

# Logo Design for the Kebab Durian Gembul MSME to Strengthen Brand Awareness

Salsabela Khalidah Romadhona<sup>1</sup>, Nadia Sigi Prameswari<sup>2</sup>

<sup>1,2</sup>(Department of Visual Arts, Universitas Negeri Semarang)

**ABSTRACT:** Micro, Small and Medium Enterprises (MSMEs) had a major contribution to the development of the national economy. However, many of them did not have a strong branding strategy. The purpose of this research was to design a visual identity in the form of a logo to strengthen the branding strategy of an MSME. One of the first steps in building brand awareness was through a logo design that reflected the identity and uniqueness of the product. This article discussed the logo design process for Kebab Durian Gembul, an MSME business that offered culinary innovation in the form of a combination of durian flavor with a tortilla wrap used as a base for kebab fillings. The design method was carried out in a structured manner by referring to the “7 Stages in Creating and Developing a Logo”, starting from brand and target market analysis, mind mapping, visual keyword definition, moodboard preparation, manual sketches, to the development of digital design alternatives. The final logo chosen was considered the most capable of representing the character of the product and strengthening the visual identity of Kebab Durian Gembul. The results of this design were expected to help MSMEs build a strong image in the eyes of consumers and become the first step in a sustainable branding strategy.

**KEYWORDS** - logo, Micro, Small, and Medium Enterprises (MSMEs), identity visual, brand awareness

## I. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the main supporting factors in the Indonesian economy. Based on data from the Ministry of Cooperatives and SMEs, by 2024 there were over 65 million MSME units in Indonesia, absorbing around 97% of the national workforce. This number showed a consistent increase from 2015 to 2019, reflecting the significant contribution of MSMEs to national economic growth (Bakrie et al., 2024). Furthermore, Bakrie et al. (2024) stated that the growth of the MSME sector played a major role in creating new jobs, increasing people's income, and strengthening the country's economic stability. Thus, MSMEs play an increasingly important and strategic role in economic development, requiring continuous support from various parties to maintain their sustainability and competitiveness. Therefore, the government continues to encourage the growth of MSMEs through various policies and system innovations, one of which is by simplifying the business licensing process.

A way for the government to support the development of MSMEs was through the launch of the Online Single Submission Risk-Based Approach (OSS RBA) platform in 2021. Through this platform, businesses could register their business licenses online, making the licensing process easier and more efficient. Reporting from OSS RBA data, until 2022, as many as 8.71 million MSME business units from 34 provinces in Indonesia had been registered in the OSS RBA system. Based on this data, Central Java Province was in second place with 1,457,126 business units registered. According to the Central Bureau of Statistics, this achievement was due to

various supporting factors, such as the high population, dynamic population mobility, as well as the availability of infrastructure and better market access compared to other regions. In addition, the presence of big cities and industrial estates also encouraged the growth of MSMEs in this region, especially in the culinary, trade and service sectors.

The one MSME sector that is experiencing rapid growth and is in great demand by the public is the culinary sector. According to Lukman et al., 2023, this culinary sector had become a trend due to the consumptive lifestyle of Indonesian people who tended to choose convenience and practicality in meeting their daily food needs. This lifestyle is a great opportunity for business people to develop an innovative and attractive culinary business. Based on data from the Central Statistics Agency (BPS), the food or culinary sector was the largest contributor to the number of MSMEs in Indonesia, with a total of 1.5 million business units. This data confirmed that the culinary industry was one of the main contributors to national MSME activities and played an important role in supporting the economic growth of the community.

Although the culinary sector has great potential, running a business in this field was quite challenging because it requires a high level of innovation and creativity in its development (Agusetyaningrum et al., 2024). Therefore, culinary business actors are required to continue to innovate, both in creating new food products and in implementing creative marketing strategies in order to compete with other business actors (Yuliani et al., 2024). In this context, Kebab Durian Gembul, an MSME located in Jepara City, Central Java Province, is here to offer innovative and unique culinary products.

