

# CHAPTER I

## INTRODUCTION

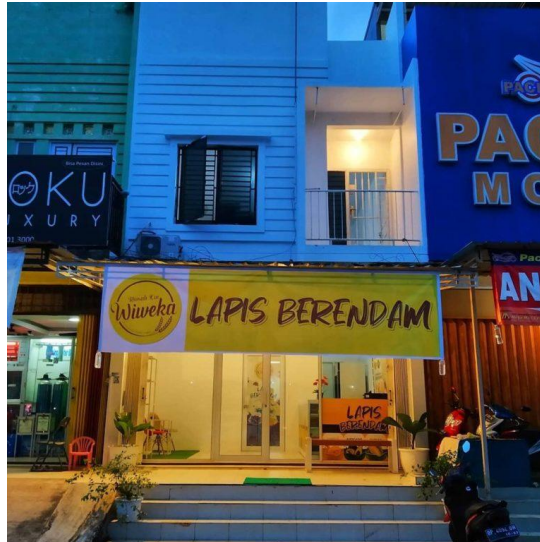
### 1.1 Background

Batam is one of the strategic cities in the Riau Islands Province. In addition to being known as an industrial center, its location on international shipping routes and its direct border with Singapore and Malaysia give Batam a potentially advantageous geographical position. According to the Official Statistics Bulletin on Tourism Development in December 2023, the majority of foreign tourist arrivals through the main entry point by sea transportation were through the port of Batam. This has led to the growth of tourism in the city of Batam.

Table 1. 1 Table of Development of Foreign Tourist Visits by Sea Transportation, December 2023  
(Source: <https://www.bps.go.id/id/>)

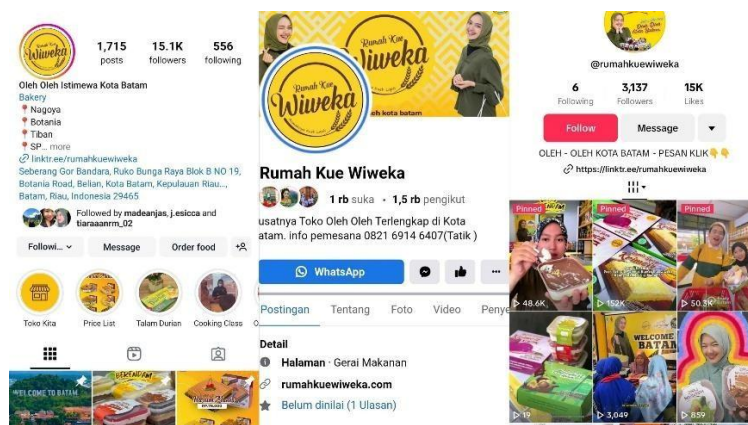
Foreign								
Port of Entry	Number of Visits					Change Total (%)		
Sea Transportation	Dec-22	Nov-23	Dec-23*	Jan-Dec-22	Jan-Dec-23*	Dec-23 to Dec-22	Dec-23 to Nov-23	Jan-Dec-23 to 22
1. Batam	144.521	103.497	149.218	562.920	1.185.685	3,25	44,18	110,63
2. Tanjung Uban	31.367	16.544	26.205	137.529	222.118	-16,46	58,4	61,51
3. Tanjung Pinang	5.475	5.912	7.022	25.550	57.538	28,26	18,78	125,2
4. Tanjung Balai Karimun	6.648	4.683	6.634	28.984	58.093	-0,75	41,66	100,43

One of the rapidly growing tourism industries in Batam is the culinary sector, which focuses primarily on providing food and beverages. Tourists now tend to seek out local specialties, even willing to pay high prices to enjoy these dishes. According to Hutagaol (2019), there are several examples of food businesses in Batam that show promising prospects with optimal profit potential, namely seafood restaurants, homemade cakes and fried foods, noodles, dried siomai, and of course regional specialties. This condition creates significant opportunities for businesses selling regional souvenirs to grow and attract more consumers. One of the Batam specialty souvenir shops that has been established in the city of Batam is "Rumah Kue Wiweka."



