CHAPTER I
INTRODUCTION

1.1 Background

The interest of the Indonesian public in the automotive world has shown a significant upward trend in recent years. This is evident from the increasing number of private vehicle owners, both two-wheeled and four-wheeled. Cars, in particular, have become one of the most widely used modes of transportation across various groups in society. According to the *Badan Pusat Statistik* (2024), the number of motor vehicles in Indonesia continues to grow every year. This increase not only affects the transportation sector but also influences various supporting businesses closely related to vehicles, including maintenance services and car wash businesses.

Privately owned vehicles used on a regular basis require periodic maintenance to keep them clean, comfortable to use, and performing well. However, not everyone has the time, energy, or facilities to wash their car at home. In such situations, car wash services provide a practical and efficient solution. These services not only help maintain the vehicle's appearance but also offer convenience for owners with busy schedules or those living in areas where washing a car independently is not feasible.

Furthermore, the automotive world is no longer seen merely as a functional necessity. Current trends show that private vehicles, especially cars, have also become part of a modern lifestyle. Many people view their cars as a representation of personal identity, a symbol of social status, or a form of self-expression. This phenomenon can be observed from the growing number of automotive communities in various regions, the increasing frequency of automotive events and exhibitions, and the rise of automotive-themed content on social media attracting thousands or even millions of users.

Along with the rising demand for car wash services, competition within this industry has become more competitive. The increasing number of similar businesses requires companies in this sector to offer added value in order to survive and compete in the market. While service quality remains a primary factor, another equally important aspect is how the business builds its brand image and brand awareness in the minds of consumers.

Brand awareness plays a crucial role in today's business landscape. A strong brand is easier for consumers to recognize, trust, and remember. This trust can eventually lead to customer loyalty, which becomes a key factor for long-term business sustainability. One

effective way to build brand awareness is through a strong and consistent visual identity. Elements such as logos, color selection, typography, and other visual components contribute to shaping public perception of a brand. A visual identity that is appealing and professional not only makes a brand appear more credible but also helps it stand out amid dense market competition.

Figure 1. 1 HSW Car Wash Logo, 2025
(Source: https://www.instagram.com/hsw_carwash/)

In this context, HSW Car Wash emerges as a car wash business that aims to meet the community's needs for vehicle maintenance services. Located in Dusun Sruni, Sruni, Gedangan, Sidoarjo, East Java, HSW Car Wash has been operating since 2020. Based on an interview with the owner, Mr. Arie Wibisono, the business is one of the units under PT. Bakti Kartika Kirana. The establishment of HSW Car Wash began with the utilization of an empty land area located within the company's gas station, which was then developed into a car wash service to serve the surrounding community.

The name "HSW" itself carries a special meaning closely tied to the identity of the business owner. It is derived from the name of Mrs. Hartini Soesilo Wahidi, the owner of the gas station where HSW Car Wash operates. This naming serves not only as a form of appreciation for the founder but also as an effort to embed historical and emotional value into the brand being built.

Over time, HSW Car Wash has faced challenges related to the consistency of its visual identity and the appeal of its brand amid the growing number of competitors in the same industry. Therefore, redesigning the visual identity becomes a strategic step that must be taken so the business can appear more professional, consistent, and eye-catching, while also

strengthening the brand's visual identity in the eyes of consumers. Through the renewal of visual elements such as the logo, banner design, social media content, and other promotional media, HSW Car Wash is expected to enhance brand awareness and reach more potential customers.

In its operations, HSW Car Wash offers various services, including car washing, car salon, vehicle accessories, haircut services, and refreshments. Its primary target consumers are local residents, particularly those around the age of 40. Based on interviews and observations, the visual identity of HSW Car Wash is considered inconsistent, not eye-catching, and unable to reflect a professional impression. This becomes a challenge in attracting customers' attention, especially in an increasingly competitive market.

Additionally, when compared to other competitors who have developed their branding thoroughly, HSW Car Wash still has limitations in utilizing visual media, both online and offline. This can be seen from the appearance of its social media, banners, and other promotional materials that do not yet align with one another. The lack of visual integration can cause consumers to feel less confident or unimpressed, which ultimately affects their decision to choose the service. Therefore, updating the visual identity becomes an important step for the brand to remain relevant and competitive in the local market.

To obtain a clearer picture of customer perceptions regarding the visual identity of HSW Car Wash, the researcher distributed questionnaires to the surrounding community and consumers. From the results, it was found that the majority of respondents were male (around 60%) and aged over 40 (around 36%). Regarding the need for redesign, 60% of respondents stated that a redesign is necessary or highly necessary. These findings indicate that consumers expect a more attractive, professional, and representative visual appearance that aligns with the services offered by HSW Car Wash.

