

CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Every year technology is developing more rapidly. Many technologies have been created to help the sustainability of human life in various ways, such as the fields of communication and information, education, health, agriculture, economy and so on. The spread of the use of technology indicates that the relationship between humans and technology is increasingly inseparable. Indonesia is no exception which has a population of around 284,438,800 people (Badan Pusat Statistik, 2025). In 2024, 72.78% of Indonesia's population will access internet technology, and in 2023 as much as 69.21% (Badan Pusat Statistik, 2024). This indicates that Indonesia has entered the era of digital transformation that makes all activities feel easy, thus giving rise to fast-paced modern life habits. A fast-paced lifestyle is usually found in the life of urban people, which gives rise to a competitive spirit. Through the right perspective and execution, a fast-paced lifestyle can increase a person's productivity so that they are brave to try new things (Rendaniati, 2025).



Figure 1. 1 Busy Urban Society, 2021

(Source: <https://11nq.com/0BQ08>)

Most of those who apply a fast-paced lifestyle, have a fairly busy activity schedule. Especially workers, students or students who need to arrange a good time management system. One of the efficiency measures carried out is with instant life. For example, in the food sector, they choose fast food and more practical. People tend to prefer fast food because it is more practical and economical to meet daily life (Wieke Dwi Sulistianova et al., 2025). The consumption of fast food is usually seen in the lives of people who work in companies or offices, because with their busyness they can choose ready-to-eat food as desired and also affordable (Ari Mulyani et al., 2020).

One example of ready to eat food that is widely known and consumed is Frozen Food, because it offers convenience in storing and preparing for consumers who are living a busy lifestyle (Anggraini et al., 2025). Frozen Food is food that has gone through a freezing process that aims to preserve so that it is easy and practical to consume (Suryani & Priatini, 2020). The state of frozen food can inhibit the performance of microbiology and enzymes so that food has shelf life for a certain period of time (Wulandari, 2023). Frozen Food can be made from a variety of raw materials, such as flour, fish, chicken, beef, fruits, vegetables and so on. There are also various types of processed Frozen Food, there are Frozen Food that has high nutritional value but there are also those that do not. Nutritious frozen food usually uses quality raw materials, has clear nutrition and uses the correct processing methods. Through freezing and cooling technology, it has been proven to be able to maintain the texture, taste, color of food, and the nutritional content in it such as proteins, vitamins and minerals (Sebayang et al., n.d.). One of the Frozen Food brands that uses nutritious and quality raw materials is Laras Food.



Figure 1. 2 Laras Food Logo, 2016
(Source: <https://11nk.dev/IdtIN>)

Laras Food is one of the Frozen Food products from UD. Family Food in Driyorejo, Gresik, East Java which was established in 2007 and was founded by Mrs. Ririn as the owner of UD. Family Food. Laras Food is a processed product from fish, shrimp and chicken, into various types of dimsum such as shrimp siomay, rambutan shrimp, ebi furai, crab nuggets and so on. Based on an interview on September 30, 2025 with Tia Hariana as the warehouse admin staff, she said that the main target audience of Laras Food other than the general public is for children. As a form of the national program Fond Memasyarakatkan Makan Ikan (GEMARIKAN), which was launched by the Ministry of Maritime Affairs and Fisheries (KKP) in 2004. This is evidenced by Laras Food, which won 3rd place in the 2024 Small Scale Fish Processing Unit (UPI) award by the Gresik Regency Fisheries Office. The distribution of Laras Food products

is usually through sales from store to store, and online orders through WhatsApp and marketplaces.

