

CHAPTER I

INTRODUCTION

1.1. Background

A petshop is a store that sells a variety of necessities for pets, such as food, cages, toys, and medicines. In addition, some petshops also provide additional services such as grooming, basic health checks, to pet care services, petshops that provide this health service are commonly called vetshops. The main goal of a petshop is to make it easier for pet owners to get the products and services needed to take good care of their animals. Pet welfare is also an important point that needs to be considered in caring for it, With adequate health services and nutritional needs, animal welfare can be fulfilled and pets can live a long life.



Figure 1. 1. Petshop Azria Vet Care
(Source: Personal Documents)

Azria Vet Care is one of the petshops in Lamongan that provides the goods and services sector for pets. Azria Vet Care was established in 2017, founded by drh. Nurinda AK as

the owner of the petshop. This petshop is located on Jl. Veteran No.76, Lamongan District, Lamongan Regency. In the results of the data obtained in the field, the owner of the Azria Vet Care petshop was originally a veterinarian who worked at one of the veterinary clinics in Gresik City. During his work, he often found patients from Lamongan who brought their pets in severe condition, and often it was too late to be helped. This happened because at that time in Lamongan there was no petshop or even veterinary clinic that could provide medical services and treatments for pets. This condition encourages dr. Rinda to take a big step by establishing her own pet shop and veterinary clinic in Lamongan.

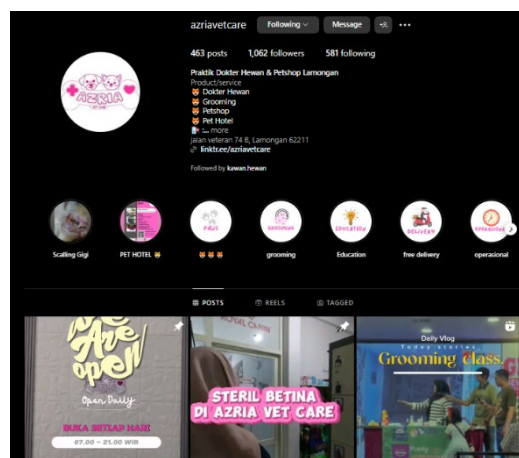


Figure 1. 2. Instagram Azria Vet Care
(Source: <https://www.instagram.com/azriavetcare/>)

Promotional media has now undergone many developments ranging from the development of media types to the development of visual element styles (Kirana et al., 2024) One of the promotional media used in this era is social media, Social media is a media designed to expand human social interaction by using the internet and web technology (Danar, 2021). To support operations and promotions, Azria Vet Care actively utilizing Digital Marketing such as Instagram and Facebook, they are also invited to various events and use these events as their promotional media, promotional media acts as a means used in supporting promotional activities by a company and introduction of a product to the wider community which aims to attract potential consumers to buy related to the product being promoted (Jannah et al., 2022). Through online platforms, they routinely provide information, socialization, and education to the public about pet care. Companies that are able to utilize technology effectively will be better able to build a strong image and increase customer trust (Rahajoe et al., 2023). This approach not only increases public

awareness of the importance of animal health, but also expands the reach of Aria's services Vet Care to more people in Lamongan.

From the data obtained in the field after the Covid-19 PPKM (Enforcement of Community Activity Restrictions) was declared completed, the number of customers has decreased, especially this year, even though it is active in operationalizing and promoting on social media, the number of customers who visited was not as large as during the Covid PPKM period. This can happen because during the PPKM period people can only do activities indoors and in order to relieve boredom, many people, especially Lamongan residents at that time, began to keep animals as their comforters at home. On the other hand, the Azria Vet Care brand still has a very small awareness.

According to the results of the questionnaire distributed to the target audience with an age range of 17 – 30 years in the Lamongan District, Lamongan Regency and surrounding areas, Pet Shop Azria Vet Care still have Brand Awareness which is quite low can be seen in as many as 74.6% of the 54 respondents still do not know or hear about Azria Vet Care. The more a brand is known by consumers, the more likely it is that the product or service from the company will be purchased by consumers (Arifudin et al., 2023). However, of course, the development of Brand Awareness cannot necessarily be built instantly, because a firm must pay attention to the conditions and times that occur in the field, therefore the visual identity that is created must be able to have a Memorable (easy to remember) and Timeless (immortal).

Then, based on the results of the questionnaire, respondents argued that the logo used by Azria Vet Care was currently still predominantly ordinary and respondents argued that the use of colors, typography, shapes, and icons still needed to be improved. Then from 54 respondents, 100% of respondents agreed with the visual and logo improvements from Azria Vet Care. Moreover, according to the results of the interview, Azria Vet Care does not know and does not have an official brand guideline or GSM (Graphic Standard Manual) from the petshop regarding the use of their brand, thus making their brand less consistent.

Therefore, it is necessary to redesign the visual identity while providing a brand guideline for this brand in order to create a consistent visual identity so that the message

conveyed by the brand can enter the minds of the audience. In addition, a consistent visual identity redesign can clarify Azria Vet Care's position in the market and increase customer confidence in buying products or using Azria Vet Care's services. Creating a visual identity can also be a solution to increase visibility and competitiveness with other petshops. Visual identity can also be a solution to increase brand awareness which serves as an introduction to customers, potential customers, and consumers of petshops and can influence purchase decisions on products or services provided by petshops.

