

VISUAL IDENTITY “LICINCYIN” AS A PROMOTIONAL STRATEGY FOR PROCESSED EEL HOME INDUSTRIAL PRODUCTS

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Abstract. Society must begin to adapt to the new way of life, often referred to as the 'new normal life.' This transitional period has led to significant changes in societal behavior. One of these changes is the shift in food consumption patterns. With the increased demand, the market segment predictions and the scope of frozen food producers are expected to expand further. Frozen smoked eel processing products in Indonesia are not the only ones, but there are still very few business actors. This is a great opportunity for the "Licincyin" home industry to promote their products. This research aims to design a visual identity for Licincyin with an image of Indonesian culture as a visual attraction as a means of branding and product communication for potential consumers. This research uses qualitative methods in the form of interviews, documentation, and literature study, while the visual design in this research uses design thinking methods, SWOT analysis, and Hiroyoshi Tsukamoto's Manga Matrix approach to examine the characters/mascots on Licincyin product packaging. The results of this research are Licincyin's visual identity in the form of logo designs, packaging, mascots and visual elements in packaging with images of Indonesian culture

Keywords: visual identity; promotional strategy; home industry

I. INTRODUCTION

The COVID-19 pandemic has tremendously impacted many sectors in Indonesia, including the agricultural sector, which is related to food security. Society must adapt to new living habits or the 'new normal life.' This transition period causes widespread societal behavior changes. One of them is a shift in food consumption patterns. Research by [1] shows that the average growth of the packaged food and beverage market in 2013-2017 is predicted to be above 10%, while frozen food products are predicted to grow up to 16.6%. The new normal situation is likely to cause an increase in the need for long-lasting food, one of which is frozen food. With this increase in demand, market segment predictions and the scope of frozen food producers will widen. Eel cultivation in Indonesia has developed significantly, and eels are one of the country's income commodities. However, unfortunately, Indonesia does not yet have instantly processed eel products that are well-known among the public. In this regard, an innovation for processed frozen eel products was created with the brand name "Licincyin." "Licincyin" is a home industry located in the Petala Bumi area, Seberida, Indragiri Hulu Regency, Riau, managed by Mr. Yogi from 2021 until now. Mr. Yogi also manages his rice eel farm to produce this Licincyin product. Licincyin is a fast-food complementary product or side dish made from rice field eel (*Monopterus albus*) and various other ingredients, which are smoked and then frozen to create an innovative new taste and shape that people like. Processed "Licincyin" eel can also be an alternative food in the new normal era and the future. Frozen smoked eel processed product "Licincyin" in Indonesia is not the only one, but there are still very few business actors. It is a

great opportunity for home industries to promote their products. Licincyin was inspired by a processed Japanese eel product, unagi kabayaki, made from eel. Seeing the huge potential of unagi kabayaki on the international stage, the owner of Licincyin believes that his product has the same potential if taken seriously.

Licincyin requires special treatment to introduce and popularize it to the public with a unique promotional strategy to be memorable and well-remembered by consumers. So far, Mr. Yogi markets his products only in clear vacuum plastic packaging without labels and a consistent visual identity. The following is an example of a product from Licincyin before it had a visual identity. In connection with this, a branding innovation was created, namely designing a visual identity as a promotional strategy to attract potential consumers. Licincyin's visual identity design is applied through logo design and visual packaging creativity, incorporating innovative elements and featuring an attractive variety of colors, fonts, and layout functions. [2] states that businesses must continuously improve and develop their products. To stand out from competitors in today's competitive market, a company must be more innovative when designing its products. The packaging design of a product may be one of its selling points. Therefore, it is hoped that the design of the visual identity for "Licincyin" will make the Licincyin brand better known to the public and expand sales. In creating a strong and distinctive visual identity for Licincyin, this research will highlight a visual identity that incorporates an image of Indonesian culture as a visual attraction and serves as a means of branding and product communication for potential consumers. Since Licincyin's home industry is