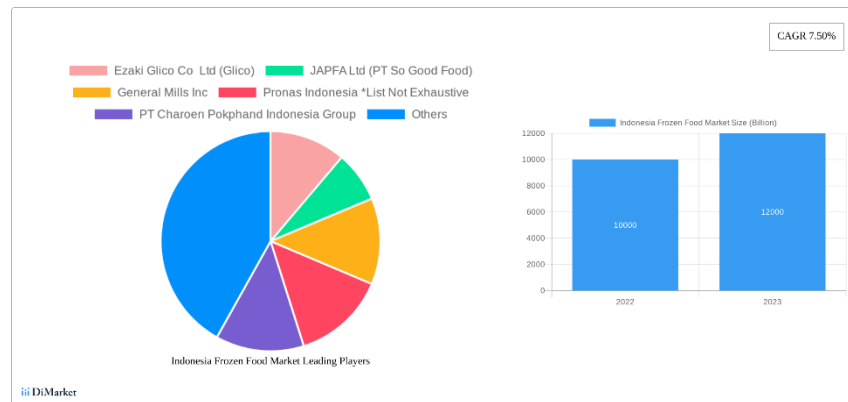


Figure 1. 3 Survey Data on the Indonesian Frozen Food Market Charting Growth Trajectories: Analysis and Forecasts 2025-2033, 2025 (Source: <https://11nq.com/MV0Rb>)

However, in an instantaneous life, the market demand for Frozen Food increases, thus causing fierce market competition in the community (Rachmawati & Ariyanto, 2025). According to a survey conducted by Data Insights Market (DiMarket) in 2024 regarding "Indonesia Frozen Food Market Charting Growth Trajectories: Analysis and Forecasts 2025-2033", the Frozen Food market in Indonesia will experience rapid growth of 10.2 billion USD in 2022 and is expected to reach 15.5 billion USD in 2026 (DiMarket, 2025). According to calculations based on CAGR (Compound Annual Growth Rate), 7.7% of Frozen Food consumption is due to urbanization factors, increasing trends in practical food and increasing existing income. This has led to the emergence of many new Frozen Food brands in Indonesia and ready to compete in the market, such as the Fiesta, Golden Farm, Cedeo, Kimbo, So Good brands, etc. Based on an interview on October 17, 2025 with Mr. Rido as one of the owners and marketing staff of Laras Food, he stated, in the current era there are many competitors who sell Frozen Food so that the sales rate of Laras Food has decreased compared to before. In the past, Laras Food had existed in the market, but with many competitors, it can increase market competition that is more innovative and creative. So many of the competitors in the market add a greater variety of products and are introduced to the public. So that it can provoke consumer interest and attention to buy the product. But on the other hand, it can also pose a threat in the

form of product imitation, so that the brand between Frozen Food and each other only has a thin differentiating boundary.



Figure 1. 4 Questionnaire Data Results, 2026
(Source: Personal Documents)

According to the questionnaire that has been distributed, as many as 69.4% of 124 respondents still do not know the Frozen Food Laras Food brand, but 30.6% of respondents stated otherwise. Respondents who know the Laras Food brand are of the opinion that the Laras Food logo needs to update the visual Figure so that it is not outdated and can follow the wishes of the market so that it can be known by the wider community. 50.8% of respondents said that the logo used by Laras Food did not reflect the brand Figure that was in accordance with Frozen Food products. Based on the questionnaire, the average Frozen Food brands that came to mind of the respondents were Fiesta, Kanzler and So Good. Supported by the results of an interview on October 17, 2025, Mr. Rido as one of the owners and marketing staff stated that there is a need for visual design of Laras Food to build and update the brand Figure in the minds of the public, so that it is not inferior to similar competitors. This indicates that there needs to be a strong visual brand identity, so that it is easily remembered and recognized by the wider community, and can increase consumer trust in the product. A strong brand identity is an important asset for companies in the face of increasingly fierce competition in the global marketplace (Malik et al., n.d.). Brand Identity needs to be built with strong consistency, both in the use of visual elements and in delivering messages to consumers, in order to maintain consumer trust and not create ambiguous perceptions (Murnawan et al., 2023). Brand Identity is a characteristic owned by a company in terms of writing, meaning, color that can provide information to the world and differentiate from other competitors, and is useful for the medium of expression with consumers (Rorlen et al., 2023). Therefore, the solution to this problem is to design a visual identity for Laras Food so that it has a unique Figure and characteristics that

distinguish it from other competitors, so that a good Figure is always embedded in the minds of the public.

