

**Application of Visual Communication CV. Olympic Sari Rasa through Instagram Account
Using Marty Neumeier's Visual Branding Theory**

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ABSTRACT

The impact of this rapid development is the emergence of social media. One of the most popular social media is Instagram. Evidence of this popularity is that Instagram is already being used by growing businesses to build their brand into consumers' minds through visual content on Instagram. The purpose of this study was to find out how CV. Olympic Sari Rasa applies various visual components to the visual content of the @olympiqessence Instagram account to perform visual branding. This study uses Marty Neumeier's visual branding theory which consists of 5 stages, namely differentiation, collaboration, innovation, validation, and management. This study uses a qualitative approach and data triangulation analysis method Miles and Huberman. From this study, researchers found that the use of various visual components to carry out visual communication in Instagram social media is very helpful for a brand if you want to brand on Instagram social media.

Keywords: Visual branding, Social media, Instagram

ABSTRAK

Dampak dari perkembangan yang pesat ini adalah munculnya media sosial. Salah satu media sosial yang sedang populer adalah Instagram. Bukti dari kepopuleran ini adalah Instagram sudah digunakan oleh bisnis-bisnis yang sedang berkembang untuk membangun brand mereka ke dalam pikiran konsumen melalui visual konten yang ada di Instagram. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana CV. Olympic Sari Rasa menerapkan berbagai komponen visual pada konten visual akun Instagram @olympiqessence untuk melakukan visual branding. Penelitian ini menggunakan teori visual branding Marty Neumeier yang terdiri dari 5 tahap, yaitu diferensiasi, kolaborasi, inovasi, validasi, dan manajemen. Penelitian ini menggunakan pendekatan kualitatif dan metode analisis Triangulasi Data Miles dan Huberman. Dari penelitian ini, peneliti menemukan bahwa penggunaan berbagai komponen visual untuk melakukan komunikasi visual dalam media sosial Instagram sangat membantu sebuah brand jika ingin melakukan branding pada media sosial Instagram.

Kata kunci: Visual branding, Media sosial, Instagram

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opportunity to learn how to create interesting and impactful visual content on social media. The trick is to take part in the training that the CFCC (Class for Content Creators) provides for you in March 2020. This strongly supports that the visuals of what is uploaded on social media have a major role and become an important factor in attracting followers on social media.

With so much potential for selling and earning a living digitally, social media is also being used by small businesses and large companies to increase customer retention and brand loyalty. In addition to customer retention and brand loyalty, social media can also be used as a means to build company relationships with customers. Quoted from dewaweb.com (<https://www.dewaweb.com/blog/menggunakan-media-sosial-untuk-keperluan-bisnis/>), A study shows that as many as 53 percent of Americans who follow a brand on social media prove to be more loyal to the brand and almost 75 percent of companies associated with sales on social media. social media reported an increase in sales in 12 months, according to 2015 data.

This can be evidenced by the active participation of large companies such as Uber, Spotify, Youtube, and Mastercard in their social media ahead of June which is a celebration of Pride Month where people gather to support lesbian, gay, bisexual, transgender, and queer people or often abbreviated as LGBTQ. This opportunity is used by these companies in interacting with LGBTQ people on social media and increasing the company to be top of mind for LGBTQ people.



Picture 1 Company logo changed ahead of Pride Month

The picture above shows that large companies in the United States have used images on their social media accounts as a gesture that the

company cares about LGBTQ people in the United States. This gesture is also used as a means of interacting with consumers so that it creates a positive impression on the company's brand image. One company in Indonesia that uses social media as a means to interact with its consumers of PT. Kereta Api Indonesia.

Quoted from icca.co.id (<https://icca.co.id/manfaat-sosial-media-bagi-perusahaan/>), PT. Kereta Api Indonesia provides a service to bring its consumers closer to the company, namely how the company communicates with consumers in managing its brand image through activities on social media, because with the existence of social media services, it is expected to be a reminder for consumers about promotions or other things. others regarding the activities carried out by the company.

PT. Kereta Api Indonesia hopes that by using social media, it is hoped that it will create good relations between companies and consumers. With a good relationship with consumers, there will be a positive impression and perception in the minds of consumers. With the advantages that can be obtained in the use of social media, especially for small or medium-sized businesses and large companies, CV. Olympic Sari Rasa, which is an MSME, also uses social media to interact with its consumers.

