

# **CHAPTER I**

## **INTRODUCTION**

### **1.1. Background**

The plastic industry in Indonesia began to develop and spread since 1952, coinciding with the end of World War II. In those early days, there were only 12 plastic factories in Indonesia which were located on the island of Java. The presence of plastic in Indonesia is a form of innovation that is quite advanced in the field of packaging and is well received by the public. In addition to having waterproof properties and a long service life, plastic is also considered affordable, does not cause rust, and can be produced at a relatively low cost through the use of fossil materials that are difficult to decompose. The Ministry of Environment and Forestry recorded that the total national waste in 2021 reached 68.5 million tons. Of the total amount, 17% or as many as 11.6 million tons were contributed by the plastic waste sector. The development of the plastics industry experienced an up-and-down phase in 2019 and 2020.

In 2019, Iswanto from the Ministry of Industry stated that the plastics industry has significant growth opportunities as well as considerable downward challenges. This statement is strengthened by the high demand for the plastic sector in Indonesia. The level of plastic consumption in Indonesia is still relatively low, which is around 22.53 kg per capita. This figure is far different from plastic consumption in other countries such as Singapore, Malaysia, European countries, and the United States, which reaches around 40 kg per capita per year. Based on the data submitted by the Ministry of Industry, the plastic industry is considered to have a huge potential to develop in the future. In Indonesia, there are 892 small and medium industrial companies with a workforce of 177,300 people with a focus on the production of hard and soft plastic packaging (Iswanto D. , 2019)

Plastic is a non-organic material that has its own characteristics of each type, the types of plastics in general are Polypropylene (PP), Polyethylene (PE), Polystyrene (PS), Polymethyl Methacrylate (PMMA), High Density Polyethylene (HDPE), Low Density Polyethylene (LDPE), Polyvinyl Chloride (PVC), which is formed from the polymerization of small molecules of hydrocarbons. In the plastic material processing warehouse, groupings are carried out by type and color of each type of plastic. In his

journal *Vastuwidya* entitled "Plastic Waste and Efforts to Reduce Landfills", Ni Putu Decy Arwini explained that initially plastic was widely used to replace organic materials. The use of plastic itself is very close to daily human life where all household furniture, automotive products, electronics and goods used by humans daily are never separated from plastic, plastic has lightweight, strong, and resistant to water and rust, with these properties humans can take advantage of the use of plastic to the maximum at a relatively low price.

Currently, plastic waste is the main point in environmental pollution in Indonesia, plastic waste is non-organic waste that is very difficult to decompose, the increasing accumulation of waste in Indonesia has the potential to damage the environment and ecosystem. With the accumulation of garbage in the river, there will be the potential for blockage of river flows and lead to flooding and water pollution, soil pollution can also occur due to the inhibition of water and air entering the soil due to the difficulty of plastic materials to decompose and their elastic nature and cannot absorb water. Reporting from the SIPSN website, there are 38,239,557.82 tons of waste per year in 2023 from 364 districts/cities throughout Indonesia with 14,611,483 tons of waste as of 2023 that are still unmanaged, with a very fantastic number moving the government and its people to participate in managing plastic waste properly and correctly, the government has deployed landfills, TPS, 3R, Waste Banks, Compost Houses, RT RW scale composting throughout Indonesia to overcome the accumulation of plastic waste that is increasingly mountainous. (Kehutanan, 2024) However, considering its characteristics that are difficult to decompose but have economic value, the waste that has been collected still needs to be processed and utilized so that environmental stability and the use of plastic waste in Indonesia can be maintained.

There are many pros and cons regarding the use of plastic in Indonesia, in Law No. 18 of 2008 regulates the management of domestic waste on a national scale so as to reduce the impact of plastic waste on the environment, but the rules given must also be implemented with resources which are the main obstacles in the implementation of the law. Some of the challenges in waste processing are limited resources, poor coordination between the relevant institutions and the lack of waste processing infrastructure, which is an obstacle in the process of collecting, processing and recycling plastic waste, one of the main impacts of which is leading to environmental problems such as polluted

rivers, infertile soil, plastic pollution in the ocean and coastal contamination by unsustainable plastic waste. managed. (Rafi & Perkasa, 2023)

To overcome the problem of plastic waste that is increasingly mountainous, it is necessary to implement 3Rs (Reduce, Reuse, Recycle) within the community so that waste processing is directed and effective. With the problem of plastics being the main point in environmental problems. The community, the government and plastic waste processing industry players are required to participate in overcoming the increasingly mountainous waste problem with the waste problem, opening up jobs for the community, both collectors and in the processing sector. In addition, the plastic industry is an industry that has high economic value and the use of plastic materials is still very reliable by the public to this day because of its affordable value and practical use. The role of the plastic industry is very influential in the processing of plastic waste in Indonesia. Reporting from the website of the Ministry of Industry of the Republic of Indonesia, in Indonesia there are 307 and East Java itself there are 67 plastic industry players who have been registered as PT, CV, UD, PR UD and one of them is CV. Marwah Abadi Plastik.