Figures 1. 1 First Outlet of Rumah Kue Wiweka (Source: Company Documents)

Rumah Kue Wiweka is a trademark under the business entity CV. Wiweka Sukses Abadi. This business was founded by Mr. I Kadek Witarsa, S.E. and Mr. Khairul Soleh, S.E. on September 19, 2018. The word "Wiweka" itself is also a combination of the initials of the founders, Mr. Witarsa and Mr. Khairul. This name can also be interpreted from Sanskrit as careful behavior, full of consideration and wisdom in making decisions. Rumah Kue Wiweka became known when they produced their first cake, Lapis Berendam. They continued to innovate to create various other products aimed at increasing their existence and appeal among consumers. As a result, the main products produced by Rumah Kue Wiweka consist of various types of layer cakes, such as Lapis Berendam, Lapis Susu, and Lapis Legit.



Figures 1. 2 Wiweka Cake House Social Media (Source: Personal Documents)

Based on the results of an interview conducted with Mr. Witarsa on September 20, 2024, the marketing and promotion process implemented by Rumah Kue Wiweka involves two approaches, namely online and offline. For online promotion, Rumah Kue Wiweka collaborates with social media influencers in creating content aimed at introducing the products and services they offer. Additionally, Rumah Kue Wiweka allocates a budget for social media advertising to reach a wider consumer base. The social media platforms utilized by Rumah Kue Wiweka include Instagram with approximately 15,500 followers, Facebook Page with 1,100 likes and 1,600 followers, and TikTok with 3,200 followers. The company is committed to allocating 2.5% of its total monthly sales as marketing expenses. Meanwhile, for offline promotion, Rumah Kue Wiweka organizes cooking demonstrations that focus on cake making and sharing insights on entrepreneurship, which include participants from kindergarten, elementary school, junior high school, to women's communities and the general public. This effort is carried out to introduce Rumah Kue Wiweka to a wider audience. Rumah Kue Wiweka also collaborates with various institutions, including the government, the private sector, hotels, and tour and travel companies to meet the needs of corporate customers. Generally, consumers from these institutions purchase products in large quantities.



Figures 1. 3 Wiweka Cake House Logo  
(Source: Company Documents)

From the interviews and observations conducted, several weaknesses were identified in the branding of Rumah Kue Wiweka. These shortcomings have the potential to hinder the company's growth and efforts to reach tourist consumers from outside the city of Batam. Branding not only serves to increase sales and introduce products to the public, but also has other benefits, such as reaching more consumers and expanding the market through online

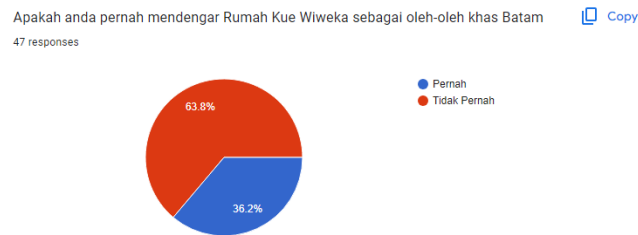
media (Destrina et al., 2022). When compared to the Bakpia Kukus Tugu Jogja souvenir shop, which has a visual element of the Tugu Jogja monument to represent the city of Yogyakarta, the logo used by Rumah Kue Wiweka does not have visual elements that reflect the company's identity as a souvenir typical of Batam. Currently, the company only relies on a simple logotype and a wheat-shaped logogram and uses two colors, namely yellow and brown. In addition, the size of the slogan in the logo is too small, causing the overall logo design to be ineffective. The packaging design for each product also does not include visual elements that reflect the company's identity. Differences in typeface and design across products cause inconsistency, thereby eliminating the distinctive characteristics of the company.



Figures 1. 4 Bakpia Kukus Tugu Jogja  
Logo (Source:  
<https://bakpiakukustugu.co.id>)

After distributing a questionnaire about awareness of the city of Batam, around 63.8% of the 47 respondents said that they had never heard of Rumah Kue Wiweka, which means that the name Rumah Kue Wiweka is not yet widely known in the city of Batam. This is due to a lack of prominent branding to attract public attention. In this era, marketing competition on social media is so fierce that companies need to create clear branding and also attract consumers on social media. According to Siswanto (2018), social media, with its various advantages and features, has proven to be able to provide facilities that are very attractive compared to other media, which often require quite high costs to use. With proper and optimal utilization, social media can serve as an effective tool in building brand image for SMEs. In addition, the use of social media can also increase

customer satisfaction, which ultimately has the potential to strengthen customer loyalty to the brand.