Kebab Durian Gembul is an MSME in the culinary sector that presents creative ideas in serving durian fruit through a contemporary food format. This product provides a new experience for consumers in enjoying durian, namely by presenting the soft and sweet taste of durian, wrapped in crispy tortilla skin. Generally, kebabs are known as foods containing meat or vegetables, Kebab Durian Gembul offers a different sensation by presenting durian as the main filling. This concept not only targets durian lovers, but also becomes an interesting alternative for consumers who want to enjoy durian in a more modern and innovative way.

The presence of Kebab Durian Gembul can answer the challenges in the culinary business sector, by offering creative ideas to enjoy durian in a new way. One of the main challenges faced by Kebab Durian Gembul is the lack of a strong and consistent visual identity that can reflect the unique characteristics of the product. In fact, in the midst of intense competition in the culinary sector MSMEs, a unique and recognizable visual identity was an important factor to distinguish a business identity from competitors (Achmad & Qolbi, 2025).

However, there is no specific and integrated visual identity design for Kebab Durian Gembul that is able to strengthen its brand image and attract consumers' attention effectively. This condition shows a lack in the branding aspect of Kebab Durian Gembul, which has the potential to become an obstacle in strengthening strong brand awareness in the midst of competition in the culinary sector. Therefore, it is necessary to design the appropriate visual identity for Kebab Durian Gembul in order to create a strong brand, attract consumers, and strengthen its position in the culinary sector. Based on these conditions, this research aims to design a visual identity in the form of a logo that not only reflects the unique characteristics of Kebab Durian Gembul, but also able to strengthen brand awareness among consumers. Hopefully, this design can be a strategic step to support the strengthening of brand image and increase the competitiveness of MSMEs in the culinary sector. This research is based on the question: How can the appropriate logo design strengthen the brand awareness of UMKM Kebab Durian Gembul through a visual representation that reflects the characteristics of its products?

## II. LITERATURE REVIEW

### 2.1 Branding and Visual Identity

As smaller businesses, MSMEs often operate in highly competitive markets with limited resources. Therefore, effective branding helps MSMEs build a strong image among consumers and distinguish themselves from competitors in the market (Afira & Marta, 2021). Essentially, differentiation refers to how a product stands out from competitors, and it can be achieved through branding, which is in line with Ahonen's (2008) idea that product branding is characterized by added value in product benefits to create uniqueness.

A set of graphic elements designed to visually represent the character and values of a brand is referred to as visual identity. Visual identity is the face of a brand, making it easily recognized and remembered by the audience. In today's creative industry era, visual identity is vital for a brand. The role of visual identity is to build the product's image, enabling consumers to better understand and remember the brand or product, as well as foster customer loyalty (Nuansa de Riandra & Ariffudin Islam, 2021). Perry and Wisnom (2003) emphasize that visual identity aims to bring a brand to life by giving it character and personality, strengthening brand awareness, differentiating the brand in a competitive market, and unifying various styles and emotions into one strong and consistent image.

In the process of building a brand's visual identity, one of the essential aspects created is the logo (Rosyida, 2015). Therefore, logo design is part of the process of building a visual identity. A logo is a visual representation of a brand or company name. The power of a logo in the form of a symbol should not be underestimated, as humans tend to respond more quickly to images and symbols than to other elements. A compelling logo can create unity, build brand awareness, simplify recognition, and make it easier for customers to remember the product (Batubara et al., 2023).

### 2.2 Logo

#### 2.2.1 Definision of Logo

The logo serves as the primary symbol that presents the brand in various media, as well as being key in visual identity. The term "logo" originates from the Greek word "logos," meaning speech, reason, and words. Initially, the term "logotype" was more commonly used than "logo," as it referred only to text-based designs. However, by 1937, "logo" began to refer to more complex visual elements (Rustan, 2009, p.12).

Universally, a logo is a crucial visual element in design, especially in branding. It serves as a concise yet powerful graphic representation of a brand's identity, reflecting its values and vision while distinguishing it from others. Amri (2023) states that the primary function of a logo is as an identification tool that differentiates one brand from another. In addition to identity, logos also convey vision and mission and build a positive image in consumers' minds. According to Anam & Rochman, et al. (2019), a logo has several functions, such as making products easier to recognize, securing legal ownership, differentiating products from competitors, aiding in product diversification, and serving as the primary identifier of a product.