Visual identity is not only in the form of a logo, but there are other visual elements such as supergraphics, typography, colors, and layouts that need to be considered in order to maintain a consistency of identity or a more professional brand Figure (Larasati Putri & Widyasari, 2023). On the other hand, through a visual identity of a logo that is less attractive and inconsistent, it can show the company's incompetent side in the minds of the public (Solicitor et al., n.d.). A similar study on visual identity design with the title "Visual Identity Design of the Alo Indonesia Project: Mama Kika Frozen Food as an Effort to Increase Brand Awareness" by Gerardus Pratama Nugraha in 2020, stated that the existence of a unique and prominent visual identity can be an identifier of a product or company, as well as a means of promoting the company's vision and mission to the audience (Nugraha, 2020).

Based on the above explanation, Laras Food is a quality and affordable Frozen Food, but still does not have a strong visual identity in the minds of the public. So many of them have more Frozen Food products than other competitors who already have strong branding. Therefore, it is hoped that with the design of Laras Food's visual identity, it can build a strong brand Figure in the community and also form a special uniqueness to differentiate it from other competitors.

1.2 Problem Identification

Based on the background that has been presented, several problem identifications emerge as follows:

1. Based on the results of the questionnaire, 69.4% of respondents did not know the Laras Food brand and among them were of the opinion that the Laras Food logo still did not reflect the Figure of identity as a Frozen Food product. In addition, the remaining 30.6% said that there is a need to design a visual identity of Laras Food that is more attractive and appropriate, so that it is better known by the wider community.
2. Based on the results of an interview on October 17, 2025, Mr. Rido as one of the owners and marketing staff of Laras Food stated that there is a need for an attractive visual identity that can depict Laras Food, to update the brand Figure of Laras Food so that it can compete with competitors and increase product sales.

3. Based on the results of the Data Insights Market (DiMarket) survey regarding "Indonesia Frozen Food Market Charting Growth Trajectories: Analysis and Forecasts 2025-2033", it is explained that the demand for Frozen Food is expected to increase, in 2022 as much as 10.2 billion USD and in 2026 it will reach 15.5 billion USD. So there needs to be an attractive, consistent visual identity that can represent the characteristics of Laras Food. In order to increase the competitiveness of products in the national and global markets, as well as build trust and loyalty to target consumers.

1.3 Problem Statement

The formulation of the problem is in the form of how to design the design of Laras Food's visual identity to strengthen Brand Awareness?

1.4 Scope and Limitation

Problem constraints are used to help authors focus on the object being researched by limiting the scope of the research, as follows:

1. The design only focuses on designing the visual identity of Laras Food to strengthen the brand Figure in the minds of the public.
2. The design of the visual identity of the food barrel is in the form of logo design, the creation of graphic or supergraphic elements, typography, colors, layout, GSM (Graphic Standard Manual) and other supporting media.

1.5 Design Objectives

The purpose of the design is as follows:

1. Building Laras Food's Brand Identity through visual identity rebranding, so that the Figure made is more attractive than before and always remembered in the minds of the wider public.
2. Strengthening Laras Food's Brand Awareness through visual identity consistency, so that it is easily recognizable by consumers.
3. Strengthening Laras Food's Brand Identity through visual identity to be a differentiator from competitors and ready to compete in the Indonesian market and even the global market.

1.6 Design Benefits

The following are the benefits of designing Laras Food's visual identity rebranding:

1.6.1 Benefits for Writers

1. Expanding the author's knowledge and abilities regarding Laras Food's visual identity branding.
2. Adding to the author's experience regarding the creation of strong visual identity branding through real phenomena in society.

1.6.2 Benefits for Laras Food

1. Laras Food has a strong visual identity consistency, thereby increasing consumer trust.
2. Through visual identity, Laras Food is easily recognized and remembered by consumers.
3. Laras Food has a unique and identical Brand Identity, so it is a differentiator from existing competitors.

1.6.3. Benefits for the Community

1. To make it easier for the public to recognize and identify Laras Food products through the consistency of visual identity, as a quality practical food product.
2. It is one of the factors to make it easier for people to make decisions when buying Frozen Food products.

