop that is comfortable and provides good service for the welfare of pets. Hungry Pets provides complete needs at affordable prices but still prioritizes characteristic friendly, caring service, and creates comfort vibes for visitors. In addition, the Hungry Pets team cares for animals around who are abandoned and left in pet shops. The Hungry Pets team will look after and find new owners for abandoned animals. In addition, the location where the author lives very limited due to the existence of a pet shop service, many local people bring their pets for grooming, and buy necessities for their pets at Hungry Pets. This proves that the local community has become loyal customers of Hungry Pets by placing a great deal of trust. Besides that, to redesigning this identity according to the author, it was good in terms of visuals and others.

Hungry Pets needs to be developed and explored, to make it more unique and more prominent in its visual identity. The purpose of redesigning Hungry Pets' identity is to complement its visual identity, improve it in terms of aesthetics, and improve its brand awareness. This goal can encourage improving the company's image. Without forgetting the positive meaning and vision and mission of Hungry Pets which have characteristics so that they can be remembered in the long term. If it is related to the field of visual communication, the author has goals to increase the characteristics for create brand awareness to give the visual identity of Hungry Pets can be remembered by visitors for a long time. In addition, the purpose to make the visual identity more attractive in terms of aesthetics and communicate to intended meaning. The increase in visual identity and a more prominent corporate image. The author using components and design principles that are more organized and directed than the previous visual identity. The previous identity still good, but more for develop to explore the visual elements. Furthermore, from that arranged placement, it can lead to be better aesthetic, unity, and balance. The method of creating a visual identity is also based on a vision and mission for to be friendly, caring, and comfortable. In the depiction of typographical visual elements to more focused, collaborated with modern typography, simple, and dynamic.

According to Andhita (2021: 91) in the book *Visual Communication, Volume 1* states that a brand visual identity is a graphic image unit that makes it easier for audience perception to identify and represent the visual identity of a brand. According to (Miridjanian and Ballias, 2011) still on the same book and page states that to build a good and appropriate brand visual identity, several elements are needed such as logos, color signs, symbols, typography, and slogans. Creating a visual identity for Hungry Pets dynamically and easily remembered when implemented on any texture or background. The visual identity elements that will be created have modern, consistent, and simple elements. Where it still describes the identity of Hungry Pets as a pet shop with characteristic a friendly, caring, and comfortable feel that is designed simply but has prominent characteristics. According to Abbing (2017: 170) in a book entitled *Brand Driven Innovation Strategies Development Design*, brand touch points are points where users meet brands. These points can be either tangible (the product or environment) or intangible (the service or the "word of mouth" discussions around it). A shift that speaks of place in the physical world for services that take place online. A similar shift occurred from brand owner-generated touchpoints to user-generated touchpoints. But brands without any touchpoints put forward by brands cannot access, even virtual brands such as the social networking platform Facebook, must provide a website and infrastructure where it's users can generate their content. This relates to the services provided by Hungry Pets where characteristic friendly, caring, and comfortable service is implemented into elements of visual identity redesign and concepts on Hungry Pets social media with depictions, coloring, and others. The author to create a positive nuance according to the meaning perceptibly. In the original logo, there were several elements that were developed to be more modern because some of the shape and placement of the layout is not suitable. The design principle that was not applied in depicting the visual identity of the old Hungry Pets logo was the lack of courage to explore the unity and rhythm styles.

METHODS

The preparation is based on the primary objective, in describing the needs of the lower middle class, specifically those who visit Hungry Pets by compiling brainstorming in making summaries and Hungry Pets visual identity redesign. Get to know demonstration examples and the psychology of a group of people more specifically or in detail. In addition, to conducting direct interviews with the owner and employees of Hungry Pets. Based on a secondary objective, an analysis of more detailed and general information about brand identity is carried out. By conducting a survey of a general group of people on Goggle Forms to obtain overall or general information. There is also informational knowledge starting from brand users, direct interviews with owners, employees, and the author's personal experience. There are also those who are not brand users, starting from filling out Goggle Forms data and interviewing someone who keeps animals and regularly shops for their animal needs via social media. From combining the information obtained, it can produce other information that is more specific and easier to explore to create a meaning that will be translated to drawing Hungry Pets visual identity designs.

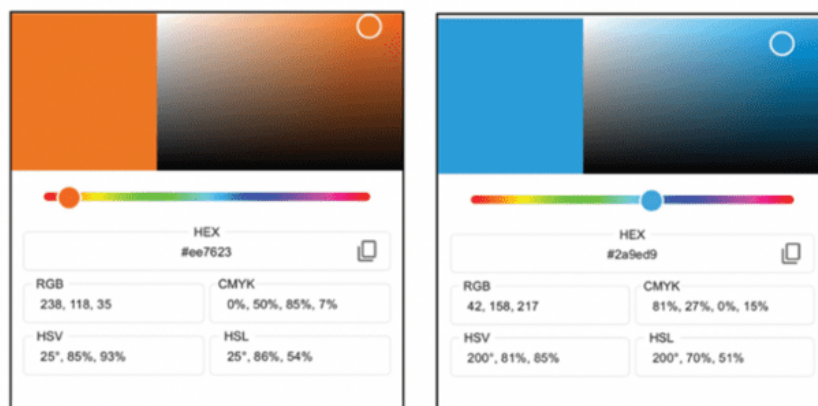
RESULT AND DISCUSSION

According to Suryanto (2004: 87), *Graphic Design Applications for Advertising* states that a logo is a brand identity that communicates quickly in the form of products, services, companies, and others. When you design a logo, you must identify your product, service, brand, business client. It must be unique and different from other competitors. The logo must be unique, have characteristics, memorable, easily recognized in a short time. The design of the Hungry Pets identity on the logo is kept simple, modern, and consistent. But it has characteristics and visual meanings that are easily remembered for the public. This affects the company's image which will be remembered by the community in the long term. The Hungry Pets logo is the result of identity redesign, there are two alternatives. With the addition of a maximum shadow of 20% on the paper print for implementation in large areas. For items store logo, wall wallpaper, large banner. The one without a shadow is for implementation in small areas. For items business cards, small books, small brochure, glasses, and others