located in Indragiri Regency, Riau Province, the Indonesian culture that will be highlighted is the local culture from Riau Province in the form of songket woven cloth motifs typical of Indragiri Regency [3]. In addition to Malay songket, Riau Province has a quite popular city icon, namely the Lake Raja tourist spot. Raja Lake is also known as the Symbol of the Civilization of the Indragiri Kingdom. Behind this city icon, a folk tale is popular in society, namely the folktale of Danau Raja and Putri Bunga Harum written by [4]. In this folklore, Princess Bunga Harum is the daughter of Sultan Thahir and Empress Fatmasari from the Kampung Dagang Kingdom in Rengat City. Wan Usman, a young man from Lubuk Tangguk Village, still needs to receive Sultan Thahir's blessing to marry Princess Bunga Harum even though he had fulfilled the requirements to create a lake and a palace in one night. Finally, Princess Bunga Harum and Wan Usman drowned in the middle of the lake and turned into a pair of white crocodiles. These two visual references will be the source of ideas for creating a visual identity for Licincyin MSMEs to promote local and regional culture. Licincyin's visual identity design serves as a medium for original work and a research tool that can provide insight into branding. It is hoped that this visual identity design will be useful for society, writers, and the advancement of the field of visual communication design.

In today's business landscape, entrepreneurs are increasingly recognizing brands' critical role in selling their products. A product's brand serves as an additional identity, distinguishing it from competing goods and assuring consumers that it will consistently deliver the expected value. According to Wijaya, Surachman, & Mugiono [5], a brand is a business's most vital strategic asset, capable of generating value and profits for both customers and the business itself. A brand encompasses more than just a name and logo; it represents a company's commitment to providing products and services aligned with its core values, offering social, emotional, and functional benefits. A brand is an asset that influences business strategy and performance, carrying inherent equity [6].

As defined by [7], branding strategy outlines what a brand should aim to achieve in terms of consumer attitudes and behavior. In branding, it is important to consider convincing potential customers that the brand is a preferable solution or choice over competitors in a crowded market. Effective branding tactics, such as differentiation, relevance, self-esteem, awareness, and thought [8], must enhance product quality and attract potential consumers to purchase products from home industries. A product requires a unique personality to stand out in a competitive market. As Wheeler on [9] argues, "Brand identity engages the senses; it is tactile. Consumers can see it, touch it, hold it, hear it, and observe its movement. Brand identity promotes recognition, differentiation, and easy access to core ideas and meanings [10]. It integrates various aspects to inform the entire system." According to Wheeler's perspective, brand identity engages the senses through visual representation, encompassing aspects of sight, touch, sound, and movement. It fosters recognition, differentiation, and accessibility to key concepts and meanings. For the slippery in-home industry, the visual

identity to be designed includes logo, tagline, and packaging design. A logo is a tangible representation that reflects intangible aspects of a company, such as its culture, attitudes, and personality, conveyed visually [11]. According to [12], a logo is a visual representation of a company's identity applied across various aspects of the company's operations and activities as a means of visual communication. A logo can also be referred to as a symbol, image mark, or trademark, symbolizing a business entity's personal identity and a distinctive marker of the company. Therefore, a logo can be understood as a visual representation of a company's identity with unique characteristics aligned with the company's personality when designing a logo, psychology plays a crucial role in ensuring that individuals can psychologically respond to the visual elements present in the logo. One of the most widely applied psychological theories in graphic design is Gestalt theory. Gestalt is a psychological theory that suggests individuals tend to group elements they perceive into a unified whole based on patterns, relationships, and similarities. Developed by Max Wertheimer (1880 – 1943) and his colleagues, this theory explains perceptual tendencies formed in individuals' minds [13]. Several principles from Gestalt theory are commonly applied in logo design, including: a) Figure Ground, b) Proximity, c) Similarity, d) Closure, e) Continuity [14].