**Image 1. 1** CV. Marwah Abadi Plastik,2025

(Source: Personal Documents)

CV. Marwah Abadi Plastik is a company engaged in plastic processing. From finding raw materials to distributing plastics. In an in-depth interview, CV. Marwah Abadi Plastik started its business in 2005 and located in the village of Jeruk Gamping, Alfian Wardianto often called Mas Epen started his business armed with his knowledge and experience gained while working with someone who did not want his name to be

published in the interview session and started from the Hypermart Margorejo plastic sort.

At the beginning of starting a business, there was still no CV name. Marwah Abadi plastic, only a group of people who have the intention and effort to delve into the plastic processing business. In 2005, the use of the internet was still not common, so a "word of mouth marketing" strategy was carried out. This strategy is carried out by disseminating information from word of mouth which is considered effective because it is based on a person's experience in consuming a company's product or service. (Irawan, 2023). The application of Mas Epen's word of mouth marketing is carried out by picking up a ball and providing samples of pellets that have been produced to plastic production plants. 19 years in the world of plastic processing, Alfian Wardianto still uses the word of mouth marketing strategy and relies on the links that have been obtained during his work.

In addition to word of mouth marketing, CV. Marwah Abadi Plastik also uses personal selling marketing, personal selling is a direct communication between sellers and buyers that involves persuasive elements, the scope of integrated marketing communication personal selling is considered quite effective because sellers and buyers communicate directly, it underlies how the response is conveyed by the buyer, if there is a less than positive response Then the seller can modify the messages conveyed for the next (Yani & Nisa, 2018) CV. Marwah Abadi Plastik is a plastic business whose market share is pellet plastic processing factories, with B2B or business to business coverage, CV. Marwah Abadi Plastik attracts plastic wholesalers and processing factories with direct marketing methods. Direct marketing is a marketing strategy that communicates the company with customers or potential customers directly so that they get a direct response from customers or potential customers when negotiating and conducting sales transactions (Yani & Nisa, 2018) in the era of globalization that makes it easier for various trading activities, direct selling carried out by CV. Marwah Abadi Plastik is carried out through the internet and visits the warehouse directly to facilitate checking the quality of goods and transactions directly and Facebook is a supporting social media in marketing its products. The use of Facebook social media is quite effective because of the advertising strategy that reaches quite a lot of community members with their own needs.

The problem faced is that throughout the 19 years running, CV. Marwah Abadi Plastik still does not have an inherent branding and limited links in East Java only. Brand identity design is very necessary to highlight the visuals of the CV. Marwah Abadi Plastik itself. Brand design is the formation of perceptions to attract the public which aims to clarify the brand image and be aware of what the designer makes (El Chidtian & Saputro, 2020) with potential CV. Marwah Abadi Plastik, which has been in the world of plastic processing for 19 years, is expected to attract many clients and expose the CV name by designing an attractive and professional visual identity. Marwah Abadi Plastik and the potential that exists in the world of plastic processing. Visual identity design is not only about a beautiful visual, but must represent the brand itself, starting from the understanding of the designed brand, professionalism, quality, service and trust given, with good and correct visual identity design, government agencies, the community and the industry players concerned will be able to identify easily and give a good first impression and the professionalism of the work owned by the designer brand, (Rosyita Sari & El Chidtian, 2023) If you only rely on a visual that has no meaning, meaning, or message that you want to convey, then the visual identity that is formed is nothing more than an empty shell.

According to Durianto, quoted in (El Chidtian & Ramdhani Saleh, 2022) Consumers can remember a brand from several levels, namely:

1. Top of Mind : a brand that is mentioned or has just been seen by consumers, will easily remember and mention the brand
2. Brand recall : an activity to recall the brand that was first mentioned by the consumer, by reflecting it with other brands that have similarities with the brand that was initially mentioned
3. Brand recognition : measures the level of consumer awareness by providing product characteristics and assistance related to the brand
4. Unaware of brand: the lowest level in the pyramid of brand awareness, with the characteristics of consumers not knowing at all and not wanting to know about the brand they want to highlight