Figures 1. 5 Questionnaire Data on Batam Residents' Awareness of Rumah Kue Wiweka  
(Source: Personal Documents)

From the above explanation, it can be concluded that Rumah Kue Wiweka needs a new branding to increase brand awareness among people outside Batam. Through this rebranding, it is hoped that a brand image will be formed that is recognized by tourists coming to Batam. In addition, this rebranding aims to convey the company's vision to consumers and create a positive impression that will improve relationships with consumers.

### 1.2 Problem Identificaton

Based on the background explanation, the following problems can be identified:

1. Based on the results of observations, Rumah Kue Wiweka's branding media lacks design unity and does not adequately represent the company's identity as a shop selling Batam specialties.
2. Based on interviews with the owner, Rumah Kue Wiweka needs a strong branding to overcome the image of its competitors
3. Based on the results of a questionnaire distributed via social media, out of 47 respondents who filled out the questionnaire, 63.8% said they had never heard of Rumah Kue Wiweka as a shop selling Batam souvenirs.

### 1.3 Problem Statement

Based on the background description and identification presented, the problem formulation can be stated as, "How can Rumah Kue Wiweka be rebranded as a specialty souvenir shop in Batam?"

### **1.4 Scope of the Problem**

In order for the design to be focused and not stray from the predetermined discussion, the following problem limitations were established:

1. This design discusses the rebranding of Rumah Kue Wiweka with the aim of shaping the company's identity and image in order to increase brand awareness among tourists.
2. The rebranding media design involves various elements that represent the company as a Batam souvenir shop, including a logo, graphic standards manual, super graphics, and supporting media that can build identity consistency.

### **1.5 Design Objectives**

The following are the objectives to be achieved through the design process that will be carried out:

1. To produce a rebranding that can describe the identity of Rumah Kue Wiweka.
2. To increase brand awareness among the public so that they become more familiar with Rumah Kue Wiweka.
3. To expand the target market so that Rumah Kue Wiweka can be recognized by tourists as the main destination for Batam's signature souvenirs.
4. To create consistent branding media with design elements that align with the identity of Rumah Kue Wiweka.

### **1.6 Benefits of Design**

Rumah Kue Wiweka rebranding design is expected to provide the following benefits:

#### **1.6.1 Benefits for Researchers**

1. Can study about how design a visual identity that can represent the image of Rumah Kue Wiweka.
2. Gaining experience and honing skills in designing a branding.
3. Providing solutions to branding issues faced by Rumah Kue Wiweka.

#### **1.6.2 Benefits for Society**

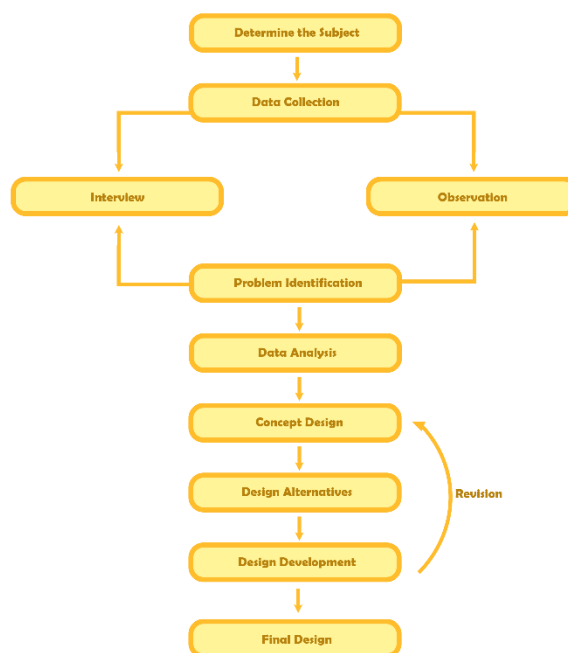
1. The society will become more familiar with Rumah Kue Wiweka.
2. It can position Rumah Kue Wiweka as the primary souvenir destination when visiting the city of Batam.

### 1.6.3 Benefits for Rumah Kue Wiweka

1. Introducing Rumah Kue Wiweka as the go-to destination for Batam's signature souvenirs to the wider community.
2. Strengthen the branding of Rumah Kue Wiweka so it can compete with local products.
3. Building a new image for Rumah Kue Wiweka.

## 1.7 Design Framework

The following is the design framework used for the design:



Figures 1. 6 Design Framework Flow  
(Source: Personal Documents)