Next, let us consider the visual identity of the tagline. A tagline is a sentence used in brand positioning that serves as a differentiator, characteristic, and advertising language to capture consumer attention [15]. Taglines are typically designed to be easily remembered and encapsulate the essence of what the brand or company offers. According to [16], the effectiveness of a tagline in fulfilling its function can be assessed through three indicators: a) Familiarity, b) Differentiation, and c) Message of Value. A tagline can also be called a slogan or motto, a phrase accompanying a brand name to succinctly convey the brand's positioning statement and offer a few memorable words [17]. Taglines can play a crucial role in identifying and distinguishing a brand from its competitors in the market. Licincyin products also require packaging design to reinforce their visual identity. According to [18], three aspects constitute packaging design variables. These aspects are graphic design, design structure, and product information. The packaging design for Licincyin products will incorporate elements of Indonesian culture to establish the distinctive identity of the Licincyin brand. It will include the Riau Malay songket motif and characters from the Danau Raja folklore, with Putri Bunga Harum serving as mascots. Below are eight basic motifs on songket woven cloth originating from Indragiri Regency, Riau Province. Songket is a woven cloth that is often used in the characters that will be used as mascots in the Licincyin product packaging design are Putri Bunga Harum and Wan Usman. This research employs the Manga Matrix theory developed by (Putra [19]) to design these two characters. Manga matrix is a character creation system built from building elements simplified into diagrams, serving as a guide for character creation (Putra [19]). In the matrix system theory, the character design method relies on three variables: Form matrix, Costume

matrix (limitless customs), and celebrations and parties. Riau Malay songket woven cloth features various motifs or patterns, including flora, fauna, nature, and others. These motifs carry meanings and philosophies that reflect human ways and perspectives on life. Riau has four weaving centers: Rokan Hilir, Bengkalis, Siak, and Indragiri Hulu. Each region has its distinctive basic motif. However, we will exclusively consider Malay songket motifs from the Indragiri area to design this visual identity. Later, we will determine which motifs are suitable to be applied to the Licincyin product packaging design (Samin & Legino [20]). In addition to Riau Malay songket, there is also a popular icon in Rengat City, namely Lake Raja, which has become a well-liked tourist destination among the local community. While the lake's enchanting water beauty is captivating, it is the folklore of "Lake of the King and Princess of Bunga Harum" associated with this place that enhances its appeal to the public and tourists. Based on this explanation, the design of this visual identity will incorporate the main characters from the folklore of Danau Raja and Putri Bunga Harum. Below is an example of an illustration from the cover of the folktale book "Danau Raja and Putri Bunga Harum," which served as a reference for designing the visual identity of Licincyin products. personality matrix (limitless personalities).

II. RESEARCH METHODS

This research was conducted qualitatively using the Design Thinking method and SWOT analysis. Data was collected through observation, interviews, documentation, and questionnaires and then analyzed using SWOT. Observations were conducted to analyze competitors, seek design trend references, and assess the potential of the Licincyin home industry. Subsequently, interviews were conducted with the owner of the Licincyin business and several owners of similar competing businesses. An online questionnaire was distributed to 66 respondents in the Indragiri Regency to gauge the community's response to Riau culture and the potential of MSMEs. After collecting all the data, a SWOT (Strength, Weakness, Opportunity, Threat) analysis was performed by evaluating the Home Industry's internal factors concerning product strengths and weaknesses and evaluating opportunities and threats that may arise from competitors. Following data analysis, several design concepts were created for the visual identity of the Licincyin product home industry. The design of the Licincyin logo was guided by Gestalt Theory, which focuses on the psychology of how people tend to perceive and group visual elements into a unified whole based on patterns, relationships, and similarities. Meanwhile, the packaging design employed the Manga Matrix approach as a character/mascot design reference. The analysis of visual ideas for Licincyin packaging design using the Manga Matrix approach proposed by Tsukamoto was used to examine the characters from the story of Danau Raja and Putri Bunga Harum with unlimited references.

III. RESULTS AND DISCUSSION

The design thinking process consists of six stages, from empathy to implementation. Here are the results and discussions of Licincyin's visual identity using the six stages of the Design Thinking method.

Empathize Stage (Empathy)

Licincyin Product Background

Licincyin is a home industry in the Petala Bumi area, Seberida, Indragiri Hulu district, Riau. This home industry was founded in 2021 and has been operational for one year. It began as an eel farming venture to improve sales and marketing to reach a broader consumer base. The business, initiated by Mr. Yogi, focuses on processing eels, primarily using rice field eels (*monopetrus albus*), which are popular in Indonesia. The main product is frozen smoked eel, marketed using clear vacuum packaging, and sold through an online pre-order system via WhatsApp and Facebook marketplace. However, due to the owner's limited ability to visualize the product, the business stagnated, proving ineffective in reaching a wider consumer base and not generating sufficient income to cover the expenses incurred in food processing and sales.

