

CHAPTER 1

INTRODUCTION

1.1 Background

The food and beverage (F&B) industry in Indonesia today shows very interesting dynamics, with an increasingly fierce and complex level of competition. The growth of business actors that continues to grow, especially in the Micro, Small and Medium Enterprises (MSMEs) category, greatly contributes to the national economy (Salsabillah et al., 2023). According to Yuniarti et al., (2022) shows that MSMEs in the food sector contribute around 60% to the Gross Domestic Product (GDP), but many of them face challenges in maintaining quality and competitiveness amid increasingly intelligent and diverse consumer behaviors. One of the tangible types of evidence of this change in consumer behavior can be seen in the shift in the function and meaning of various types of food.

Basically, the main meal is a staple dish that is eaten at mealtimes such as noon or night. The goal is to fill the stomach and become the main source of energy that is generally carbohydrate-based such as rice, noodles, or pasta. In contrast to snacks or snacks whose role is an interlude between meals, the portions are smaller, and their function is to delay hunger or simply for pleasure, for example *bitterballen*, croquettes, or various market snacks. The meal series is usually closed with dessert, which is a dish that is served after the main meal is finished and is generally sweet in taste to provide a sense of satisfaction. However, in its development, desserts have become a favorite dish of many people. Its function is no longer just to close the banquet so that the sweet taste of dessert is also often accompanied by a cup of coffee or tea. Over time, the dessert's function evolved into a mandatory dish in a festive event. As a result, now there are many places that sell various contemporary desserts, which compete to offer beautiful shapes and unique flavors from various countries (Supriyati et al., 2025; Prayogo et al., 2019).

According to Arif, (2023), The characteristics of modern desserts with their beautiful shapes, diverse flavors, and high quality are a good starting point to discuss a broader concept in the culinary world, namely *Gourmet*. Terms *Gourmet* originated from the practice of collecting taxes in France in the Middle Ages, where the king received ten percent of the people's crops. Tax collectors will choose the top ten percent yield. Laughter *Gourmet* Then it refers to the term used to describe food, including main courses, desserts, and snacks, which are processed with a certain complexity and have high quality standards. Nonetheless, it is important to understand that *Gourmet* is not a category of food where the rules are clear. Food *Gourmet* It does not have legal standards or definitions and is also not regulated differently by the FDA or USDA, but is used only as a marketing term. Food *Gourmet* It is characterized by high quality, high processing techniques and aesthetic presentation.

In the midst of fierce competition from F&B MSMEs, there is "Nabil's Gourmet Lab" in Surabaya, an MSME that carries the concept of *gourmet* in the products it sells. The production site is located on Jl. Kutisari Utara No. 46, Surabaya, this business was founded in 2021 by a pair of college colleagues, Atha Nabila Rahmi and Athalarvin Nabilfathin. Initially, their business was called "Kooky Kreation" and only focused on the production of cookies and *soft cookies* that were done by the two of them.

Seeing the potential of the market, they decided to rebrand on May 27, 2025 to "Nabil's Gourmet Lab. This change marked a gradual expansion of the menu and adjusted to the rebranding of the store name. For now, the menu "Nabil's Gourmet Lab" offers a variety of products that are divided into three main categories to meet consumer needs. The first category, they provide daily bread products ranging from gluten free bread to *sourdough*. In the bread category, they also sell soft cookies. In the second category, there are various pastries and burn basque cheesecakes. The third category is pasta, various variants of pasta for the main weight menu.

The prices offered are quite varied and competitive to reach various consumer segments. In the bakery category, *daily bread products* are priced at IDR 8,000.00 – IDR 28,000.00, while *healthy* or *specialty bread* variants are in the range of IDR 18,000.00 – IDR 48,000.00. For the *soft-baked cookies product category*, it is sold for IDR 18,000.00 – IDR 28,000.00, various cookies IDR 30,000.00 – IDR 150,000.00, cheesecake at IDR 160,000.00 for 18cm diameter size. The personal pasta menu is offered with a price range of IDR 15,000.00 – IDR 38,000.00, while the *party pasta portion* is priced at IDR 190,000.00 – IDR 280,000.00.

Since the era of the Kooky Kreation store, they have had loyal customers. These customers are close relatives of the owner, they know by word of mouth. Even so, "Nabil's Gourmet Lab" has very low *brand awareness*. To validate this problem, initial data observation was carried out through a questionnaire distributed in Surabaya outside of loyal customers and obtained 96 respondents with a target age of 18–25 years (Gen Z) and 26–35 years (Millennial Gen). Millennials, also known as Generation Y, are defined as people born in the range of 1980–2000. Generation Z is the generation born after, where according to several studies there are two birth ranges, the first is the period 1995–2010, and the second is the period from 2001 to 2010 (Fuad et al., 2021).