In designing a logo, several critical aspects must be considered to ensure optimal functionality. Anam & Rochman et al. (2019) further explain that a good logo should meet specific criteria. First, the logo should be simple so that it is easy to digest, but still has visual appeal. Second, the logo should be easy to remember and understand, so that in one look the audience can capture the message and brand identity conveyed. Third, a good logo is durable and not easily outdated by changing design trends, so it does not need to be redesigned frequently. Fourth, the logo should be pleasing to the eye; an untidy or haphazard design can give a negative impression of the brand. Fifth, the logo should match the function and meaning of the product it represents, so that it can be properly associated by consumers. Sixth, elements such as color and typography should be appropriately chosen and aligned with the brand's character. Lastly, an attractive and unique logo has great potential to become a distinctive feature that distinguishes a brand from competitors.

According to Morr (2023) logos are divided into the following types, monogram (letter sign) is a punctuation mark consisting of letters that generally contain brand names. Mascot (image character) is a logo that contains an image character. Emblem is a logo that consists of certain symbols or icons, such as badges, seals, and emblems. Meanwhile, combination is a combination of text and image elements.

### 2.2.2 Logo Elements

According to Nur Rohmi and Surya Patria (2023) identify four essential elements in logo design that effectively represent identity. First, color acts as a strong emotional indicator and can be strategically used to build a distinct visual identity. It distinguishes a product from competitors and ensures the brand is easily recognizable. Second, typography serves both aesthetic and communicative functions. It enhances the design's visual appeal while clearly conveying messages. Third, line is a fundamental visual element formed by a series of points and is often used to emphasize length and structure. Lines help create form and direction in visual design. Last, shape is equally significant, carrying symbolic and emotional meanings. The right shape enhances clarity and psychological impact, strengthening the conveyed message.

### 2.3 Brand Awareness

Brand awareness refers to a prospective buyer's ability to recognize or recall that a particular brand belongs to a certain product category (Kumalasari et al., 2020). According to Rangkuti (2015), brand awareness offers several benefits: it aids in the process and organization of information, creates differentiation and positioning, forms a reason to buy, fosters positive attitudes and emotions, and serves as the foundation for brand extension.

### 2.4 The Development of MSMEs in Indonesia

The definition of MSMEs is regulated by the Law of the Republic of Indonesia Number 20 of 2008 concerning Micro, Small, and Medium Enterprises. In Chapter 1 (General Provisions), Article 1 of the law states that Micro, Small, and Medium Enterprises (MSMEs) are economic activities managed by individuals or institutions that play a significant role in the national economy. MSMEs are based on principles of kinship, economic democracy, togetherness, equitable efficiency, sustainability, environmental insight, independence, balanced progress, and national economic unity. Based on these principles, MSMEs aim to grow and develop their businesses to build a just economic democracy-based national economy.

MSMEs have characteristics that differentiate them from large enterprises, and these characteristics help in understanding the challenges MSME actors face. One common characteristic is that MSMEs face higher risks due to external factors such as market competition (Irawati, 2023, p. 34). According to Databoks Katadata (2020), the culinary sector is the most popular MSME sector among Indonesians. Designing a business strategy is an important step that should be taken from the beginning. A business strategy is defined as an effort made by a company to take integrated and well-designed actions to build competitive advantages and achieve business goals (Hasanuddin, 2021, p. 28). With such strategies, MSMEs are expected to be able to determine the direction of their businesses by analyzing the market, competitors, customers, and other aspects to gain optimal profits.

## III. METHOD

The method used in designing the logo of the MSME *Kebab Durian Gembul* referred to the framework of "7 Stages in Creating and Developing a Logo" developed by Messaki (2021) through his article *Logo Design Process from Start to Finish: The Principal Stage in Creating and Development a Logo*, published on the Muzli website. Muzli itself was a platform that curated the latest design content from various sources and provided visual inspiration for designers. Muzli was chosen as a reference because the platform actively collected inspirational content from diverse sources, allowing designers to access a wide range of up-to-date works from the global design community. In addition, Muzli consistently updated its content according to the latest

developments in the design world, making its approach relevant and aligned with the current progress in the design field. By adopting these stages, the design process was expected to enhance innovation, effectiveness, and efficiency in creating a visual identity that suited the characteristics of the MSME.

