

## Research Article

# Design of Brand Identity of Shoe Products in SR Collection

Murtopo Murtopo\*, Reniwati Lubis, Khairil Anwar, and Sidang Perangin Angin

Politeknik Negeri Media Kreatif, Medan, Indonesia

**ORCID**

Murtopo Murtopo: <http://orcid.org/0000-0002-4300-0436>

**Abstract.**

Every enterprise certainly needs a brand identity to become more familiar and make it easier for potential customers to identify a product, and the MSMEs Shoes SR Collection is no exception. The weaknesses of SR Collection that were found are: they did not have strong brand recognition, the shoebox design was too plain, and the promotion strategy was applied only from person to person, which is not very effective for gaining customers. Customers also identify the SR Collection shoe name with various names. Referring to this phenomenon, it can be concluded that the familiarity of SR Collection shoes is still low. Therefore, it is necessary to design a Brand Identity that can be confirmed by the SR Collection image. The promotion strategy in generating brand placement is applied to highlight and define the SR Collection brand among other competitors. The research method applied in this study is descriptive qualitative. Data were collected through interviews and observations and presented using visual design through concept maps and design boards (mood-boards). The design results that are conceptualized can highlight a new brand identity with the logo and image of SR Collection in the eyes of customers supported by designs such as logos, slogans, business cards, paper bags, packaging boxes, as well as promotional media that can be distinctive and highlight the image SR Collection Shoes.

**Keywords:** brand identity, promotion, MSMEs, Shoes SR Collection

Corresponding Author: Murtopo  
Murtopo; email:  
[murtopo@polimedia.ac.id](mailto:murtopo@polimedia.ac.id)

**Published** 7 March 2024

**Publishing services provided by**  
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Selection and Peer-review under the responsibility of the JICOMS Conference Committee.

## 1. INTRODUCTION

Today's business competitions create opportunities and become challenges for entrepreneurs such as those in the city of Medan, one of which is MSMEs in the fashion sector, namely the shoe business. Entrepreneurs are not only forced to have adequate capital and a good production process, but also have to have an effective strategy in marketing shoe products.

In marketing, brands have a strategic position in determining branding as a term intended to introduce products or services promoted by business people to differentiate them from other competitors. Apart from that, brands can convey a positive image in creating a brand identity, as well as attract consumer loyalty and expand their market network.

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Brand identity can present the objectives, path and message of a brand (Cintya & Muhammad: 2016). Apart from that, brand identity is a manifestation of a name that can be captured by the five senses. The manifestation of brand identity emphasizes the characteristics, concepts and big ideas of a brand. Likewise, MSME products also need a brand identity. An example is the MSME SR Collection Shoe Business which was initiated by Kharani Ulfa and his colleagues which was initiated in 2021, where this MSME has experienced business ups and downs during the pandemic.

The best-selling item from the SR Collection is women's sports shoes. Since operating, there has not been any significant growth and in fact orders via online using WA have only been running for 6 months. This is because SR Collection products do not have a strong brand identity and an attractive business concept, so it is known that they are limited to the circle of friends and family. Promotions that are attempted door to door, face to face or via WA are considered inappropriate. Customers also recognize the name SR Collection shoes by various names. Reflecting on this reality, it can be assumed that awareness or popularity of SR Collection Shoes is quite low.

From these investigations, SR Collection Shoes need a brand identity so they can compete in the fashion business, especially shoes, and how to build familiarity with the SR Collection brand with a brand identity design that reflects and emphasizes the image of SR Collection Shoes.

