

Brand and Logo Creation for Fried Wonton Chips MSMEs

Muhamad Syaeful Anwar^{a)}, Liesta Verawati, Nisnaeni Nurhikmah

Entrepreneurship Study Program, Universitas Widya Husada Semarang, Semarang, Indonesia

^{a)}Corresponding author: muhsyaefulanw@gmail.com

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a critical role in economic growth by creating job opportunities and reducing unemployment. However, in today's competitive market, MSMEs must innovate and develop strong branding strategies to attract consumers and build trust. This study highlights the challenges of fried wonton chips MSMEs, particularly the lack of a brand and logo, which hampers product recognition, marketing efforts, and competitiveness. A community service initiative addressed these issues by providing brand and logo creation using tools like Canva, equipping MSME owners with practical skills to enhance product identity and marketing. Through preparation, implementation, and evaluation stages, the initiative successfully increased awareness about branding's importance and emphasized involving younger generations to leverage technology for design and promotion. These efforts strengthen MSME competitiveness, build consumer trust, and unlock growth opportunities in local and global markets.

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INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a type of productive business owned by individuals or business entities and operate within the scope of trade (Dwijayanti & Pramesti, 2021; Daulay; et al., 2024; Fadhillah & Yuniarti, 2023; Hadi & Purwati, 2020). Innovation or new changes are needed to strengthen the products being sold due to the continuously evolving economy (Verawati et al., 2024). In the business landscape, building a strong brand is necessary for every entrepreneur, including MSMEs. MSMEs create job opportunities by reducing unemployment and play a vital role in a country's economic and industrial growth (Fauzi et al., 2024; Hakim & Bambang, 2019; Permana & Cendana, 2019). In today's highly competitive business environment, having a robust brand development strategy is essential for businesses, as it is crucial to attract consumer attention and differentiate products from competitors. A strong brand can provide a clear identity, reflect the values and mission of the business owner, and build consumer trust in the goods or services offered (le & Buana, 2023; Anwar et al., 2024). To develop a brand, business owners must understand that a brand is not merely a logo or slogan; it is also about creating the memories that the initial customers will carry. One way to achieve this is by identifying consumer demographics and understanding their needs and preferences (Christianingrum et al., 2021).

According to Jones (2021), understanding the audience and creating a brand that aligns with consumers' values can help make products more appealing in an increasingly complex market. Every aspect of a marketing campaign, including color, design, and language, should align with the desired brand identity. Consumers can feel connected to the products being sold if the message is effectively and thoughtfully conveyed. This statement is supported by Widiyanti et al. (2024), Putro et al. (2024), and Karjo (2024). The ability to deliver a consistent and memorable customer experience is a crucial part of a customer-oriented brand development strategy (Wijaya, 2019). Customer-oriented businesses must provide a positive customer experience when interacting with their brand (Sulistiono & Mulyana, 2020). This can be achieved by maintaining consistency across all communication channels, such as customer service, digital promotions, and social media (Kurniawati et al., 2021). Business owners should continuously evaluate and update their brand development strategies to remain relevant and competitive, adapting to market changes and consumer needs. By adopting an innovative and responsive approach, business owners can build a brand that is not only well-known but also trusted and loved by consumers (Sudirman et al., 2023).

Fried wonton chips MSMEs are one of the business sectors with significant potential for growth due to the high demand for light snacks. However, many fried wonton chips MSMEs face challenges in expanding their market because they lack a brand and logo as a product identity. Without a brand and logo, their products struggle to compete in a competitive market, are less recognizable to consumers, and fail to attract attention amidst the variety of snack options. Furthermore, the absence of a clear visual identity hinders these MSMEs from leveraging modern marketing platforms, such as social media and creative packaging. As a result, MSMEs miss the opportunity to build a professional image and consumer trust, which are crucial for increasing sales. Therefore, developing a brand and logo becomes a strategic step to strengthen competitiveness, attract customer attention, and unlock broader growth opportunities for fried wonton chips MSMEs. The absence of a brand and logo makes it difficult for MSMEs to establish a strong product image in the market, leading to: a lack of competitiveness, consumers tending to prefer products with clear visual identities, and challenges in marketing. Without a brand and logo, MSMEs struggle to promote their products through social media, packaging, or other promotional efforts. This limits their opportunities to reach more customers.