The seven stages implemented in the logo design process for *Kebab Durian Gembul* were as follows:

1. Discover This stage involved a thorough information-gathering process about MSME *Kebab Durian Gembul*. Data were obtained through direct observation and interviews with the business owner. The information explored included the business history, vision and mission, product characteristics, target market, and the core values to be highlighted. This stage served as a crucial foundation for understanding the direction and context of an effective logo design.
2. Research  
After obtaining the basic information, further research was conducted on the culinary industry, especially those related to durian-based products. The analysis used the 5W+1H approach (What, Who, When, Where, Why, and How) to deepen the understanding of competitors, visual trends, and consumer preferences. The goal was to formulate a visual strategy for the logo that stood out, was relevant, and easily recognizable by the target market.
3. Brainstrom  
Based on the research findings, various creative ideas and concepts were developed that reflected the unique values of *Kebab Durian Gembul*. Visual ideas focused on elements that represented the deliciousness of durian, innovation in the form of kebab, as well as a cheerful and appetizing vibe. This stage produced several initial concepts, including explorations of color, shape, and typography.
4. Sketch  
The developed ideas were then visualized into manual sketches. The sketches were created to explore the most appropriate logo shape alternatives, aligned with the product's character and the target market's preferences. These sketches helped clarify the visual direction and facilitated the selection of the most promising designs to be further developed.
5. Design  
The refined concepts were then processed digitally using graphic design software. This stage involved color processing, typography selection, and refinement of visual forms to ensure the logo appeared professional, appealing, and ready to be applied across various media.
6. Present  
The developed logo designs were then presented to receive feedback from the business owner or relevant stakeholders. This evaluation served as valuable input for refining the design to match the brand's needs and characteristics.
7. Deliver  
The final stage was the completion of the logo design based on the previous evaluation results. The approved logo was prepared in various formats and sizes, making it ready for use in a variety of promotional media, both print and digital.

By applying these seven stages, the logo design of *Kebab Durian Gembul* was not only focused on aesthetics, but also on functionality and effectiveness in building brand awareness and strengthening the MSME's position in the highly competitive culinary industry.

#### IV. FINDINGS AND DISCUSSION

##### 4.1 Logo Design

The logo design for the MSME *Kebab Durian Gembul* began with an analytical phase that covered two main aspects: intellectual and visual. The intellectual aspect included data analysis and ideological considerations that formed the conceptual foundation, while the visual aspect related to image interpretation and

the relationship between visual elements in conveying the brand message effectively. The information was collected through direct observation and a survey of MSME Kebab Durian Gembul. The data were then analyzed using the 5W+1H approach to understand the business characteristics, market needs, and potential for developing visual identity. The analysis results were summarized as follows:

1. **What:** Kebab Durian Gembul was an innovative culinary product that combined the unique taste of durian with the modern form of kebab. This product offered consumers a new experience in enjoying durian in a practical and trendy way.
2. **Who:** The main target was durian lovers, especially young people who enjoyed trying unique and different foods.
3. **Where:** The strategic sales location was around schools in Jepara, focusing on students seeking attractive and affordable snacks.
4. **When:** This MSME began operating in October 2024, with business hours from 10:00 AM to 10:00 PM.
5. **Why:** Jepara was known as a durian-producing region, especially through the Ngabul Market, a center for local durian trade. This potential led to culinary innovations such as Kebab Durian Gembul, offering a new way to enjoy durian in kebab form. Although unique and promising, this product still lacked a strong visual identity, so a proper branding strategy was necessary to compete and be easily recognized by the market.
6. **How:** The logo design was carried out to build a distinctive, attractive, and easily recognizable visual identity, thereby increasing brand awareness and product competitiveness.

Based on the 5W+1H analysis, it is evident that visual identity plays a crucial role in the development of MSME Kebab Durian Gembul. A strong visual identity is needed for the product to be more easily recognized, remembered, and able to build a positive image in the minds of consumers. Therefore, the main objective of this design is to create a logo that not only represents the product's character and unique values but also strengthens the brand image to build customer loyalty. Through this visual identity design, Kebab Durian Gembul is expected to reach a wider market and compete effectively in the culinary industry.