a) Licincyin Products

Licincyin products are processed by the home industry, where each process is still carried out on a small scale with limited capital. The production equipment and processes used are simple. Below are the results of documentation related to the Licincyin home industry's production process. processing, which serves as the fundamental ingredient for creating Licincyin smoked eel products. The eel has been marinated for approximately 1 hour in the chiller, then grilled or smoked until it reaches a semi-dry texture without excess moisture. Afterward, it is cooled, pressed with a vacuum sealer for packaging, and frozen in the freezer for extended storage. Licincyin is crafted with a focus on taste and texture. It has no fishy odor and can be consumed directly, heated in the microwave, or customized with optional seasonings. Each pack of Licincyin weighs 250g and is priced at 30,000 for the plain variant and 35,000 for the signature Padang spice flavor. Currently, Licincyin exclusively offers frozen smoked eel, with the potential for Mr. Yogi to introduce additional product variations in the future, including shredded meat, chips, and eel-based beef jerky.

b) Competitor Background

Attin Food

ATTIN Food is a home-based MSME company that has received BPOM approval for some of its products. ATTIN Food produces Indonesian cooking spices, chili sauce, and processed Indonesian chicken using authentic Indonesian spices, chili sauce, and chicken meat as the primary ingredients. This food business originates from the Pati district in Juwana District, Central Java..

Ciwidey Filled Milkfish

Ciwidey Filled Milkfish is a processed milkfish product without thorns, mixed with eggs, milk, panir, and spices, and then the processed milkfish meat is placed back into the fish skin (ciwideyfood.com). CV Ciwidey Food

produces Ciwidey Filled Milkfish in Ciwidey, Bandung Regency, West Java. CV Ciwidey Food was founded on April 18, 2020, and is a business unit that processes fisheries into frozen food products. The company is at Puri Indah Ciwidey Housing Complex, Puri Ayu Block No. 30, Pasirjambu District, Bandung Regency, West Java. This Ciwidey Filled Milkfish is marketed to consumers as frozen food, and the product has been certified by BPOM and Halal MUI. One of the owners of CV Ciwidey Food is Drs. H. Uus Sutrisno.

Competitive Landscape

Competition is an essential element in the ongoing business processes in the business world. A competitive landscape is necessary for companies to gain a detailed understanding of their competitors and to determine the appropriate marketing strategy to compete effectively.

1. Define Stage (Definition)

a. Data Analysis

Licincyin is one of the MSMEs that utilizes eel as a primary ingredient for its processed products, hailing from the Indragiri Hulu district. In designing Licincyin's visual identity, this research conducted online questionnaires among 66 Indragiri Regency residents. The purpose of distributing this questionnaire was to assess the public's response to Riau's culture and the potential of MSMEs. The following data presents the online questionnaire results distributed to the 66 respondents. Based on the data obtained from the above questionnaire, it is evident that most respondents recognize the potential of visualizing regional culture as a visual identity for an MSME product. Furthermore, most respondents frequently purchase frozen food and processed eel products, indicating a potential market for Licincyin to compete. The impact Based on the results of interviews and brainstorming with Licincyin business owners, as well as the outcomes of distributed questionnaires, the brand personality for Licincyin is as follows:

- a) Playful: Food products with a cheerful atmosphere tend to appear more attractive and delicious psychologically.
- b) Cultural: The aim of designing Licincyin's visual identity is to highlight Riau culture, so cultural elements should be incorporated into Licincyin's brand personality.
- c) Mass Appeal: Licincyin products are intended to be accessible to a wider audience.
- d) Youthful: To showcase products with fresh and contemporary designs suitable for a young target audience.
- e) Colorful: Based on the questionnaire results, most audience prefers packaging designs with vibrant illustrations, making them more attractive when using of packaging design on respondents' purchasing decisions is also significant, with many preferring MSME products over factory-produced ones. Utilizing regional cultural visualization as a product identity can effectively attract consumers. colourful colours.
- f) Economical: Licincyin products must convey the impression of affordability and accessibility, ensuring that people can purchase them from all walks of life.

b. SWOT Analysis

SWOT analysis is a descriptive analysis of situations and conditions that involves grouping them based on their contribution to determining appropriate strategies for problem-solving (Chow, Choi, Huang, & Pan, 2020). It is a valuable tool for conducting strategic analysis, minimizing weaknesses, dealing with threats, and capitalizing on opportunities. The analysis results typically recommend maintaining strengths, leveraging existing opportunities, and mitigating threats. SWOT analysis involves studying various factors, including strengths, weaknesses, opportunities, and threats (Phadernrod, Crowder, & Wills, 2019).