Fried wonton chips MSMEs are a type of culinary business with significant growth potential, given the high demand for light and convenient snacks. These products offer a distinctive taste, affordable pricing, and appeal to a wide range of consumers. However, many fried wonton chips MSMEs have not maximized their market potential due to the lack of a brand and logo as their business identity. Mr. Tardi's fried wonton chips MSME faces several challenges due to the absence of a clear brand and logo. One of the main issues is the lack of product identity, making it difficult for consumers to recognize the chips and reducing their visual appeal compared to similar products in the market. This situation also hampers efforts to build a business image, as products without a visual identity are often perceived as less professional, making it challenging to gain consumer trust and establish a positive reputation in the

market. Furthermore, without a brand and logo, the MSME struggles with marketing efforts, such as creating attractive packaging, maximizing the potential of social media, or running effective promotions.

As a result, the product's competitiveness weakens, especially when facing competitors who already have strong and widely recognized brands. These challenges represent the main issues that must be addressed promptly to enhance the growth opportunities of Mr. Tardi's fried wonton chips MSME in an increasingly competitive market. With the advancement of technology and growing public awareness of the importance of branding, having a brand and logo is no longer just an option but a necessity. A strong brand and logo not only provide uniqueness to a product but also serve as a gateway to building an emotional connection with consumers. Therefore, fried wonton chips MSMEs without a brand and logo must take strategic steps to create a product identity that is attractive, memorable, and relevant to their target market. These efforts will help MSMEs compete in both local and global markets and increase consumer trust in their products.

This activity aims to raise awareness among business owners, particularly MSMEs, about the importance of building strong brand awareness through logos and visual identity. There are several underlying facts that support this activity, including a) the lack of understanding of brand concepts, logos, and the importance of branding for business sustainability; b) different priorities: MSME owners often prioritize production and sales aspects over brand building; c) limited resources. In this activity, the community service partner is a fried wonton chips entrepreneur from Gumawang Village, Pecalungan District, Batang Regency, Central Java. The partner's challenge is developing the business, particularly the absence of a brand and logo. This results in a lack of understanding regarding brand and logo as part of marketing strategy. The product is often sold in simple packaging without a visual identity that reflects the quality or uniqueness of the product. This makes it difficult for the partner's product to compete in a broader market, especially when facing competitors with strong brands. Additionally, potential consumers find it hard to remember or identify the partner's product, ultimately reducing opportunities to increase sales. Therefore, the solution in this Community Service activity is to address the lack of understanding about branding and logos by holding training and education sessions on the importance of branding and logos; and the limited knowledge of designing brands and logos by using practical training methods with accessible tools and devices, such as simple design software or applications like Canva.



FIGURE 1. Owner Issues

Source: Personal Documentation

METHOD

The Community Service activity was held on November 4, 2024, and attended by the owners and employees of fried wonton chips businesses in Batang. This activity was organized to enhance knowledge about the importance of understanding and developing brands and logos for consumers. The community service activity followed a three-phase approach: survey, implementation, and evaluation.

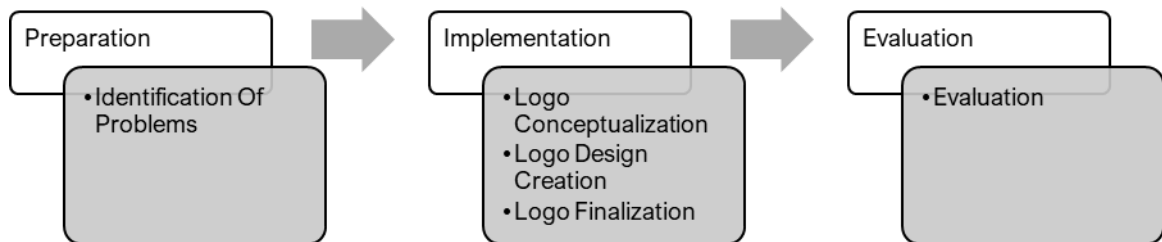


FIGURE 2. Three-phase Approach

Source: Personal documentation

The stages in implementing community service are:

- The Community Service Team conducts observations at the community service location by finding
- problems faced by partners, namely not having a brand and logo on the product.
- The Community Service Team carries out the implementation in the form of logo conceptualization (brainstorming to produce design ideas that match the character of fried wonton chips), creating a logo design (determining the main elements such as color, shape, font, symbols to be used), after the initial sketch is approved, the logo design begins to be worked on using graphic software such as Canva to finalize the logo.
- Evaluate community service activities.

