

## The Potential of Developing Bread Fried Ciptamas Brand Identity to Increase Sales

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**Abstract.** This article aims to analyze the potentials for developing a brand identity for an UMKM product Roti Goreng Ciptamas. The method used in this research is a descriptive method that used to describe the elements of the product that can be further developed. The steps taken in this study were observations of the Roti Goreng Ciptamas product. Literature review used to determine the brand identity elements, and interviews with owners to find out visual considerations of the brand and the direction of business development planned by the owner. The owner has tried to give identity to his product by labeling it on the packaging and several other considerations that can give identity to the product. However, the concept of product presentation that is carried out by the owner of Roti Goreng Ciptamas is currently still focused on efficiency and cost-effectiveness. The result of this research is the discovery of elements in the Roti Goreng Ciptamas product that can be developed visually and the potential for developing the Roti Goreng Ciptamas business as a whole. The conclusions obtained are in the form of suggestions, especially to the owner of Roti Goreng Ciptamas regarding the considerations that need to be made to develop the brand identity of their products.

Keyword: *Identity, Brand, Sales, Micro Business*

### 1. Introduction

Small Micro Business are productive economic businesses owned by individuals and or individual business entities that meet certain criteria as stated in Law number 20 of 2008. In this law, the criteria for Micro Business are businesses that have assets of a maximum of IDR 50,000.000.000, - (fifty million rupiah) or maximum annual sales proceeds of Rp.300,000,000. - (three hundred million rupiah). Micro and small enterprises have a very important role for the economic activities of the lower-class society. The existence of these small micro-business creates jobs for

the community around the business location and can provide cheap and affordable products for the community.

Bread was once an important part of culture, especially in wheat-producing regions such as America, Europe and the Middle East. In the book *Design in the USA*, bread becomes an important part of life, in 1910 there was a trend in furniture cabinets at home that were deliberately designed to make bread, where the cabinet was equipped with a flour sieve, bread drawer, cutlery drawers for tea, coffee and aluminum-surfaced shelf Extended [1].

Roti Cipta Mas is a fried bread business managed by Sularto. Cipta Mas bread has several variants of fillings. Among them, the contents of vegetables, blueberries, chocolate bananas, chocolate and milk. This bread is sold by Sularto by leaving his bread in stalls around Sularto's place of business.

According to a shop entrusted by Sularto, Roti Cipta Mas is a popular product and runs out quite quickly. However, in the shop there are two bread producers selling fried bread products. This sometimes makes buyers who want to buy Roti Cipta Mas products accidentally buy other bread products because the shape of the bread and the shape of the packaging are similar, and the buyer only realizes it when he has eaten it. Even though it is quite popular, Roti Cipta Mas was rejected in several stalls. The reason is because there are already other bakeries who have left their products. This ultimately made Sularto focus on selling his products only to stalls that had already received his products.

Cipta Mas bread does not yet have a difference with competitors' bread, so that consumers are sometimes confused when they want to buy Cipta Mas bread. In a product, customer satisfaction is needed so that consumers have the desire to make repeat purchases, even to the extent of having loyalty to a brand [2]. However, it is very unfortunate that Roti Cipta Mas has not reached the brand awareness stage for consumers and potential customers.

## 2. Method

Research conducted using qualitative methods. The research was conducted without data manipulation and the intended results are not data in the form of numbers. The research was conducted through interviews and observation of research objects.

## 3. Results

### 3.1 Brand

A brand is a name, term, sign, symbol, or design or a combination of these things that gives the identity of the maker or seller of their products or services [3]. Brand is a business component attached to a product. Brands can be found in almost all products sold in the market. One type of product can be produced by several manufacturers with different brands. However, a strong brand is one that stands out in a crowded market, and is loved and trusted by its users [4]. In addition, a strong brand can be one of the determining factors for the success of a marketing activity [5].

Brand is a marker that distinguishes a product from other products to support marketing activities. In addition, brands have several benefits for both customers and sellers, including [6]:

1. For customers
  - Brand names help customers identify products that are useful to them.
  - The brand also gives an idea of the quality and consistency of the product.
2. For Sellers
  - Brands provide legal protection for unique products so that they are not copied by competitors.

- Brands can give sellers different market segments, even though the products sold are made by one manufacturer.
- Brand names can be used to build a story about the special qualities of a product.