Strengths

- 1) As producers, MSMEs offer various flavours, allowing consumers to choose according to their tastes and needs.
- 2) The products are affordable, and the quality is not inferior to factory-made products, making them in demand by people from various social strata.
- 3) The food processing place is clean, friendly, and inviting for anyone interested in starting a home-based business.
- 4) MSME owners always uphold consumer trust as motivation to be honest and kind when processing food made from rice eels.
- 5) They actively engage with the MSME community, consistently providing the latest innovations to make their products accessible to a broader audience.
- 6) Indonesia has relatively few business actors in this field, offering excellent growth potential.
- 7) Processed eel can serve as an alternative frozen food product, appealing to consumers looking to explore new, healthier, more nutritious, and convenient options.

Weaknesses

- 1) A unified identity is not used in all promotional media, including logos, colours, typography, and image elements.
- 2) The packaging design needs to incorporate a consistent visual identity.
- 3) Efforts to carry out promotions that align with current developments must be improved.
- 4) Technology is underutilized for promotional purposes, such as ineffective social media management.
- 5) These MSMEs rely solely on personal income as their initial business capital, without external support, including from the local government.

Opportunity

- 1) Considerable Market Potential: Eel is a food that is quite popular in Indonesia. Therefore, the processed eel business has significant market potential, especially in Indonesia, where eel is commonly consumed as a food ingredient.
- 2) In the future, Licincyin has the opportunity to offer various types of products: The processed eel business can diversify its product range to include items like eel jerky, eel floss, eel crackers, and more. This diversification can increase product variety and expand the market.
- 3) Licincyin is a home-based business with the image of promoting local products as its primary focus.

- 4) If the Licincyin brand identity is well- managed, this locally characteristic brand can expand its market segmentation and compete effectively with similar products.

Threat

- 1) The changing times bring diverse consumer demands, including those who highly value the external appearance of a product (packaging design) and those who focus primarily on the quality of the product contents, among others..
- 2) Dependence on raw materials: Processed eel businesses rely on the supply of fresh eels, which can be influenced by factors such as seasons, weather, or natural disasters. Instability in the supply of raw materials can disrupt production and lead to a decrease in product quality.

Ideation Stage (Idea Generation)

Visual Idea Analysis

a) Licincyin Logo Design

The results of the brainstorming data analysis are then transformed into rough sketches and further visualized through a digital process. Creating the Licincyin logo involves a design sketch, a range of concepts, and visual refinement.

1) Logo Morphology

Logo morphology involves studying visual elements, shapes, and structures constituting a logo design. In designing the Licincyin logo, elements related to the origin of eels are utilized to establish a solid visual identity. The elements used in crafting the Licincyin logo include: The design inspiration for Licincyin's cottage industry product is derived from the original form of a rice field eel, which has been simplified into a cartoon illustration. It is then combined with a logotype representing the "Licincyin." The chosen font is "Blow," known for its curved and wavy shape, resembling water.

2) Range of Concept

Typography

The logotype utilizes the Blow font, characterized by its thick, fluffy characters that are unique, robust, and easy to read. This font was selected due to its fluid, water-like appearance, symbolizing the natural habitat of rice field eels in water. Considering Licincyin's brand personality, the Blow font is chosen to convey the brand's playful, youthful, and economical character. This decorative font features letters that expand, resembling balloons, creating a cheerful, fun, and fresh impression, particularly appealing to young audiences. Furthermore, the thick letters can be associated with the eel product, emphasizing its "fat" and tender meat.

Color

The logo's color palette aligns with the outcomes of the brainstorming process. It incorporates several primary colors, including red with color codes R: 222, G: 40, and B: 26, orange with codes R: 239, G: 125, and B: 26, colors with codes R: 135, G: 205, and B: 255, and black with color codes R: 0, G: 0, and B: 0. As per (Jones, Ivins, Ebdon, Hagelstein, & Harding [21]), red exudes a strong aura, symbolizing courage, joy, energy, and strength. When used in food products, red also has a dominant psychological effect and

stimulates the appetite (Vermeir & Roose [22]). On the other hand, orange, a combination of red and yellow, signifies self-confidence, calmness, and sociability, according to (Jones et al. [21]). Psychologically, orange tends to be bright and attracts more consumer attention (Vermeir & Roose [22]). These colours, red and orange, are frequently employed by well-known food brands because they psychologically entice customers by stimulating their appetite.