RESULTS AND DISCUSSION

This activity took the form of training to enable participants to understand and implement the material provided to business owners regarding the importance of branding and logos as business identities that can enhance business competitiveness. The aim is for the business owners' brands and logos to be recognized by potential and existing consumers. The business owners did not have logos, and most participants did not understand the importance of branding. During the activity, participants were only familiar with marketing as sales but were unaware of the techniques used. The activity began with an understanding of the basic concept of branding. The new design can enhance promotional value and create visually appealing design concepts. Branding is essential to help differentiate the brand from others and attract consumers (Nurul Aini et al., 2024). The community service team explained that a brand is not just a name or logo but also includes the image and values a business wants to convey to consumers. In community service activities, the introduction of logos and branding became a strategic step to ensure that the business has a strong identity that is easily recognized. The brand and logo of My Chips provide a tangible recognition of the business identity (Hoyte & Noke, 2023). So far, the owner of the fried wonton chips business has not paid much attention to the "brand name" in their business. Including a brand name is important to help consumers identify the product and strengthen their relationship with the brand. Creating a brand and logo is essential to support the business's image (Tewary & Mehta, 2021). The

selection of a brand name is the foundation of brand image. The purpose of assigning a brand name is to provide inherent and immediate value to the brand while distinguishing the product (Bresciani & Eppler, 2010). A logo serves as a visual element that reflects a business activity's vision, mission, and core values. As a symbol, the logo provides an important first impression and helps the public understand the goals and benefits offered by the community service program. Recognizable images are used to convey a strong brand identity to targeted new consumers, aiming to build understanding and connections between the organization and the new target market (Renton et al., 2015). Branding, on the other hand, encompasses the public's experience and perceptions of the business. In the context of community service, a brand is not just about the product or service offered but also involves the social impact generated. Proper brand management makes the public more likely to accept and support the program. The importance of creating a logo and brand in community service is to establish emotional attachment and trust. When the public sees a simple yet meaningful logo, such as a design that incorporates environmental elements, they will more easily associate it with the values upheld by the program.

The community service activity in Gumawang Village, Pecalungan District, Batang Regency, was carried out on November 4, 2024, in the form of designing a logo for the fried wonton chips MSME. The results of this community service activity are as follows:

Logo Conceptualization

The logo conceptualization stage in the community service activity for the fried wonton chips MSME began with understanding the business's characteristics and the message it aimed to convey. The conceptualization process also involved brainstorming to generate creative ideas that could represent the MSME's characteristics. These ideas were then refined into several more mature and relevant concepts. Each concept was evaluated based on its alignment with branding goals and its acceptance in the market. Discussions with the business owners and employees were crucial to ensure that the designed logo met the business's needs. With thoughtful conceptualization, the resulting logo can become a strong identity symbol, helping the fried wonton chips MSME enhance its competitiveness and build better brand recognition in the market. Basic elements such as color, shape, font, and symbols were chosen to reflect the unique characteristics of the fried wonton chips. For example, gold or brown colors could represent the product's deliciousness and quality, while symbols depicting wontons or traditional kitchen elements could evoke an authentic impression. With this focus, the logo was designed to highlight the product's friendly, authentic, and high-quality image.

Logo Design Creation

The logo design creation stage in the community service activity for the fried wonton chips MSME is the step of turning the branding concept into a strong visual identity. This process begins by using graphic design software, such as Canva, to process elements like color, typography, and symbols. Colors are chosen to reflect the product's characteristics, such as gold or brown to represent the savory and crunchy fried wonton chips. The font used is designed to be simple yet appealing, ensuring readability while conveying a professional and friendly impression. Symbols or icons, such as the shape of a wonton or kitchen elements, are designed to be easily recognizable and reflect the unique identity of the MSME. The design process involves exploring various variations to find the visual combination that best aligns with the MSME's character and its audience. Input from the MSME owners is an essential part of refining the design to ensure the logo reflects the business's vision. With a focused and collaborative design process, the resulting logo becomes a symbol of pride for the fried wonton chips MSME, enhancing its appeal and making it easily recognizable in the market.