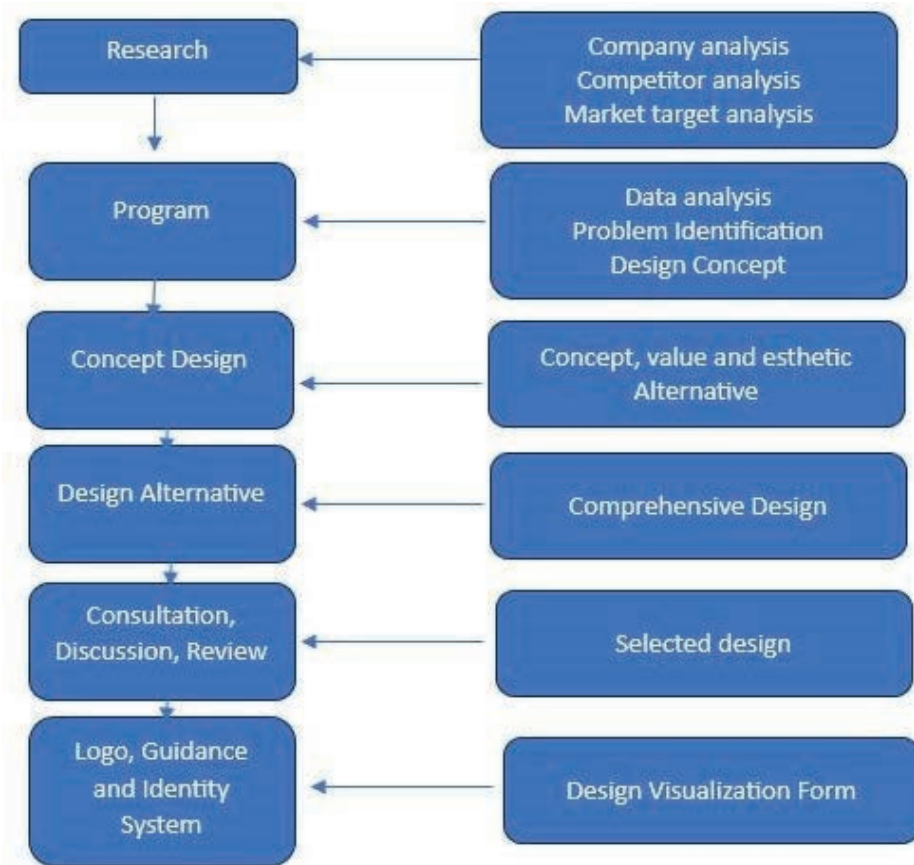
## 2. METHODOLOGY/ MATERIALS

This study applies the Qualitative Descriptive method through the development of Brand Identity and promotional media for MSME SR Collection Shoe Products. This research was implemented at the SR Collection Shoe Store Jl. Marelan V Gg Berani Medan Marelan. Meanwhile, the design development and creation of Branding Identity and Promotional Media plans are also carried out in the computer laboratory of Politeknik Negeri Media Kreatif, Jl. Guru Sinumba No. 6 Medan.

Data acquisition techniques using interviews and observations as well as visual design through concept maps and design boards (mood-boards) are applied according to the research stages, as can be seen in the figure below:

## 3. RESULTS AND DISCUSSIONS

The research resulted branding and promotion media for SR Collection through the following stages:



**Figure 1:** Research procedure of Design Branding Identity.

## 3.1. The Market Research

### 3.1.1. Company Profile

SR Collection is a Shoe Business store initiated by Khairani Ulfa since 2021. It is located at Jl. Marelan V Gg Berani Medan Marelan. SR collection has a vision to become a women's fashion brand that produces local goods of the best quality, as well as a mission to always innovate and provide fashion products for women from all walks of life so they can appear more confident.

### 3.1.2. Competitor Analysis

The competitors of SR collection are from some branded shoe store, tenants from supermarket surrounded SR Collection such as Irian Supermarket and Suzuya Supermarket.

### 3.1.3. Target Market Analysis

SR Collection consumers are primarily housewives, career women and students aged 15-45 years, socio-economic status C+ and B+, married and unmarried status. The personality characteristics and attitudes of consumers are those who like fashion, hang out and like to try new things, are caring and generous, like to gather and take part in various activities. The usage status for purchasing is at any time because SR Collection regularly updates its collection, but it cannot be denied that demand increases on holidays such as Eid and New year.

## 3.2. The Program

### 3.2.1. Data Analysis

From the results of the analysis, it can be concluded that it is a design basis that can be developed again through creative ideas with visual concepts and design processes up to the supporting media or creative media stage and representing the visual image of the SR Collection brand identity.