1.2. Problem Identification

Based on the context in the above background, the identification of problems in this design is as follows:

- a. As many as 79.6% of the 54 questionnaire respondents still do not know about petshops, so brand awareness in this petshop has not yet been built.
- b. From the data of the questionnaire about visual aesthetics at Azria Vet Care, as many as 37% of 54 respondents thought that this logo tends to be ordinary. The reason is, of several elements that have logos, as many as 70.4% think to improve colors, 51.9% typography, 53.7% shapes, and 61.1% icons.
- c. As many as 100% of the 54 respondents agreed with the redesign of the visuals displayed by Azria Vet Care today.
- d. Based on the results of interviews with petshop owners, Azria Vet Care does not have a Brand Guideline, making Azria Vet Care inconsistent in implementing their visual identity.

1.3. Problem Formulation

How to design the visual identity of Azria Vet Care petshop to increase brand awareness?

1.4. Problem Limitations

Based on the background description, problem identification, and problem formulation above, the limitations of the problems discussed in this final project are:

1. Graphic Standard Manual
2. Supporting Media
3. Promotional Media
4. Stationery

1.5. Purpose of Design

- a. This design aims to create a new visual identity that aims to increase public awareness and interest in Azria Vet Care.
- b. This plan was made to create an attraction for the promotional media used by Azria Vet Care.
- c. Provide a consistent and attractive visual to the signage used by Azria Vet Care.
- d. Provide a consistent and attractive visual to the stationery to give a more professional impression.

1.6. Benefits of Planning Results

- a. Benefits for the University

The design of this final project is expected to be a source of information and reference materials in the field of graphic design, especially visual identity in a company.

- b. Benefits of Azria Vet Care

The design of Azria Vet Care's visual identity is expected to contribute to increasing brand awareness of petshops.

- c. Benefits to the Community

With a professional redesign, the public will have high trust and credibility in the Azria Vet Care petshop. People will feel more confident when using the services and products provided by the company, as well as the image that is built.

1.7. Planning Framework

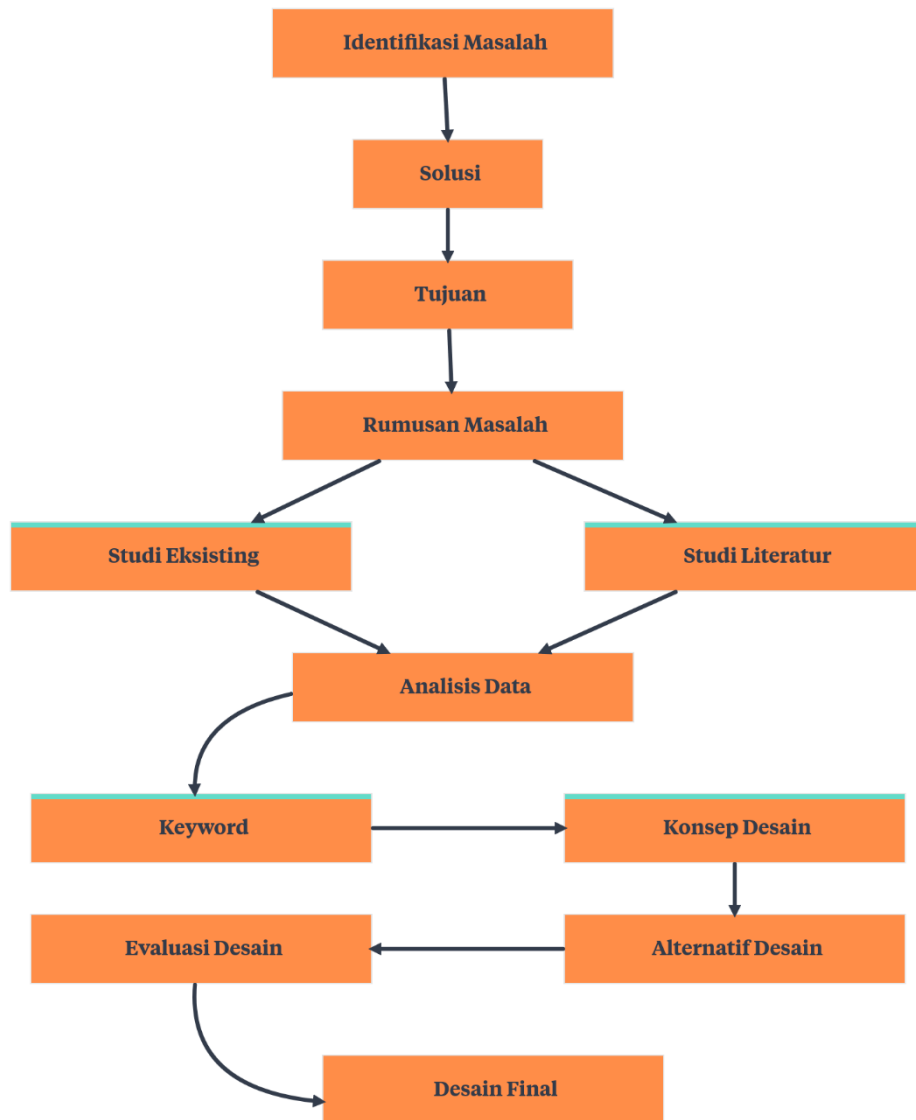


Figure 1. 3. Planning Framework
(Source: Personal Documents)