Anggaran yang dikeluarkan untuk sekali membeli makanan utama dan makanan penutup
96 jawaban

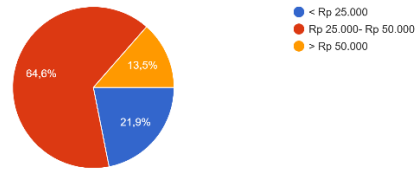


Figure 1.1 Questionnaire Result
(source: Personal Documents)

The results of the questionnaire showed that 64.6% of respondents were willing to spend IDR 25,000-IDR 50,000 to buy the main course and dessert, and 13.5% were willing to spend more than IDR 50,000 to buy the main course and dessert in accordance with the target price of the "Nabil's Gourmet Lab" product.

Apakah Anda pernah mendengar atau mengunjungi kafe/toko kue dengan konsep "Gourmet" (ex. menjual kue dan pasta) ?
96 jawaban

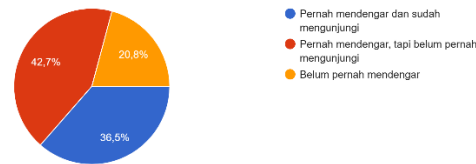


Figure 1.2 Questionnaire Results
(Source: Personal Documents)

However, the understanding of *the concept of gourmet* is still very unfamiliar. As many as 20.8% of respondents have never heard of the term, and 42.7% have heard but have never visited a *gourmet* concept store. Furthermore, when informed respondents were asked to name *gourmet* shops, they referred to luxury restaurants such as Le Ble, Osteria Gia, or Monsieur Spoon. None of the 96 respondents mentioned "Nabil's Gourmet Lab".

This data confirms that *Brand Awareness* "Nabil's Gourmet Lab" is still very far from the minds of the public. In fact, *Brand Awareness* has a *pentin* role in the consumer purchase decision-making process (Chen, 2024). Logically, the more consumers get to know a brand, the more likely it is to come into their consideration. The root of the problem from the low *Brand Awareness* This is identified as stemming from the absence of a strong and conceptualized brand identity.

The results of interviews with five speakers representing the target audience also showed that consumers rely heavily on the quality of taste in food and also visual quality in assessing the credibility

of a culinary brand. Whether for personal consumption needs or for giving, an attractive visual display is a determining factor in their trust. Regarding the Nabils Gourmet Lab brand, the speakers expected a neat, modern, and strong visual image. With the image of the gourmet itself, namely luxury food that is eaten at a certain time. Similar to the results of the questionnaire, the perception and term gourmet in the minds of the public is still very common. Even though the term gourmet However, in reality Nabils Gourmet Lab is currently not able to meet these perceptions and expectations can be proven from the results of the analysis of the brand identity attached to this brand. The vision of Nabils Gourmet Lab is to have premium products that are close to customers.

Brand identity is a characteristic that a company has in terms of writing, color, meaning, and others, where we can communicate with the world and differentiate ourselves from competitors, often brand identity is how we express ourselves with consumers (Rorlen et al., 2023). "Nabil's Gourmet Lab" does not currently have such an identity. Analysis of existing visual assets reveals some critical weaknesses.



Figure 1.3 "Nabil's Gourmet Lab" Logo

(Source: Personal Documents)

First, the logo, "Nabil's Gourmet Lab" currently only has a temporary logotype that was created without a mature understanding of the image and positioning. According to Bokhua, (2022), a logotype is a logo that is only written on the name of the brand. The current logo does not represent the philosophy and concept of the product *Gourmet* which should seem premium. The choice of color and character of the letters has not been able to convey a distinctive and memorable message for consumers. A logo should be designed in harmony with the store's image and carry a distinctive message through its visuals (Everlin & Erlyana, 2020). This is where the colors in the logo will be very important, as they will be able to convey the information in a way that is most memorable for anyone. Therefore, careful color selection is key so that the logo is not only unique, but also manages to stick firmly in the consumer's memory (Chandra et al., 2019).