#### 3.2.2 Branding Problem Analysis

Most people do not know about the existence of the SR Collection, because the SR Collection is not able to attract attention and is not widely known. In terms of design, it does not yet describe the characteristics that can represent the image of a shoe business, the colors used are too monotonous, so it is difficult for people to remember, and does not match what is discussed in the brand. Many people think that this brand is just an ordinary product.

#### 3.2.2. Design Concept

The design concept designed for the SR Collection is creating a visual brand identity. It is a homemade business that is made with love using guaranteed quality and can give the impression of causality to the consumer . SR Collection presents trendy shoe products. Consumers have unique tastes and are popular with families, so the brand proposition of the SR Collection is “Comfort your steps with the SR Collection”.

### 3.3. The Concept, Value and Esthetic

The key message for the Brand concept in the SR Collection is the creation of a visual brand identity. SR Collection is a shoe business that is created by enhancing your self-image by using materials that are guaranteed quality and that can give a casual and trendy impression. SR Collection presents a collection of shoes that have the characteristic of being comfortable to wear on the feet of all women, so that the brand proposition of SR Collection is “Make your steps comfortable with SR Collection”.

### 3.4. The Alternative Design

‘SR’ logotype which is presented in bold or italic. Beside it has word “SR Collection”, another ornament needs to be added is the symbol such crown, umbrella, or another relevant symbol to the SR Collection slogan.

### 3.5. The Selected Design

SR Collection logo itself takes the shape of a ‘Queen’ crown as a symbol of beauty combined with the color gold which symbolizes luxury. This crown symbol is combined with the ‘SR’ logotype which is presented in bold right below it as the main characteristic of the brand and then followed by the words ‘Collection’ as a meaning of the variety of products provided by the SR Collection.



Figure 2: The Logo Design.

### 3.6. Brand Visual Identity

The crown is a traditional symbol in the form of headgear usually worn by kings and queens. For those who wear it, the crown is a symbol of power, legitimacy, immortality,

glory, prosperity and life after death. Logo identities with illustrations also make it easier for consumers to understand and remember the products offered. Apart from the traditional form, over time the crown has shifted its meaning as a symbol of a business with the meaning of a hope that the business being run will become a champion in its field and thus gain a high position in society.

### 1. Brand Identity in SR Collection

#### 1. Shoe box



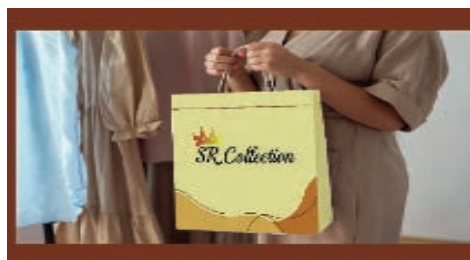
**Figure 3:** SR Collection Shoe box.

#### 2. Name Card



**Figure 4:** SR Collection Name Card.

#### 3. Paper bag



**Figure 5:** SR Collection Paper bag.

2. Media Promotion of SR Collection

4. Catalog



Figure 6: SR Collection Catalog.

5. Instagram Feed



Figure 7: SR Collection Instagram Feed.

6. Banner



Figure 8: SR Collection Banner.

7. Flyer



Figure 9: SR Collection Flyer.

## 4. CONCLUSION

In creating the SR Collection visual brand identity, first, the process of creating the SR Collection visual brand identity includes designing an identity that is in accordance with the company's image, vision and mission and in accordance with market segmentation. Media and design strategies can reach and attract the attention of audiences according to the target market and can create brand awareness in the minds of the public until they reach the stage of determining the key message as material for designing a visual concept.

Second, Brand identity is an important element for a business to be able to compete in the business world. To differentiate between SR Collection products and competitors' products, a brand identity is needed that can have distinctive characteristics in the products being sold.

Third, the design is carried out as an answer and solution to the problems faced by the SR Collection. SR Collection's visual brand identity design provides a new identity through a logo and creating a business image. The visual design of the SR Collection brand identity is supported by creative media such as business cards, banners, shopping bags, shoe boxes and catalogs which can become a characteristic and represent the image of the SR Collection.



## Acknowledgment

Thanks to Center for Research and Community Service (P3M) Politeknik Negeri Media Kreatif for Research Grant No. 3369/PL.27.15/PE/2023.

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