In the business context, blue conveys professionalism, trustworthiness, and strength. (Nyoman et al. [23]) associates blue with trust, conservativeness, security, technology, cleanliness, and order. The choice of blue in Licincyin's visual identity reflects the natural habitat of rice eels in water. Therefore, blue was chosen to evoke the association with water. Additionally, in the Licincyin logo design, black is utilized solely as an outline. Black carries positive connotations, including courage, the centre of attention (especially among the opposite sex), calmness, dominance, steadfastness, strength, and a preference for the natural over the artificial (Nyoman et al., [23]).

b) Tagline Design

1) Tagline Sketch

The tagline for the Licincyin brand is developed based on its character and its relation to Licincyin's products. One of the taglines will be selected for use as Licincyin's tagline. The selected tagline is "Practical, Delicious, Full of Nutrition."

2) Range of Concept

The tagline sketch that has been created will be selected based on the sentence that best suits Licincyin's character. Then, the tagline will be designed using several types of fonts, and in the end, the same type of font as the logo, Ghiya Strokes, was chosen.

c) Licincyin Packaging Design

Licincyin's product packaging will feature a logo and complete illustrations per the questionnaire's data. It is to strengthen the identity of the Licincyin brand, which aims to embody Riau's unique culture and make it easier for consumers to recognize Licincyin. Licincyin's packaging will be designed to be more modern and contemporary while incorporating elements of typical Riau culture. Previously, Licincyin's product packaging only used vacuum plastic packaging without a design, and the packaging used needed to be more consistent in terms of material and shape. This role was created to develop new packaging with a fresh visual identity. This packaging will use food-grade vacuum plastic material in several sizes according to the product's weight.

1) Packaging Sketch

In the initial stage of the sketching process, a packaging layout sketch will be created to provide a rough idea of the elements applied to the Licincyin product packaging illustration, making it easier to visualize. The sleek product packaging will be designed with full descriptions. Licincyin's packaging will incorporate drawings representing Riau's regional culture, including depictions of characters like Putri Bunga Harum, Wan Usman, and Danau Raja as supporting elements in the background of the eel illustration.

2) Range of Concept

a) Information

The new Licincyin product packaging will include several pieces of information, such as the logo, halal label, distribution permit number (if applicable), product name, serving suggestions, storage recommendations, composition, net weight, nutritional value information, production code, expiration date, as well as details about production locations.

Packaging Color

The colors to be used on the product packaging are tertiary colors derived from the combination of colors used in the logo, resulting in the following colors. The choice of colors on the packaging is primarily influenced by the character and setting, which is the biological environment of the Lake Raja and Putri Bunga Harum story. The color blue, with color codes R: 23, G: 159, and B: 211, was selected to represent the waters of Lake Raja. Yellow, with color codes R: 233, G: 180, and B: 26, and brownish orange, with color code R: 209, G: 141, and B: 70, were chosen to depict the background color of the entire packaging, the plain, and the colors of the characters Putri Bunga Harum and Wan Usman. Green, with color codes R: 38, G: 148, and B: 46, was chosen to represent the mountainous area and green plants, enhancing the packaging illustration. Black was used for the outline and hair color of the characters.

Licincyin Mascot Design

The design of the Licincyin Mascot is inspired by characters from the story of Danau Raja and Putri Bunga Harum, specifically Putri Bunga Harum and Wan Usman. In this design, the Manga Matrix Putri Bunga Harum

Form Matrix

The character of Putri Bunga Harum in the story of Danau Raja and Putri Bunga Harum is a noble daughter of Sultan Thahir and Empress Fatmasari from the Kingdom of Kampung Dagang, Riau. She has a beautiful face, fair skin, long hair, and a pleasant fragrance. Since Princess Bunga Harum comes from one of the Malay kingdoms, her appearance is very representative of a Malay woman. Her personality reflects a kind, cheerful, gentle, and sincere princess. The character of Putri Bunga Harum can be categorized as a Fixed Form Human, representing a character in pure human form without any additional elements.