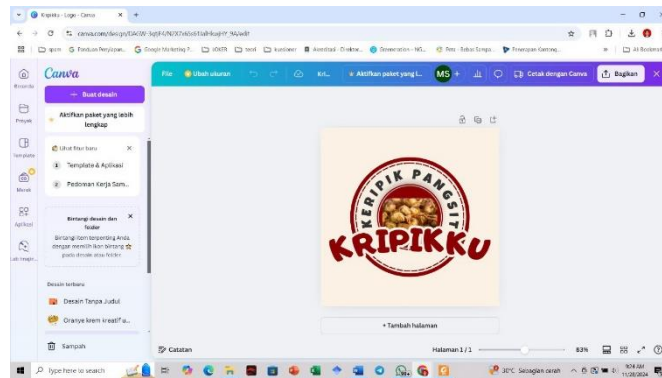


FIGURE 3. Logo Design Creation

Source: Personal Documentation

The image above shows the creation of the logo design using the Canva graphic design software. The logo design process for the fried wonton chips using Canva began with selecting a logo template that matched the product concept. Prior to this, a discussion with the MSME owner was held to determine the key elements that reflect the product's identity, such as an illustration of fried wontons and dominant golden yellow colors to symbolize crispiness, along with red to create appeal. A font that is easy to read yet has a modern feel was chosen to write the brand name "KripiKKu." The color scheme of the logo was adjusted using the Canvas color settings feature to create a harmonious appearance. The design was reviewed to ensure simplicity, readability, and flexibility for use across various media. Once completed, the logo was exported in PNG, JPG, or PDF format.

Logo Finalization

The finalization stage involves refining the logo design that was previously developed. In this stage, the selected logo design is adjusted to meet the needs for use across various media, such as product packaging, posters, and digital media. The completed logo is tested in various sizes to ensure that it remains clear, attractive, and easily recognizable in all formats. Refinements to design elements such as color, typography, and proportions are made to ensure that the logo is not only aesthetically pleasing but also functional, capable of creating the right impression that aligns with the MSME's character, and easy for consumers to accept. In addition, the finalization stage also includes testing the logo with a wider audience, such as local consumers or the community involved in the service program. Feedback from them is used to identify whether the logo effectively communicates the desired message and if any elements need adjustment. After receiving approval and input, the logo is ready to be officially used in the MSME's marketing and branding activities. With a well-executed finalization stage, the resulting logo will not only strengthen the brand identity of the fried wonton chips MSME but also increase the product's appeal in the market and build a stronger relationship with consumers.



FIGURE 4. Logo and Brand Design

Source: Personal Documentation

The "Kripikku" logo carries a simple yet meaningful theme representing the fried wonton chips business. The image of a bowl containing chips at the center of the logo serves as the main element, directly depicting the core product of the business: fried wonton chips. The golden or brown color of the chips evokes a sense of crispiness and deliciousness, while the red circle in the middle symbolizes the passion, warmth, and happiness that the product aims to bring. This visual creates a familiar and appetizing impression for consumers.

The word "Kripikku," using bold and dark red font, strengthens the brand identity. The red color conveys a sense of boldness and energy, reflecting the business's commitment to providing high-quality products to customers. The slightly curved font design gives a friendly and approachable impression, making it easier for the public to remember. Additionally, the outer circle surrounding the logo conveys unity and harmony, suggesting that this business is mature and has solid experience.

CONCLUSION

The community service activities organized by the service team have been successfully implemented. These activities were carried out through three phases: preparation, implementation, and evaluation. Several conclusions from these activities can be summarized as follows:

- The lack of product identity, such as branding and logos, has made fried wonton chips less recognizable to consumers and lacks the visual appeal that differentiates them from similar products in the market. This condition hinders efforts to build the business image.
- Additionally, without branding and logos, the owner faces challenges in marketing, such as creating attractive packaging, maximizing the potential of social media, or running effective promotions. As a result, the product's competitiveness is weak, especially when competing with established competitors with strong and well-known brands.

To address these issues, the service team conducted training on creating brands and logos as product identities for the partner. The training utilized Canva to design brands and logos. Based on the results of this community service activity, the service team recommends that the partner involve younger generations in future activities. This is important considering the increasing integration of technology into modern life. This approach can help maximize the use of technology in design, information dissemination, and marketing aspects.

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