## 1.2. Problem Identification

1. After interviews and observations, there is no visual identity attached to the CV. Marwah Abadi Plastik so that there are still many who do not know the name CV. Marwah Abadi Plastik.
2. As the fast-paced era develops, the internet can be operated globally, with the internet information exchange will be accelerated and more flexible, besides that with the internet it is very possible to exchange data and resources (Agit & Muharram, 2023). and based on CV interviews. Marwah Abadi Plastik is still not familiar with the use of the internet as a place to shape the company's image.
3. Based on the interview, PT. Marwah Abadi Plastik has not expanded outside of East Java, so it only relies on the links that have been obtained for its business
4. At the time of observation, the author found that there was signage that had not been arranged in the warehouse and outside the warehouse so that many prospective clients who wanted to visit and check samples were quite difficult because the terrain taken to get to the warehouse passed through rice fields and entered quite far.
5. Haryo Limanseto from the Coordinating Ministry for Economic Affairs said in his website, the plastic industry grew very rapidly in 2022, recorded an increase of around 19%, namely 1.31 billion US dollars, for the economy of the Nganjuk region has a contribution of 15.89% with a total investment value of 250 billion rupiah (Kementrian Koordinator Bidang Perekonomian Republik Indonesia, 2023). According to Amalia, the Deputy for Economic Affairs of the Ministry of National Development Planning, the plastic processing business is considered to have the potential to boost the economy in terms of investment which is estimated to be able to reach 5.15 trillion and the potential for large exports (Isma, 2024). In an interview session conducted with Ryan Pratama Putra as the Secretary of Mr. Alfian Wardianto, it was stated that CV. Marwah Abadi Plastik does not yet have an image and visual identity, so it is very unfortunate that it still has not maximized its potential to be seen more widely in its sector.
6. In digital observation, the author found that there are many plastic waste processing accounts that are incorporated with a high average upload in the plastic waste buying and selling group, so the author concludes that in East Java

there are already a lot of plastic waste processing warehouses so that there are too many competitors in the same field.

7. Based on the questionnaire that I distributed to business owners engaged in the processing of plastic seeds, it was obtained in the CV awareness pyramid. Marwah Abadi Plastik is unaware of the brand, which means that many people do not know about the existence of a CV. Marwah Abadi Plastik.

### **1.3. Problem Formulation**

How to design branding with an attractive and consistent visual identity to support a CV. Marwah Abadi Plastik and increase brand awareness of plastic industry business actors?

### **1.4. Problem Limitations**

So that the problems raised do not spread, and the design remains focused, the following problem limits are made:

1. Focus on CV branding. Marwah Abadi Plastik, not with a business affiliated with CV. Marwah Abadi Plastik
2. It does not expand to the visualization of the plastic manufacturing process only explaining the CV branding process. Marwah Abadi Plastik.
3. The study did not include other companies that have a business in the field of plastic processing but are not directly related to CV. Marwah Abadi Plastik.
4. Branding is in the form of logos as company identity, supergraphics, directional signage design , social media design, and company profile.

### **1.5. Purpose of Design**

- Strengthen CV's image and brand awareness . Marwah Abadi Plastik, so that it is better known among plastic industry players as a distributor of plastic seeds and raw materials, both inside and outside East Java.
- With a clearer corporate image and internet-based digital marketing strategy, the company can reach markets outside of East Java and attract more clients in the scope of Business to Business (B2B). By optimizing the use of social media such as Facebook and Instagram and strengthening visual branding on digital platforms, companies can increase the effectiveness of marketing communications and expand business opportunities.

- Through a consistent and attractive visual identity, CV. Marwah Abadi Plastik is expected to reflect professionalism, quality, and reliable service, increasing competitiveness in the competitive plastic processing industry.
- Strategic signage and signage design aims to make it easier for potential clients and employees who want to visit the warehouse or check samples, understand regulations, and provide a better experience and reduce access barriers.

## **1.6. Benefits of Planning**

### **a. For CV. Marwah Abadi Plastik**

- Product differentiation CV. Marwah Abadi Plastik, by making a unique and attractive design will create a difference with competitors in the plastic industry
- By creating a good and attractive visual identity, it will attract the attention of clients, business partners and give a good and positive first impression
- With a consistent and professional visual identity, CV. Marwah Abadi Plastik can increase trust and maintain it with the products and services provided.
- With a consistent design, plastics industry players can recognize and remember the name of CV. Marwah Abadi Plastik.
- With a brand that has been visually and organizationally organized, CV. Marwah Abadi Plastik can spread its wings to a larger and wider market share.