Because CV. Olympic Sari Rasa is active in Instagram social media, so the researcher will analyze the visual content of CV. Olympic Sari Rasa Instagram. Researchers will try to explain the visual process and also the objectives to be achieved from the content by using qualitative descriptive analysis methods.

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LITERATURE REVIEW

VISUAL COMMUNICATION

Transmission of messages from sender to receiver sent through a certain medium by using a form of signal is communication according to Prasetyo and Ihalauw (Asih, 2012: 13). Of the various media available in modern times, one of these forms of media is Instagram social media, the majority of which use visuals to transmit the message. Communication that uses visual language, where visual language is used to convey a message that has a certain meaning, meaning and purpose and is the most important strength that can be seen is the definition of visual communication from the book written by Kusrianto (Asih, 2012: 13).

Because visual communication is influenced by human perception, there are eight factors that influence the perception of the recipient of the message according to Paul Lester (2020, 34), namely:

a. Room

The space factor is greatly influenced by the framing of the image. With natural scenes, the perspective of the space depends on how close the viewer of the image is to the subject. Standing in an open field gave a hunch that the space occupied was enormous. However, if the object is close to the eye, the perception of space will feel limited. Likewise, the placement of content elements is important for images so that novice photographers are often asked to add interest or uniqueness to their images by inserting tree branches or other objects in the frame.

b. Size

The size factor greatly affects the perception of the audience, if the audience knows the actual size of the object, the audience can determine the distance from the object. Size comparison has a major role in depth perception because there is no illusion of depth if all objects are viewed as the same size.

c. Color

The color of an object can communicate depth. One example of this is that warm colored objects appear closer than cold colored objects. High-contrast images with a marked difference between light and dark tones appear closer together than objects colored in a more neutral color.

d. Lighting

Differences in light intensity can communicate depth. One example of this is the placement of lights above and behind newscasters. One of the lamps will have a slightly higher brightness level than the lamp in front to separate the person from the background.

e. Texture Gradient

Texture gradients are distortions in size that objects that are closer together have compared to objects that are farther away. In short, the presence of texture on an object will give the perception that the object is closer while objects that have less texture will give the perception that the object is further away.

f. Interposition

Placement of an object among certain objects can give the perception that the object has a 3D effect. One example of this is in Sports Illustrated magazine where athletes are placed between objects so that it looks like the athlete is about to pop out of the magazine page.

g. Time

Time in communicating perception refers to the audience's attention to certain elements in an image. An example can be drawn from our daily life that when something catches our interest, we tend to stare at it for a longer time than any other part of the visual array.

h. Perspective

Perspective is the most complex factor of perception. This is because perspective is influenced by the background of the audience and also this background affects how the audience responds to a visual arrangement so that perspective is one of the most important factors of the factors mentioned above.

This research is about analyzing the content contained on Instagram social media so that visual communication is arranged as creatively as possible to make it look beautiful and attractive but also must be able to convey messages to potential consumers. As Rohe said to Moriarty (2005: 117) "... designers must be aware of the appeal of their visual messages to the targeted audience and also consider the functional requirements of the message objectives". appeal to their visual message to the targeted audience and also consider the functional requirements of the message objective. This is so that the image is not only visually appealing but can also convey the message to be conveyed.

VISUAL BRANDING

The definition of visual according to the Big Indonesian Dictionary is that it can be seen with the sense of sight (eyes); based on sight: shape. Based on separate definitions of Visual and Brand, visual branding can be concluded to be a way of creating differences between products by using vision as a tool. Budiman in Mulia (2019: 31) defines visual branding as the influence caused by a visual form to differentiate the brand. Differentiating the brand is to make the brand different from competing brands, so that it can be seen and felt prominently compared to others and is most remembered by the audience (high level of reminder). In this study, researchers will focus more on the visuals possessed by the research subjects.

Visual branding also has the most important foundation elements according to Budiman in Mulia (2019: 31) such as

- 1) Brand (brand, logo) which can be in the form of visuals, arrangement of letters or both,
- 2) Color (product, corporate),
- 3) The composition of all its constituent elements.