Wan Usman's Character

Wan Usman's character in the story of Danau Raja and Putri Bunga Harum is a young man from Lubuk Tangguk Village. He is an ordinary young man who lives with his mother and is known for his honest personality, hardworking nature, responsibility, and sincere heart. Wan Usman's character can also be categorized as a Fixed Form Human, representing a character in pure human form without any additional elements. Comics generally have four styles for creating characters: cartoon style, semi-realism, realism style, and fine art (Tyagi & Murfianti [24]). The chosen style is cartoon style for the characters in the Licincyin product packaging design. This style features humorous depictions, often with characters not adhering to normal proportions in size, aiming to convey a sense of playfulness and youthfulness consistent with the Licincyin brand personality. From the tables above, it is clear that the characters Putri Bunga Harum

and Wan Usman are depicted using Cartoon Style, characterized by a humorous, playful style from head to toe. The face shape tends to be round; the forehead is narrower, the eyes are round, and the nose is small. This style can be categorized as "Chibi," known for its small, simple, and cute deformation style originating from Japan (Patience & Fan, 2018). Cartoon Style with a Chibi influence is well-suited to Licincyin's youthful and cheerful brand personality.

Costume Matrix

1) Bunga Harum Princess Character

There are two types of dress-up for the character Putri Bunga Harum, consisting of ornaments and body wear. The nature of Putri Bunga Harum's dresses reflects a Malay girl from a kingdom in Riau Province. Starting from the head, the character Putri Bunga Harum wears ornaments in accessories to sweeten her hair, namely flowers tucked into her hair or next to her ears, depicting a beautiful girl at that time. Then, the body-worn by Putri Bunga Harum is a green Malay blouse with a simple light yellow motif on the neck, buttons, and bottom of the Malay blouse. The lower body worn by Putri Bunga Harum is a brown songket cloth.

2) Wan Usman Character

In Wan Usman's character, there are two dress styles: ornaments and body attire. Wan Usman is described as a young man from Lubuk Tangguk Village. On the head" design, Wan Usman's character features a headband accessory. In the body attire section, Wan Usman does not wear a shirt and only sports traditional village-style trousers. He also wears wristbands on both hands and a necklace with fang pendants.

Personality Matrix.

In the Manga Matrix method, six aspects are related to the character's nature under study, including unique attributes, behavior, weaknesses, desires, professional status, and the biological environment. The following is a personality matrix table for Putri Bunga Harum and Wan Usman characters. After the digital visualization process and color selection, a logo design is determined, which will be used as the Licincyin logo. The logo is a picture mark, representing an eel in a cartoon style that resembles the shape of the letter "L." Additionally, there is a logotype with the brand name "Licincyin," with "Licin" in red and "Cyin" in orange. According (Adum, Okika, Umeh, & Iwuchukwu [25]) to Gestalt Theory, this logo adheres to the principle of Similarity, as the eel shape in the picture resembles the letter "L." The selected symbol aligns with Licincyin's brand personality, characterized by playfulness, vibrant colors, and youthfulness. The combination of bright colors like red, orange, and blue fulfills the criteria for being colorful and playful. The eel illustration in a cartoon style also embodies the youthful and playful characteristics.

Tagline

Visual Refine

After the digital visualization and color selection processes, a tagline design is chosen as the Licincyin brand's tagline. The layout of this tagline is adjusted to the Licincyin logo that has been designed.

Packaging

Visual Refine

The Licincyin product packaging has been completed throughout all the design stages with a new and appealing appearance. The image below represents the outcome of the Licincyin product packaging design process. The packaging design for Licincyin aligns with the brand's personality, characterized by youthfulness, vibrancy, cultural elements, playfulness, mass appeal, and affordability. The choice of a complete illustration packaging design is intriguing, especially when adorned with colorful and playful characters. Additionally, two character illustrations, Putri Bunga Harum and Wan Usman, are depicted enjoying smoked eel from Licincyin at Lake Raja. Both the characters and the setting convey the cultural personality of Licincyin products. Besides character and background illustrations, a water rope motif is used as an ornamental element to reinforce the cultural personality of Licincyin's packaging design. Overall, the selected packaging design is well-suited for immediate marketing to Licincyin's target audience and is ready to be recognized by the wider community.