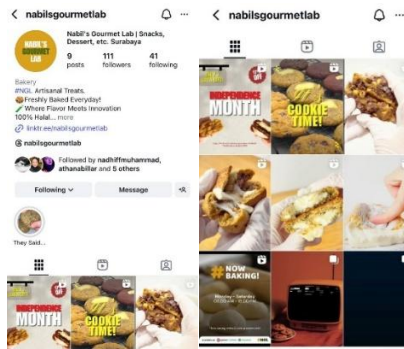


Figure 1.4 Instagram Nabil's Gourmet Lab

(Source: Instagram @Nabilsgourmetlab)

In addition, the content strategy on social media "Nabil's Gourmet Lab" still has some quite striking shortcomings. Content tends to be monotonous and focuses too much on one type of activity, such as splitting *soft cookies*. Even though *soft cookies* are featured products, they do not provide additional information that enriches context or explains the value and advantages of the product to the audience. As a result, storytelling about brand excellence is still very weak. The points of the image of bakery that have soft cakes have not been effectively conveyed on social media platforms to build consumer interest in the "Nabils Gourmet Lab" brand.

This is a challenge because the content has not raised the differentiation that can be the uniqueness of the "Nabil's Gourmet Lab" store as a premium store. A business that has differentiation focuses on creating a product or service that is unique and significantly different from competitors is able to offer clear added value, whether it is through innovative features, superior quality, attractive designs, or services that can motivate consumers to pay more for the product (Maharani & Adelia, 2024). In this context, "Nabil's Gourmet Lab" already has a unique product, but has not communicated it on social media, so the potential to justify its position as a premium pastry and pasta store that has soft bread is not conveyed to the audience. The lack of recognition of product excellence and a less varied content strategy has led to *Brand Awareness* is not built firmly and the potential of the brand has not been fully conveyed to the target audience even though according to Chen, (2024) *Brand Awareness* It must be built repeatedly to be embedded in the minds of customers.



Figure 1.5 Katalog Nabils Gourmet Lab

(Source: Nabil's Gourmet Lab owner)

In addition, the visual design in the catalog "Nabil's Gourmet Lab" still has some quite striking flaws. First, the overall layout tends to be too dense and doesn't present a clean look. This is due to the composition with too many elements and the lack of use of *white space*, making the entire design feel full and cramped. Second, the placement of the main object of the product is often photographed too large to dominate one frame excessively, which actually makes the catalog look disproportionate. Third, the combination of color palettes used, although it may be intended to be in harmony with the identity of the logo, this seems less harmonious and too sharp, so it has the potential to make the eyes uncomfortable for the audience. Lastly, and most importantly, the use of product photos that indicate the results of AI (Artificial Intelligence) enhancements is very risky. While it may be intended to beautify the look, a photo that isn't real can create unrealistic expectations and have the potential to disappoint customers if the original product received doesn't match the image. The absence of proper and original photography results can reduce the image of brand professionalism and reduce consumer trust in the products offered.



Figure 1.6 Packaging Nabils Gourmet Lab

(Source: Nabils Gourmet Lab Owner)

The problem in communicating this brand identity does not stop at the catalog, but is also very evident in the product packaging. "Nabil's Gourmet Lab" has two types of packaging for its products, namely primary and secondary packaging. Primary packaging is used to wrap cookies individually (individually), while secondary packaging is cardboard containing several products for bulk purchases (Putri et al., 2023). The design of the product packaging still has some drawbacks. First, the visual identity of the packaging looks very weak because it relies too much on the sticker label as the only marker element. The sticker label has a very limited function, because it is only used to convey basic information such as the brand name "Nabil's Gourmet Lab", the type of food, and its composition. Second, the choice of all-white cardboard boxes, although they may be intended to be neutral, does not build character and make the packaging look generic. No other application of strong visual elements, such as supergraphics or distinctive colors, can make the packaging have a unique and easily recognizable identity. This creates a leading misalignment between the quality of the packaging and the positioning of the product itself. Unfortunately, for a product with a price that is said to be sufficient and targets the middle class, the packaging displayed seems too simple and not worth it. As a result, this packaging design is not able to communicate the premium value or image that the brand should carry (Yadav & Sofat, 2022)

Based on the results of observations at the location on Jl. Kutisari, it was found that the low *brand awareness* of "Nabil's Gourmet Lab" started from the absence of visual identity in public areas. The condition of the location that is integrated with other business units without being supported by *signage* or brand attributes makes the existence of Nabils not identified by potential consumers, so that the brand loses its potential visibility.