The next process is the visualization stage, which includes determining the type of logo, color palette, and typography to be used in the logo design.

### **1. Logo**

The logo design used a logotype and mascot combination. A logotype is a logo formed by combining word and image elements. Meanwhile, a combination mark is a type of logo that combines textual elements (brand name) with symbols or graphic illustrations (mascot) in a unified visual form (Morr, 2023). Furthermore, Morr (2023) explains that choosing a combination mark is considered appropriate because this type of logo is popular among leading companies and enhances brand recall by combining visual (image) and verbal (word) elements, making it easier to recognize and remember. Initially, the logo design process involved sketching rough ideas of visual elements suitable for the MSME Kebab Durian Gembul logo. These sketches were then digitized and finalized using graphic design software. The digital design process used adobe illustrator 2021 year version.

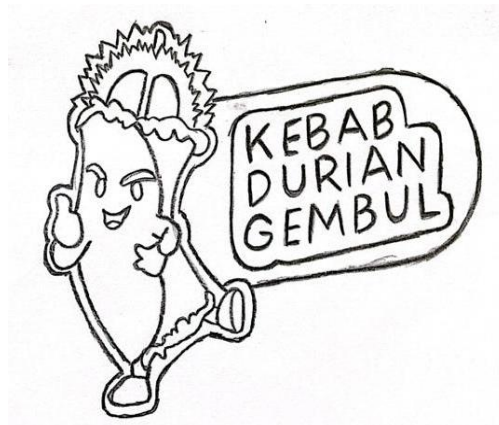


Figure 1. Kebab Durian Gembul Logo Sketch

The Kebab Durian Gembul logo features a mascot character in the form of a kebab with a friendly and cheerful cartoon visual style. The kebab character has a vertical body resembling a kebab roll, with the head decorated with an open durian visual element, showing two durian flesh segments and the fruit's characteristic spiky rind. This element emphasizes the product's identity, which highlights durian as its main uniqueness. The character's expression appears cheerful and confident, with curved thick eyebrows, sharp round eyes, and a wide open smile that creates a friendly and adorable impression. The left hand gives a thumbs-up gesture, while the right hand points toward the text, creating an interactive gesture as if introducing the brand name. The character also wears shoes with one leg raised, giving a dynamic, active, and energetic impression.

To the right of the character is a typography element in the form of a speech bubble containing the words "KEBAB DURIAN GEMBUL" in bold capital letters. Overall, this logo design combines food-related visual elements with an expressive mascot character approach, aiming to create emotional appeal for consumers, especially children and families. The playful and clean visual style makes the logo not only aesthetically appealing but also effective in conveying the image of a delicious, unique, and memorable product.



Figure 2. Final Logo of Kebab Durian Gembul

## 2. Typography

The choice of the right typeface makes it easier for the audience to recognize and remember the brand identity. In this design, the Futura font was used, a geometric-style sans-serif typeface designed by Paul Renner in 1927 (Meggs & Purvis, 2016). The font reflects a minimalist and modern style, with clean, bold, and legible

forms. It is known for its elegant and clear impression, making it ideal for various visual media such as logos, advertisements, and posters, especially in creating a professional and contemporary brand image.

**FUTURA**  
**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**

Figure 3. Kebab Durian Gembul Logo Font

### 3. Color

The color selection for the Kebab Durian Gembul logo considered the psychological meanings behind the colors. According to liliyuliani.com, color plays an important role in shaping the first impression of a brand, building emotional connections with the audience, and reinforcing the visual message. The logo uses seven main colors strategically to create a cheerful, appetizing, and easily recognizable impression. The color #724424 (dark brown) provides a natural and warm tone representing grilled kebab skin. The color #ffd80a (bright yellow) adds an optimistic impression and grabs attention, which is effective for sweet food products like durian. The colors #ffeac6 (light peach) and #f9fbb5 (pale yellow) enhance the soft, light, and refreshing feel. The color #84c02e (bright green) symbolizes freshness and natural elements associated with young durian skin. The color #c47838 (orange-brown) strengthens the warm and familiar impression, while #ff4355 (bright red) highlights important elements due to its psychological effect in stimulating appetite and attracting attention. These color combinations form a visual harmony that supports the brand identity as a unique, delicious, and memorable food product.