1.7 Design Framework

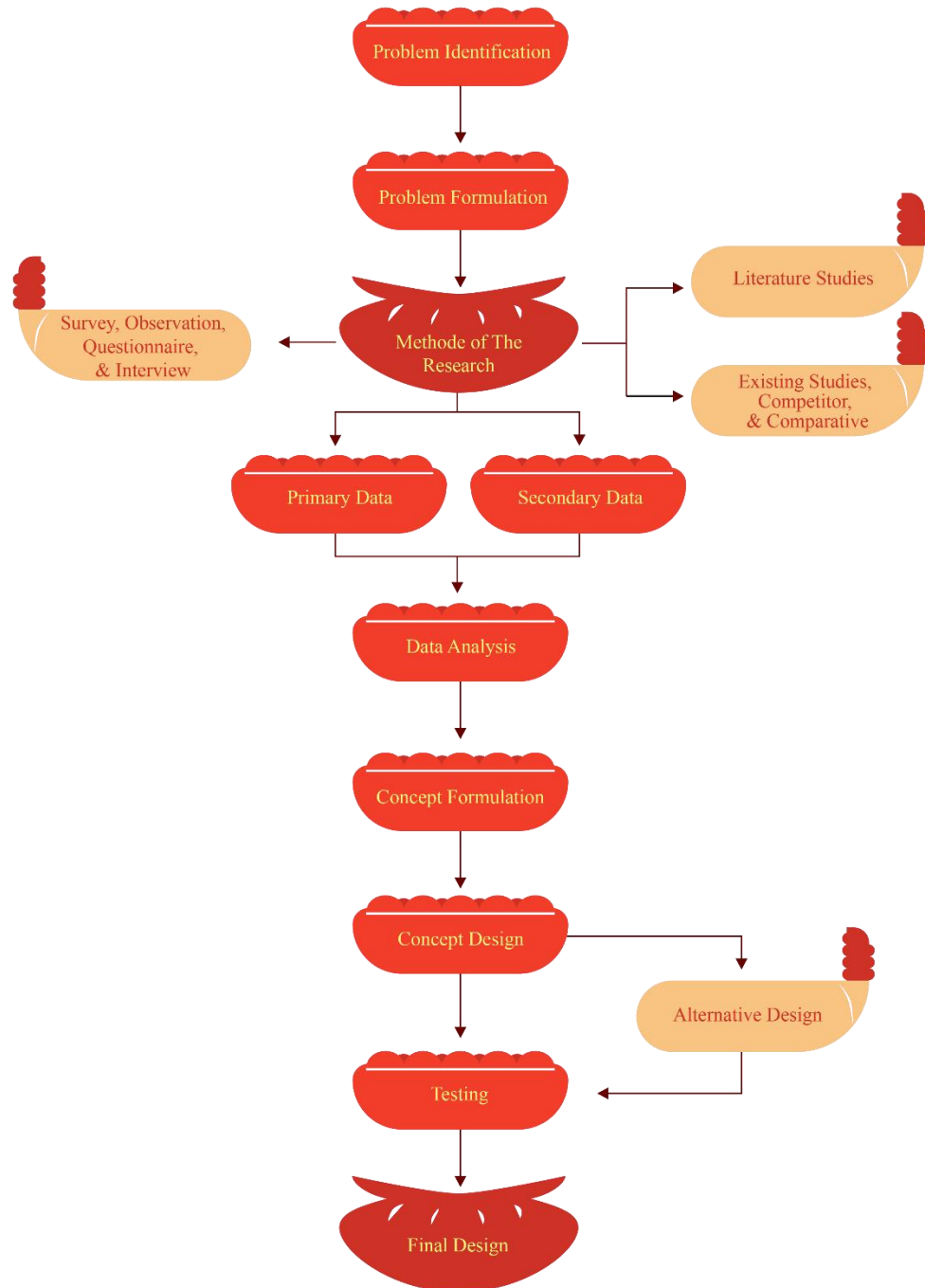


Figure 1. 5 Design Framework, 2025

(Source: Personal Documents)