Picture 1. Hungry Pets Logo
Source: Clara Beatrice, 2022

According to Cholilawati, (2021: 2) in the book *Color Theory - Application in Fashion* states that the warm color category, namely orange, means bright, motivational, uplifting. The blue color is included in the cold color category which symbolizes calm, gentleness, and others. These colors are the colors used in the design of Hungry Pets' visual identity which are related to the impression of being friendly, caring, comfortable. These colors are increased or decreased to suit the coloring of the Hungry Pets target market, namely for middle and lower economic people.



Picture 2. Color Palette
Source: Clara Beatrice, 2022

According to Sihombing (2001: 58), typography is a visual expression in the form of verbal communication and basic visual elements. Letters can mean something in verbal communication and can make the eyes active. In redesigning Hungry Pets Identity, it focuses on Gestalt theory namely the principle of continuation so that it seems unique with a modern and bold Charter Bold font combination.



Picture 3. Typography
Source: Clara Beatrice, 2022



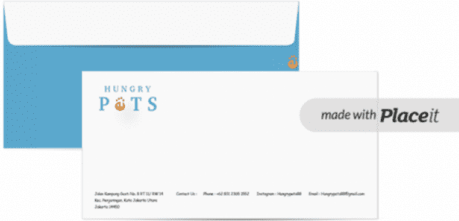
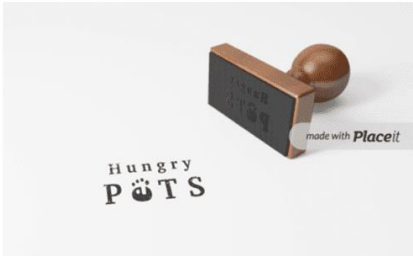
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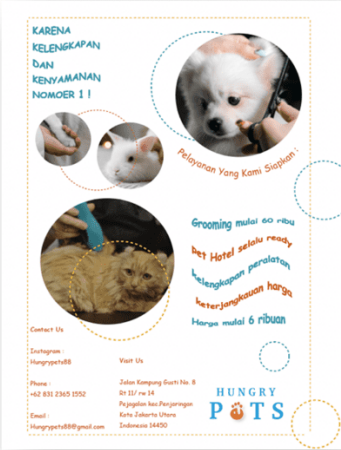

Picture 4. Graphic Standard Manual
Source: Clara Beatrice, 2022

According to Rustan (2013: 89-91), standard graphic manuals have other terms, namely, Visual identity standard manual, Corporate visual identity guidelines, Graphic standard guide, Graphic standard guidelines, Graphic identity system. The Hungry Pets Graphic Standard Manual aims to build a brand image, maintain consistency, and to be a means of exchanging information. This makes it easy to summarize in a container to identify the Hungry Pets brand. Because, it has been packaged in a book that has specific information about the visual identity of Hungry Pets starting from branding, logos, mockups.

Table 1. Promotional Media

Number.	Description	Media
1	Name Card: Size 9 cm x 5,6 cm. Material with doff art carton.	
2	Letter Head: Size A4 with material HVS.	
3	Envelope: Size 229 x 324 mm. The material is HVS.	
4	Stamp: Stamp used for state formal business. Size stamp 12,1 cm x 8,7 cm x 1,7 cm with black tint.	

<p>5</p>	<p>Mini Notebook: Size A5. Material for cover is glossy art paper and fill paper with HVS.</p>	
<p>6</p>	<p>Lanyard: Lanyard is for merchandise and employees.</p>	
<p>7</p>	<p>Instagram Post: Instagram post are used for promotion items.</p>	
<p>8</p>	<p>Website: Website used for information for online shop, offline shop, sale, and cooperation.</p>	

<p>9</p>	<p>Brochure: A5 with glossy art carton.</p>	
<p>10</p>	<p>Banner: Banner is for offline store with material PVC size 80 cm x 200 cm.</p>	

CONCLUSION

In designing this final project, “Redesigning the Identity of Hungry Pets as a Representation for Middle Class Pet Shop in Penjarangan, North Jakarta”, the authors have received many criticisms ranging from changes, reductions, and additions. This can be concluded that a design is broad depending on the point of view of each person. The visual identity redesign depicted in Hungry Pets present a sense of friendly, caring, and comfortable. From the translation of these meanings a positive nuance is created, The pet shop as a home for the lower middle class. The author’s hoped to the redesign of this visual identity can increase the value in terms of visual aesthetics, brand awareness, modern visuals, visual consistency, give positive influence the company's image, so the product and company's image are increased as well. In terms of visual aesthetics, it is hoped that the new visual will be better according to more directed and structured design principles.

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