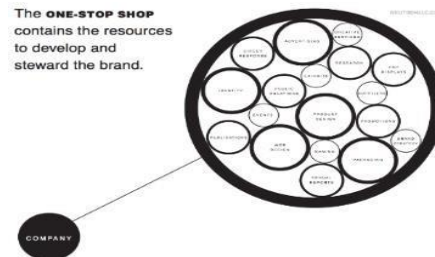
Visual branding strategy by Marty Neumeier in Mulia (2019: 33), namely:

1) Differentiation

From the traditional design point of view, there are 4 most possible goals, namely: to identify, to inform, to entertain and to persuade, but with branding there is one goal that must be possessed, namely to differentiate (Neumier M, 2006:34). A product must have a unique differentiator with other products. This distinction can be made from the product category itself, segmentation, quality, and packaging.

2) Collaboration

Manufacturers cannot do all brand building, this must be understood because there are manufacturers who consider the job of building a brand to be very easy which causes the brand to not be top of mind. There are 3 basic models for brand collaboration as revealed by Marty Neumier in this collaboration section, namely; handing over all branding processes to a one-stop shop, means giving full responsibility for the branding and design processes to outsiders who have mastered the branding field in this management process. The term for institutions that provide complete branding and design services such as: publications, web design, product design, promotions, advertisements, brand strategies and so on is One-stop shop.



Picture 2 One-stop shop Concept

The next model is a model that provides a branding process to a brand agency, this second model is a one-stop shop that is varied through projects from clients handled by the brand agency whose job is as the leader of the project, then another agency which is a subcontractor of the brand agency is assigned the project.

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Social media is a website-based feature that can form a network and allow people to interact in a community. On social media we can carry out various forms of exchange, collaboration, and get to know each other in the form of visual and audiovisual writing. Examples include Facebook, Instagram, Twitter, and LINE.

According to Mandibergh (Nasrullah, 2015: 11) social media is a media that accommodates collaboration between users who produce content. Meanwhile, according to Shirky (Nasrullah, 2015: 11) social media is a tool to increase the ability of users to share, cooperate among users and take collective action, all of which are outside the institutional and organizational framework.

Furthermore, according to Boyd (Nasrullah, 2015: 11), social media is described as a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other. Then according to Van Dijk (Nasrullah, 2015: 11) social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between users as well as a social bond. Meike and Young (Nasrullah, 2015: 11) also define social media as a convergence between personal communication in the sense of sharing between individuals and public media to share with anyone without any individual specificity.

From the definitions above, the author concludes that social media is a medium that allows users to carry out social activities with each other through the internet network without being limited by distance, space, and time. There are various reasons why someone creates an account on social media, including to stay connected with family and friends, get information and news through news feeds provided by social media, to show their existence.

In a study stated, social media is associated with introverted personality. The more introverted a person is, the more active he will be on social media as an outlet.

The rise and explosion of social media users among students, lately there has been an assumption that the more active someone is on social media, the more cool and slang they are. However, students who do not have social media are usually considered old-fashioned, outdated, and less sociable. In the end, this assumption will form the impression of a crisis of self-existence. It is not uncommon for students who use social media to be dramatic and continue to create an image of themselves.

INSTAGRAM

According to Atmoko in his book Instagram Hand Book, Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them to various social networking services, including Instagram's own (Mulia, 2019: 38). The friendship system on Instagram uses the terms following and followers. Following means following, while follower means followers. Furthermore, each user can interact by commenting and responding like the photos shared. On May 11, 2016, Instagram released a new icon and a more minimalistic look. The Instagram icon changes to a thin white camera line and a rainbow background color. Instagram is the first photo-based social media launched in October 2010 by Kevin System and Mike Krieger. Instagram as a medium has several uses in the form of features.

Bambang Dwi Atmoko explained the features used and which should be filled in before sharing photos (Mulia, 2019: 39), including the following:

1) Image Capture

Taking pictures is the first step to take when sharing photos. Tapping the menu with the camera logo in the middle is an easy way to do this. When shooting, there are two ways to do it. taking photos directly from the Instagram camera is the first way, while taking photos from the gallery that is already stored on the phone and then tapping the "choose" button is the second way.

2) Title/Caption

Fun in itself can be given through making a title or photo caption. By stringing captivating words, here we can be creative. Giving a photo title has no fixed rules. Strengthening the character or message to be conveyed in the photo to make it more informative is



the nature of the title or caption on the photo uploaded on Instagram.