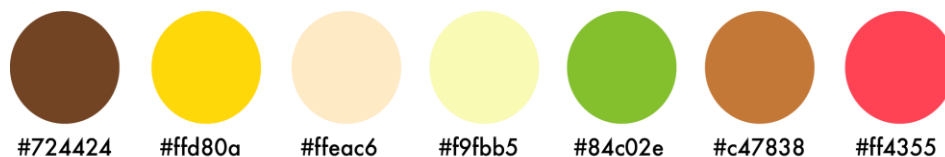


Figure4. Kebab Durian Gembul Logo Color Palette

The finalized logo design was then applied to various supporting media used in Kebab Durian Gembul's marketing activities, such as the sales cart as the main media for direct consumer interaction and the Instagram account as a digital promotional medium to build visual identity and reach a wider audience.



Figure5. Sales Cart of Kebab Durian Gembul

The sales cart is an essential part of conducting direct sales to consumers. On the Kebab Durian Gembul cart, the logo was applied strategically to enhance visual appeal and help consumers easily recognize the product. The cart's logo application reflects the brand identity and is expected to increase purchase interest and expand the customer network through direct consumer experience.

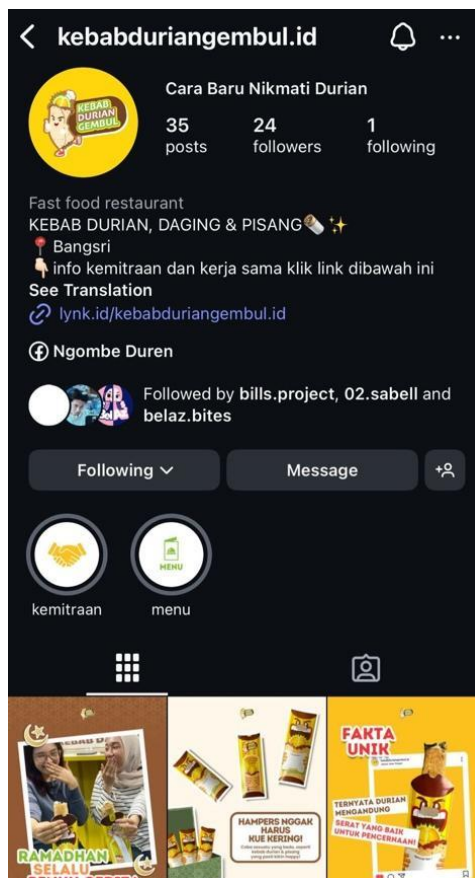


Figure6. Kebab Durian Gembul Instagram Account

Social media is an effective cost-free promotional strategy. Through social media, potential consumers can access the account to find information about the product, available promotions, customer testimonials, and sales locations. Social media also serves as a platform for direct interaction between the brand and consumers (Puspasari & Hadithya, 2023). Kebab Durian Gembul chose Instagram as its main promotional platform because it allows the brand to showcase visually appealing product content, document business activities, and build two-way communication with customers through features like stories, direct messages, and comments. The Kebab Durian Gembul logo is consistently featured on Instagram content to strengthen visual identity and build brand awareness.

## V. CONCLUSION

Based on the results and discussion, it can be concluded that the design of visual identity in the form of a logo for MSME Kebab Durian Gembul is a strategic step in strengthening brand awareness and competitiveness in the competitive culinary sector. The logo designed through intellectual and visual approaches, and supported by in-depth analysis using the 5W+1H method, is able to represent the unique characteristics of the product that combines the local flavor of durian with modern kebab presentation creatively and relevant to the young target market. Visual elements such as a cheerful mascot, bright colors, and playful typography are designed to attract consumers' attention while building a friendly and memorable image. The implication of this design is the importance of strengthening visual identity as an integral part of MSME branding strategy, which not only differentiates products from competitors, but also forms consumer loyalty and encourages sustainable business growth.

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