"Nabil's Gourmet Lab" is currently facing a big challenge because it does not have a conceptual brand identity. The needs are very basic, ranging from logos, supergraphics, Graphic Standard Manual (GSM), professional packaging design, employee uniforms, to stationery and merchandise designs. Without clear design directions, all of these elements risk looking incompatible. In addition, they are in dire need of a supporting medium, namely, Instagram. Current content is not enough to encourage *Brand Awareness* effectively. A strategic content plan with a consistent visual template is needed so that their Instagram page looks distinctive, neat, and professional, so that Instagram can be an active means of communication with customers (Jati & Sufyanto, 2024).

Therefore, "Nabil's Gourmet Lab" clearly has an urgent need for a comprehensive rebranding design. This design must be able to communicate the actual positioning of their products as the main effort to increase *brand awareness* in the wider community. All of the elements that will be designed aim to make "Nabil's Gourmet Lab" not only known, but also able to build closeness with consumers, maintain their loyalty, and be ready to face increasingly fierce market competition. Through this

rebranding design, the minimum target is to increase *brand awareness* at the *brand recognition* stage, which is when the audience begins to recognize "Nabil's Gourmet Lab" as one of the gourmet brand references in Surabaya. So, in this context, the title of the Final Project was raised "**Rebranding Design of "Nabil's Gourmet Lab" Cake and Pasta shop as an Effort to Build Brand Awareness**".

1.2 Problem Identification

- a. From the results of the questionnaire, 42.7% had heard of but had never visited a gourmet concept store. None of the 96 respondents mentioned "Nabil's Gourmet Lab" as a gourmet restaurant that they knew. This low recognition is a problem, considering that *brand awareness* has a big influence on a person's purchase decision.
- b. From the results of the interview with the owner of "Nabil's Gourmet Lab", the visual identity is currently not conceptualized and the logo is limited to logotypes. The current visual identity does not reflect the value and position of "Nabil's Gourmet Lab" as a soft and modern gourmet product. This is supported by the results of analysis on the entire brand.
- c. From the results of the analysis on Instagram "Nabil's Gourmet Lab" which tends to be monotonous, introducing its soft cookies products.
- d. From the results of the analysis on the packaging design, "Nabil's Gourmet Lab" has a weak visual identity because it relies too much on the use of sticker labels alone. The dependence on this sticker is less able to raise the brand identity and makes the packaging not reflect its image.

1.3 Problem Formulation

Based on the identification of the problems that have been submitted, the formulation of the problems raised in this study is:

How to design an effective rebranding for the cake and pasta store "Nabil's Gourmet Lab" to build *brand awareness* that appeals to consumers?

1.4 Problem Limitations

In this design, the problem limits are set to be more directed and easier to achieve the goals of branding design as follows:

- a. The focus of the design was limited to the development of the image and visual identity of "Nabil's Gourmet Lab", including the main logo, color palette, typography, supergraphics, and the Graphic Standard Manual (GSM) as an implementation guide.
- b. The main media outputs include packaging design, Instagram feed content templates. The content of the plan that has been determined is the content of the pillar.
- c. Implementation of design on merchandising media, signage, menu books, employee clothes, and other supporting branding media.

- d. This design is limited to conceptual and visual aspects of branding, without including product innovation or development, menu formulation, or changes to the quality and variants of existing products.
- e. The design does not include social media performance analysis, digital insight data processing, or quantitative communication effectiveness measurement.

1.5 Purpose of Design

- a. Produce an integrated visual identity design (logo, typography, color palette, supergraphic and media design implementation) and Graphic Standard Manual (GSM) as an implementation guide that is able to accurately reflect the positioning of "Nabil's Gourmet Lab".
- b. Produce new product packaging design (primary and secondary), which is able to improve the premium image and professionalism of the brand in the eyes of consumers.
- c. Produce Instagram social media designs to introduce a structured, consistent, and engaging brand to increase *brand awareness* and interaction with the target audience.

1.6 Benefits of Planning Results

a. For the University

This design can be one of the academic references in the university environment, especially in the field of Visual Communication Design related to the design of culinary MSME branding. In addition, this work is expected to enrich the study and documentation of visual identity design based on a qualitative approach as learning material and further research.

b. For "Nabil's Gourmet Lab"

This design is expected to be able to help "Nabil's Gourmet Lab" in building a clearer and more consistent brand image through a targeted visual identity. With an integrated visual branding system, brands have visual readiness to be applied to various communication media, both digital and physical, so that they can support efforts to increase brand awareness and product attractiveness in the eyes of consumers.

c. For the author

This design provides practical experience and learning in applying branding theory and visual communication design into the design of an applicative visual identity. In addition, this design is a means of developing skills in processing the concept of branding into a visual solution that is structured and relevant to the needs of MSMEs.

e. Benefits for the economy

This branding design is expected to provide insight to the public about the existence and character of Nabil's Gourmet Lab as a local culinary MSME. Indirectly, this design also has the potential to support the strengthening of the MSME sector through the implementation of more targeted branding, so that local products have the opportunity to be better known and accepted by a wider market.