3) Hashtags

A label (tag) in the form of a word prefixed with a hash (#) symbol is a Hashtag. The hashtag which stands for hash mark is a translation of the hashtag by internet activists in Indonesia. This feature is quite important because it makes it very easy for users to find photos scattered on Instagram. One effective way to get followers is to hashtag photos. The way to put a hashtag on Instagram is to add the # character followed by the tag in question. For example, a landscape-themed photo is labeled #landscape. Hashtags are not arbitrary or random if you want to get effective results. There are several things that need to be considered so that the affixing of tags is more optimal, namely:

a) Specific

On Instagram, users will connect with other users who have similar or similar thoughts using specific tags.

b) Relevant

Using common hashtags will make the photos that we upload get into the crowd and don't look conspicuous so that the use of relevant hashtags will make it easier for our work to be found.

c) Observation

By observing the hashtags used by other photos that have a lot of fans, and using them too, it will optimize the use of hashtags.

d) Combination

To optimize the use of relevant and specific hashtags, Instagram limits the use of 30 hashtags to a single photo.

e) Placement

The caption and comments section can be included in the hashtag. When it is shared so that it doesn't look bad, the use of hashtags must also be adapted to other social media. It's better not to use too many hashtags.

4) Location

The geotagging feature has complemented all smartphones today. This technology is utilized by Instagram by providing location features so as to maximize the use of the built-in geotag feature on mobile phones. The geotag feature on each uploaded photo will display the location where it was taken.

RESEARCH METHODS

In this study, the researcher raised the visual content of the @olympiqessence account by focusing on the content produced by the CV. Olympic Sari Rasa internal team. In the Instagram content, researchers will analyze using Marty Neumeier's theory of visual branding and will explore 5 stages consisting of differentiation, collaboration, innovation, validation, and management.

The design used in this study is a qualitative research method. According to Kirk and Miller (Moleong, 2018: 4) define that qualitative research is a certain tradition in social science that fundamentally depends on observations of humans both in its area and in its terminology. According to Denzin and Lincoln (Anggito and Setiawan, 2018: 7) qualitative research is research that uses a natural setting with the intention of interpreting phenomena that occur and is carried out by involving various existing methods.

According to Sugiyono (2019: 193) what is meant by primary data is a data source that directly provides data to data collectors. Primary data in the form of content, especially images from Instagram @olympiqessence owned by CV. Olympic Sari Rasa and analyzed using Marty Neumeier's visual branding theory so that data can be obtained according to research needs. Researchers also conducted interviews with several employees of CV. Olympic Sari Rasa who has a role in creating @olympiqessence Instagram content. Interviews conducted are semi-structured interviews.

According to Sugiyono (2019: 193) secondary data is a source that does not directly provide data for data collection. Secondary data is obtained from sources that can support research, including documentation and literature.

Observation is a technique of collecting data using the senses, so it is not only by observing using the eyes.



Listening, smelling, tasting, touching are all forms of observation. The instrument used in the observation is an observation guide. So that the results of observations can be accounted for, the observations should not only be carried out by one person, so that they can be compared. Because researchers participate in the creation of visual content on Instagram @olympiqessence social media, researchers will use active observation. According to Sugiyono (2020: 203), active observation is an observation in which the researcher is involved with the daily activities of the person being observed or used as a source of research data. With active observation, the data obtained will be more complete, sharp, and to the point of knowing at the level of meaning of each behavior that appears. However, the weakness of observation is that the observer is limited in observing because of his position in the group or his relationship with members. The second weakness is that active observation is often difficult to separate, even if only for a moment to make notes on the results of their observations. The third is that the results of observations in the form of large amounts of data are often difficult and very time-consuming to analyze. (Moleong, 2018: 184)

Lastly, researcher is also collecting data in this study through an interview process with a semi-structured interview method with a number of informants. This type of interview is included in the in-depth interview category, which in its implementation is more free when compared to structured interviews (Sugiyono, 2020: 306). Researchers used semi-structured interviews with the aim of finding problems more openly, where the parties invited to the interview were asked for their opinions and ideas.

RESULTS AND DISCUSSION

From the researcher's description of the visual content of the @olympiqessence account that uses Marty Neumeier's visual branding theory, the researchers get the results that the @olympiqessence account has done Marty Neumeier's visual branding theory well. The @olympiqessence account in its visual content differentiates by using the company logo, then adds a frame with the OLYMPIQ brand's distinctive

color so that consumers know when they see content with visual colors, the content is the content of the @olympiqessence account. In addition, the differentiation carried out by the @olympiqessence account is also through the slogan "The aroma is fragrant, the color is natural". Through this slogan, segmentation can be made so that consumers know that the products sold on the @olympiqessence account are premium products and can produce products that have a fragrant aroma and natural color.