### 3.2 Branding

Branding is the process of forming consumer perceptions about a company [7]. Brand, also explained as a process used to build awareness, attract new consumers, and expand consumer loyalty [8]. It can be concluded that branding is a process for forming consumer perceptions of a company and a tool for expanding target consumers. Meanwhile, the process taken when doing branding is [9]:

- Conduct research
- Define strategy
- Establish brand identity
- Creating touchpoints (points of interaction with consumers)
- Manage assets

### 3.3 Brand Identity

Brand identity is the real values of a product that can be felt by the five senses. Brand identity fosters product recognition, reinforces product differentiation and makes company ideas and intentions easier to convey [10]. Brand identity is also a branding plan that has been directed to support all of the company's marketing activities [11]. Brand Identity is a set of aspects that build a brand representation, brand background, brand principles, goals and ambitions of the brand itself [12]. It also concluded that brand identity is defined as the value of a brand that the company wants to convey to consumers [12].

### 3.4 Cipta Mas Bread

Roti Cipta Mas is a home-made fried bread business managed by Sularto and has been operating since 2004. The name Roti Cipta Mas is taken from the name of the complex where Sularto lives. The name Cipta Mas was taken because the name of the complex is quite well known to the people around where Cipta Mas bread is sold. Roti Cipta Mas products are produced by Slarto and his wife. Roti Cipta Mas products do not use any preservatives, so Roti Cipta Mas products only last three days. Sularto produces his bread every day except Sunday. In one production, a minimum of 10 kg of raw materials is used and can produce up to 300 portions of bread.

Roti Cipta Mas is currently only sold in stalls, delivered by Sularto using a motorcycle. Until now, there are thirty five stalls selling Roti Cipta Mas. Previously, Sularto had also tried to leave his bread in the market. However, this is no longer done because Sularto feels it is inefficient when selling it to the market, and the price offered must be lower than that offered to stalls.

Currently Roti Cipta Mas has not been registered as an MSME. However, Sularto never tried to register Roti Ciptamas as an MSME. However, the process was not continued. Previously, Sularto's reason for registering MSMEs was to make packaging with a label printed with the logo directly on the package. However, after recalculating, the cost of packaging production actually burdened the overall cost of production.

### 3.5 Cipta Mas Bread Analysis

The packaging labels are made of colored paper with the words Roti Cipta Mas on one side and flavors on the other. According to Sularto, even though there are flavor variants that use the same paper color, when combined with the shape of the bread it will create a separate identity for the product. For example, long bread with a yellow label is chocolate banana flavor. While round-shaped bread with a yellow label is chocolate flavor, see Figure 1.



**Figure 1.** Cipta Mas Bread Chocolate and Banana

The Roti Cipta Mas logo is printed on one side of the Roti Cipta Mas packaging label. The logo is in the form of a black wordmark which is the entire name of Roti Cipta Mas. On the edge of the label, there is a black border consisting of two lines, the outermost of which looks thicker, like in Figure 2.



**Figure 2.** Cipta Mas Bread Logotype

Overall, this logo does not yet show the non-physical attributes of Roti Cipta Mas and also, because this logo uses a standard typeface that is common and installed on almost all computers, so writing using this typeface is easy to find in public places. Thus, making this logo easy to confuse with other logos or labels that use the same typeface.

There are two types of typefaces used on the Roti Cipta Mas label. The first is "Comic Sans" as the main typeface and "Stencil" to write the flavors and price variants. As previously mentioned, the two typefaces used are standard typefaces that are already installed on almost all computers, see Figure 3.



**Figure 3.** Typography on Roti Cipta Mas Lable

#### 4. Conclusion

Brand identity is the image, idea and purpose that the company wants to convey to consumers. However, based on the analysis above it can be concluded the Roti Cipta Mas logo has not fulfilled its function as an easily recognizable marker, a differentiator that identifies the brand, or a medium to convey the company's non-physical attributes. Coupled with the lack of image elements on the label and the use of a typeface that is very commonly used, the Roti Cipta Mas logo has lost its function. The use of color on label paper does not represent the nature of the product or company. The taste identification system that the owner is trying to implement is not widely known and has the potential to be confusing. Roti Ciptamas does not yet have sufficient brand identity to be applied in branding campaign media. It is necessary to develop or redesign the Roti Ciptamas brand identity. Now, by paying attention to the elements of brand identity as a basis for consideration of identity development that will be made. Also, considering the shelf life of the Roti Cipta Mas product which is only three days, the owner can consider changing the sales model to a model that is more supportive of product shelf life.

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