Mascot

Visual Refine

The design of the Licincyin Mascot is inspired by characters from the story of Danau Raja and Putri Bunga Harum, namely Putri Bunga Harum and Wan Usman. It is important to maintain visual balance in the logo so that one side only attracts some of the attention.

Color

The hallmark of a good logo is that it works in color and black and white.

Test Phase

Logo Test

Logo Testing of the Licincyin logo was done using the Logo Lab application. The following are the results of the Licincyin Logo trial test.

Balance Colorblind

It's important to remember that only some see the same things. This is what the Licincyin logo looks like for people with color blindness.

Scalability

A logo must be made in various sizes, from very large to very small

Receptacle

A logo often needs to be placed within areas of varying proportions. Here's if the Licincyin logo is adapted to several general shapes.

Pixelation

At low resolutions, logos start to lose detail. A good logo retains most of its shape at low resolution.

Blurring

Blur helps see the main shapes in the logo. It shows what stands out to someone or whether they pass it over quickly.

Implementation Stage (Testing)

Packaging Mockup

Slice

It is an added value if the logo can still be recognized even if only a tiny part is seen. Application Icon

It is what the Licincyin logo looks like as an icon on mobile devices.

Attention

A logo is constantly competing for the viewer's attention. Here is a look at the Licincyin brand among well-known brands.

Feedback

a. Owner

1) Mr Yogi

"As a business owner, I am delighted with the packaging and logo design results. At another time, I can collaborate again for small improvements. The packaging and logo reflect my business products. I appreciate this collaboration, Ms. Izza. I have put much creativity into it, so my product packaging has a cool design. The colours, shapes, logos, and mascot are inspired by folklore, and a touch of regional songket motifs adds to the cultural aesthetic and reflects my products. In each creation process, Ms. Izza always provides the latest information. I have gained more understanding of aspects of graphic design that I previously did not know. This is an unforgettable experience. I thank Ms. Izza for this extraordinary collaboration. I hope it can support the success of the products I make."

b. General Public

1) Clarissa, DKV ISI Solo student

"The first thing I saw was the logo. Next to the logotype was a picture of an eel. It was drawn very cutely, adding a fresh impression with the bright blue color. The name Licincyin alone is interesting, plus the visualization of the logo leaves a special impression. Using bright colours such as orange and red increasmy energy and appetite. It is very suitable for a food logo. Overall, this is a great example of how graphic design can increase the appeal of a brand."

2) Aidha, Indragiri Hulu Vocational School student

"I see this logo has an appeal, bright colours, an image of an eel made with cute characters next to it. Overall, this logo reflects the brand well."

3) Bagus Setiawan, Indragiri Hulu Fish Farmer

"I have tried this processed product before. The packaging used to be very simple. The packaging is beautiful; it depicts the processed product itself; the picture is wonderful. If this were in a supermarket, it would not be less competitive; the colours chosen are colourful and match the product. I am very impressed with the visual design of the packaging because it highlights regional cultural values. "This is a fairly effective approach to introduce young people who are already starting to leave a cultural impression."

IV. CONCLUSION

The results of designing the visual identity for the Licincyin home industry include a logo, tagline, and packaging design that highlights Indonesian culture from the Indragiri Hulu area in Riau. The design thinking method was employed to create innovative solutions. The Licincyin logo was designed using Gestalt theory, reflecting Licincyin's product, which is processed smoked eel. The typographic characters in the Licincyin logo use a bold font, with letter

characters representing the qualities of the Licincyin product, namely, being delicious and rich in flavour. Licincyin's tagline conveys the product's advantages: being "practical, delicious, and full of nutrition." A water rope songket motif is used to represent the characteristics of the Indragiri area. Additionally, several characters are incorporated to promote the cultural values of the archipelago, namely, the characters Putri Bunga Harum and Wan Usman, inspired by the folklore of Danau Raja and Putri Bunga Harum. The characters of Putri Bunga Harum and Wan Usman were developed using the Manga Matrix approach as a guide for character construction. The final result of this visual identity design includes a logo design, packaging mockup, and illustrations of the characters Putri Bunga Harum and Wan Usman.

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