According to Marty Neumeier, there are 3 models of collaboration that can be done, namely one-stop shop, brand agency, or integrated marketing team. The result of collaboration analysis on the visual content of the @olympiqessence account using Marty Neumeier's visual branding theory is that the visual content produced by the @olympiqessence account is the result of the internal marketing team. Because it uses an internal marketing team, visual branding gets maximum results. This is also supported by an interview with the social media team of the @olympiqessence account where John and Billy told the obstacles they experienced in doing visual branding on the @olympiqessence account.

According to Marty Neumeier, visual branding innovation is carried out so that brands can keep up with the times and consumer tastes. In the @olympiqessence account, the innovation made is to create visual content such as catalogs so that consumers focus on the products in the @olympiqessence account. This visual branding innovation is also carried out so that consumers can more easily find the products they want in the @olympiqessence account so that consumers are interested in seeing the products provided at @olympiqessence.

Visual branding validation according to Marty Neumeier on the visual content of the @olympiqessence account is a survey conducted by the @olympiqessence account. This survey was carried out by the @olympiqessence account directly to CV. Olympic Sari Rasa's loyal customers. From the survey, customers were asked for input and feedback regarding the visual content contained in the @olympiqessence account. The feedback received by the @olympiqessence account can be used to improve the visual content of the @olympiqessence account so that it can continue to innovate and visually differentiate the @olympiqessence account from its competitors.

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CONCLUSION

The conclusion of the study to answer the research objectives is to find out how to promote the Instagram account @olympiessence CV. Olympic Sari Rasa is seen from Marty Neumeier's visual branding theory. Based on the results of the analysis described in the previous chapter, the conclusions of this study are described as follows.

The description of differentiation in the visual content of the @olympiessence Instagram account is through the company logo, a frame that uses the brand's distinctive color, and the slogan "the aroma is fragrant, the color is natural". By including this differentiation, the visual content of the @olympiessence account can be distinguished from its competitors and create market segmentation for consumers who are looking for premium quality products.

The description of the collaboration on the visual content of the @olympiessence Instagram account is through the internal marketing team. With this internal marketing team, the visual content produced for the @olympiessence Instagram account can be adapted to the needs of the brand because consumers must also have their opinions heard, not just given continuous promotions which can later have a bad impact and make the visual branding of the @olympiessence account unattractive.

The description of innovation in the visual content of the @olympiessence Instagram account is through the creation of visual content on the @olympiessence Instagram account such as a catalog. This catalog aims to make consumers more focused on products uploaded to the @olympiessence Instagram account. Another goal is to make it easier for consumers to find the desired product on the @olympiessence Instagram account. By making it easier for consumers to find and view the products provided on the @olympiessence Instagram account, consumers can be more interested in buying products available on the OLYMPIQ brand.

The validation description on the visual content of the @olympiessence Instagram account is

through a survey conducted by the @olympiessence account. This survey was conducted to get feedback regarding the visual content on the @olympiessence Instagram account whether it is suitable for consumers' tastes or not. The feedback obtained can also be used to improve the visual content of the @olympiessence Instagram account and the visual content of the @olympiessence Instagram account can continue to innovate and be better than its competitors.

The management description of the visual content of the @olympiessence Instagram account is through various applications of differentiation, collaboration, innovation, and validation on the visual content of the @olympiessence Instagram account. The purpose of this application is so that the OLYMPIQ brand can become the top of mind of consumers through visual content that can be seen when opening the @olympiessence Instagram page.

SUGGESTION

This study has a drawback, namely that it is limited to visual branding on Instagram social media only. Therefore, for further research who is interested in the topic of social media studies and visual branding, researchers hope that they can research further about the marketing strategy implemented by @olympiessence through company reputation (employer branding) or text (copywriting).

This research can be used as evaluation material for CV. Olympic Sari Rasa and businesses that want to dive into social media in shaping the strategies used in making visual branding on Instagram. Internal marketing team CV. Olympic Sari Rasa can also continue to innovate in the formation of visual branding on Instagram. To CV. Olympic Sari Rasa, this research can improve the creation of visual branding on social media, especially Instagram for other companies who want to form a visual branding Instagram account.

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