Usia Anda
45 responses

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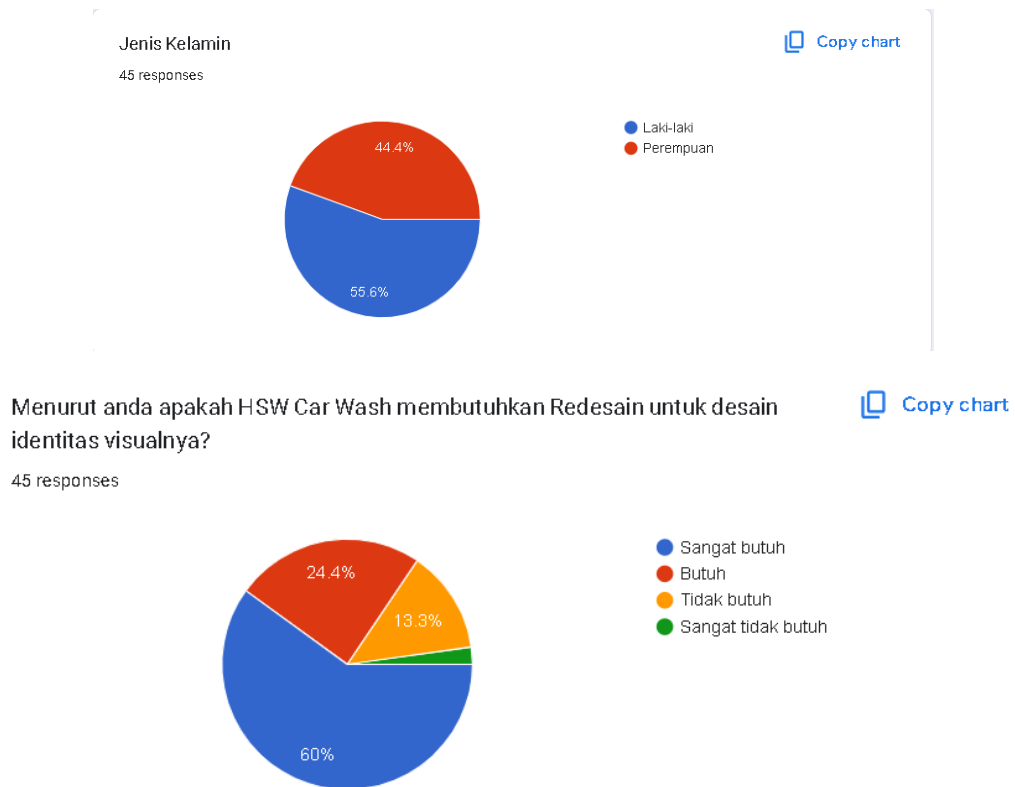
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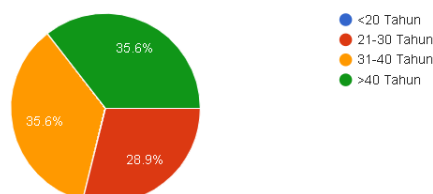
Figure 1. 2 Redesign Questionnaires Results, 2025
(Source: Personal Documentation)

This condition forms the basis for the necessity of redesigning the visual identity of HSW Car Wash. The redesign is not only intended to refresh the visual appearance but also to strengthen brand awareness so that the brand becomes easier for consumers to recognize, remember, and trust. With a new and consistent visual identity, HSW Car Wash is expected to compete more effectively amid the increasingly crowded market and attract potential customers more efficiently.

1.2   Problem Identification

Based on the results of observations, interviews, and questionnaires, the researcher identified several issues that need to be addressed in the visual identity redesign project for HSW Car Wash, as follows:

a. From the observations, the visual identity of HSW Car Wash has not been applied consistently across various media. This inconsistency weakens the brand's appearance and makes it easily forgotten by consumers.

b. From the interviews, the owner stated that the current visual elements such as the logo, banners, and signage do not yet convey a professional impression and are not appealing to the target market, thus requiring a redesign.

c. From the questionnaire, the majority of respondents rated the visual identity design of HSW Car Wash as unattractive. A total of 80% stated that a redesign is necessary in order for the brand to be better recognized and preferred.

1.3 Problem Formulation

How can the visual identity of HSW Car Wash be redesigned to strengthen brand awareness?

1.4 Scope of The Problem

In this design project, the discussion is focused on the redesign process from the visual design perspective for HSW Car Wash. The scope limitations in this study are as follows:

a. The redesign is limited to the development of visual identity elements such as the logo, banner, Instagram feed design, and other supporting media.

b. This project does not address marketing strategies, operational management, or financial aspects of HSW Car Wash.

c. The redesigned visual identity must remain aligned with the brand character of HSW Car Wash and be relevant to its target market.

1.5 Research Objectives

The purpose of this study is to redesign the visual identity of HSW Car Wash through a structured and strategic redesign process. More specifically, the objectives of this research include:

a. Analyzing the current condition of HSW Car Wash's visual identity and identifying existing weaknesses.

b. Conducting visual studies of competitors and comparators as references for the design process.

c. Redesigning the visual identity of HSW Car Wash to make it more appealing, consistent, and aligned with the brand's character.

d. Developing supporting visual elements such as banners, Instagram feed designs, and stickers that align with the new identity.

e. Building a visual identity system that strengthens brand awareness and enhances the competitiveness of HSW Car Wash in the car wash service market.

1.6 Research Benefits

With the redesign of the visual identity of HSW Car Wash, it is expected to provide benefits for the business, customers, and overall branding aspects. The benefits of this redesign for various parties are as follows:

a. Benefits for HSW Car Wash:

1. Providing a visual solution for HSW Car Wash to build a more professional, consistent, and audience-relevant brand image.

2. Helping HSW Car Wash strengthen brand awareness through a structured and applicable visual identity system.

3. Demonstrating the importance of visual design in increasing business competitiveness, especially in the highly competitive car wash service industry.

b. Benefits for the Author:

1. Enhancing experience and knowledge in applying visual communication design theories to a real client-based project.

2. Improving analytical, problem-solving, and creative skills in the process of redesigning a visual identity.

3. Serving as a practical application of the knowledge acquired during studies in the Visual Communication Design program at UPN "Veteran" East Java.

4. Becoming a professional portfolio piece that can be used as added value in the design industry workforce.

1.7 Design Framework

Table 1. 1 Design Framework