1.7 Planning Framework

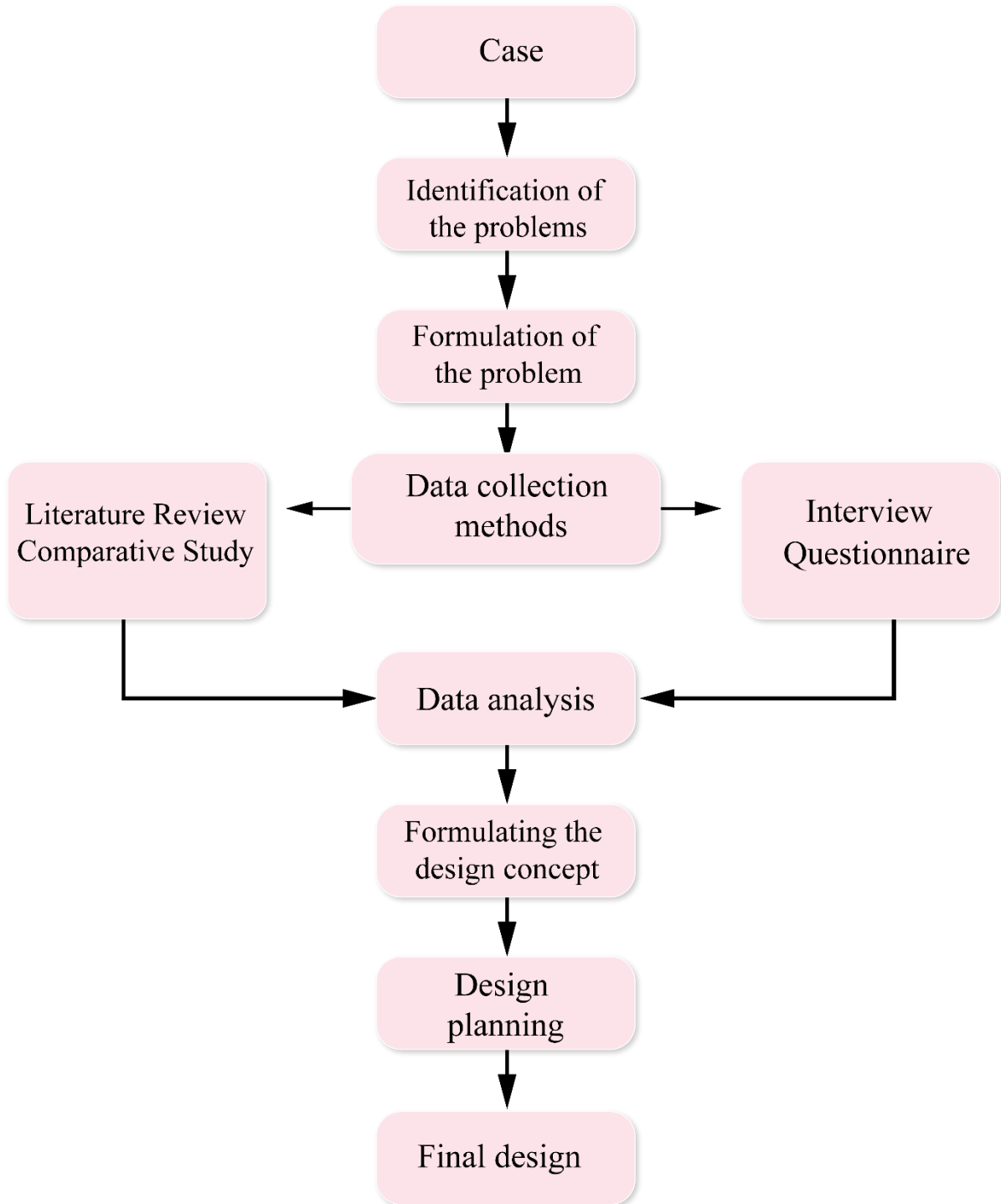


Figure 1.7 Design Structure
(Source: Personal Documents)