### **b. For CV Clients. Marwah Abadi Plastik**

- With the making of signage, it will greatly facilitate access to the CV plastic processing warehouse. Marwah Abadi Plastik.
- With a consistent and professional visual identity, professional cooperation will be created between the client and the CV. Marwah Abadi Plastik.
- Makes it easier to find information from CVs. Marwah Abadi Plastik through social media facebook and Instagram.

### **c. For the Surrounding Community**

- Creating new jobs for the community



**d. For the Author**

- Adding new insights into the plastics processing industry and understanding the ins and outs of plastics
- Providing new experience in the field of branding in a company engaged in the plastic processing industry.

## 1.7. Design Framework

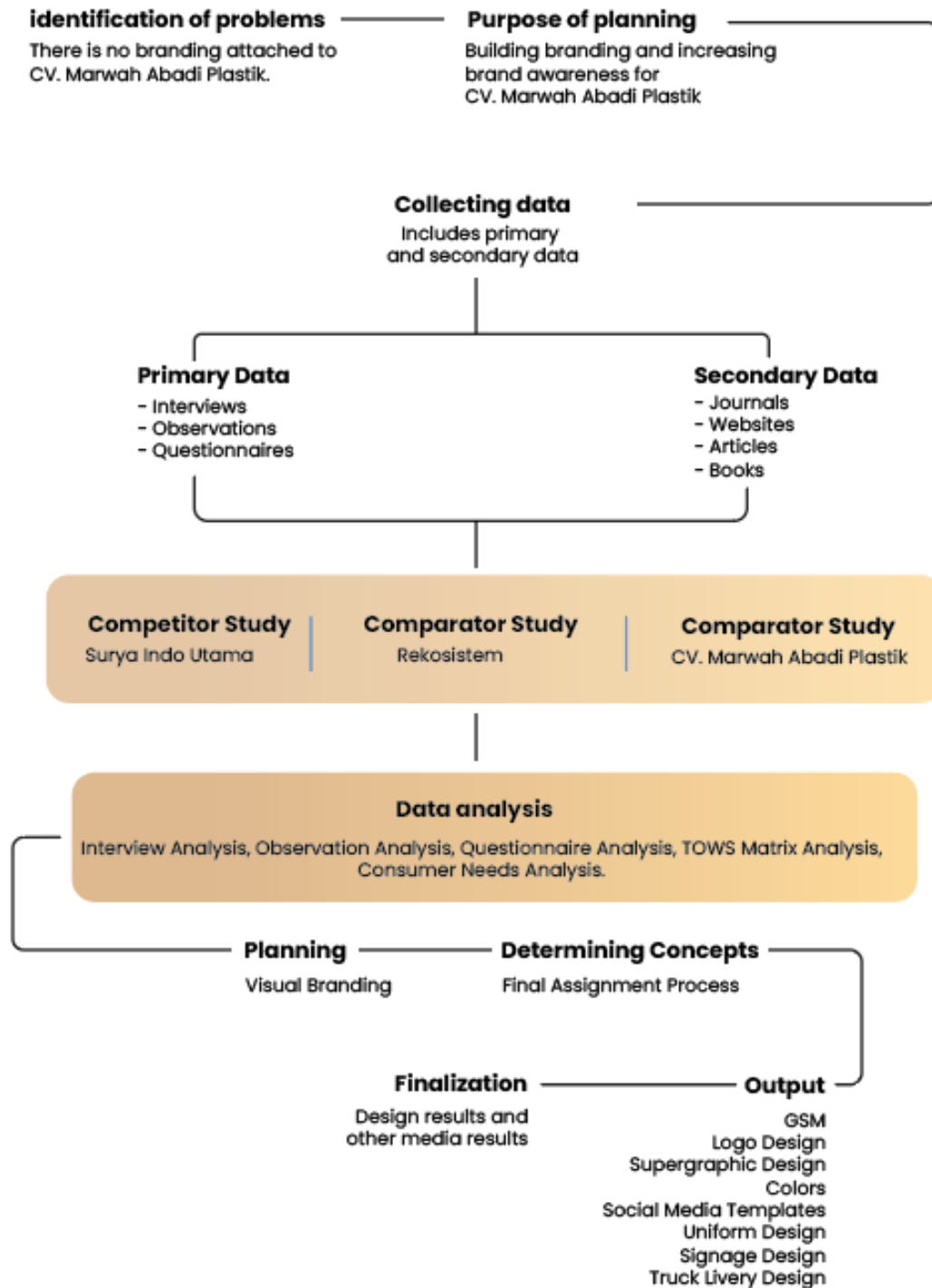


Image 1. 2 Design Framework, 2025

(Source: Personal Documents)