

Rebranding of Crispy Seasoned Flour Produced by UD. LIBAS to Improve The Product Quality

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ABSTRACT

Crispy chicken and crispy mushrooms are examples of processed products using crispy seasoned flour. There are many spice flour producers, from small, medium, and large to micro industries. UD. LIBAS is one of the producers of crispy seasoning flour on a home industry scale (MSMEs). This research aims to improve the quality of "IIBAS" crispy seasoned flour through product rebranding. The research stages that be carried out are the process of data collection, analysis, and interpretation to achieve the research objectives. The existing brand of crispy seasoning flour "IIBAS" includes main elements such as visual identity, product excellence and the values it promotes. Visual identity includes a logo, attractive packaging, tagline, and color choices that reflect the value and quality of the product. The brand positioning of "IIBAS" crispy seasoned flour includes superior taste and a more affordable price compared to competitors. Important attributes of "IIBAS" crispy seasoned flour include ease of reading information on packaging and product distribution, which is a top priority for improvement. The level of consumer satisfaction towards "IIBAS" crispy seasoned flour reached 79.42% (satisfied category). Thus, it is hoped that this branding will increase the value of UD. LIBAS's crispy seasoned flour products and increase market share and sales turnover, thereby increasing the profits of the MSME producers.

Keywords: branding, crispy, logo, MSMEs

PENDAHULUAN

Micro, Small, and Medium Enterprises (MSMEs) are a crucial sector in the Indonesian economy, playing a significant role in absorbing labor and supporting economic growth

(Windusancono, 2021). However, a key challenge often faced by MSMEs is a lack of understanding of trademarks, branding, and effective marketing strategies for business sustainability. Brands play a strategic role in building consumer trust and



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influencing purchasing decisions, and are crucial assets that must be protected. However, many MSMEs do not fully understand that branding and branding are interrelated and significantly influence business competitiveness. According to Delaperche (2018), branding is crucial for creating perceptions and demonstrating a product's brand identity, thus attracting consumers to purchase the product. Marketing communications are part of branding activities (Agustin et al., 2024).

This term can also be called brand (Alfian et al., 2024). However, many MSMEs do not yet understand that branding is more than just having a brand name or logo. Some MSME actors think that having a brand is enough without needing to make branding efforts (Hidayat, 2021).

An integrated branding and marketing strategy is essential to address this issue. This strategy should include efforts to strengthen the brand's visual identity through consistent logo design, packaging, and marketing communications, as well as leveraging marketing distribution to reach a wider customer base. Visual branding is a crucial component encompassing all efforts to identify and promote a brand through the use of images, visual elements, or layout (Ayun et al., 2024). Meanwhile, a marketing strategy is a structured approach that can be used to achieve goals and improve business performance. It involves the effective dissemination and coordination of marketing for a specific product and is crucial for achieving a sustainable competitive advantage in the industry (Rosita & Nuryaman, 2025).

One micro-enterprise facing the challenge of branding is UD. LIBAS, a producer of crispy seasoned flour under the

"IIBAS" brand. This micro-enterprise was established in 2017 in Wotgalih Village, Yosowilangun District, Lumajang Regency, East Java. UD. LIBAS initially marketed its crispy seasoned flour products under the "Jago Kriuuk" brand. However, due to trademark ownership issues, the company had to change its name to "IIBAS." This rebranding apparently resulted in a significant decline in sales turnover. The number of salespeople responsible for marketing the product decreased from 15 in 2020 to 5 in 2025. Furthermore, UD. LIBAS faces stiff competition from other manufacturers, both large and small, offering similar products at competitive prices.

The business owner explained that the "IIBAS" seasoned flour already holds a distribution permit in the form of P-IRT certification No. 2063508010364-23 and halal certification No. ID3511100003148 20622. The "IIBAS" brand of crispy seasoned flour has been distributed to several stores both within and outside Lumajang. Marketing has been dependent on salespeople and has not optimized online marketing. Therefore, the "IIBAS" brand of crispy seasoned flour lacks strong brand positioning compared to other products. Therefore, this research aims to formulate an appropriate branding and marketing strategy for the crispy seasoned flour product "IIBAS." Through the right approach, this strategy is expected to make a significant contribution to the development of UD. LIBAS business and serve as a benchmark for other MSMEs in facing market competition.

RESEARCH METHODS

Instruments and Materials

The instruments used in this study included an HP Intel Core i3 computer, data analysis software, Adobe Illustrator and Canva design software, and other instruments for conducting interviews. The research materials used included primary data in the form of "IIBAS" crispy seasoned flour production data, interviews with the business owner and employees of UD. LIBAS using focus group interviews (Tarigan & Simamora, 2024), observations and questionnaires, and secondary data in the form of literature related to marketing and branding strategies.

Research Stages

The research into improving the quality of IIBAS crispy seasoned flour through branding was conducted in three stages. The first stage involved direct observation of "IIBAS" brand crispy seasoned flour products and other competing products. The second stage involved a literature review to support the research process and select an appropriate method. The third stage investigated the legality of the "IIBAS" crispy seasoned flour brand through the DJKI website. The fourth stage involved analyzing customer expectations for "IIBAS" crispy seasoned flour using the results of respondent assessments using the IPA/Importance Performance Analysis (Hayuningtyas et al., 2022) and CSI/Customer Satisfaction Index (Bambang et al., 2015) methods.

Experimental Design

This research employed an exploratory case study design, focusing on efforts to increase brand awareness of "IIBAS" crispy seasoned flour through

rebranding. Brand legality was checked on the DJKI website <https://merek.dgip.go.id/>.

The rebranding was performed on the packaging, and the expectations and performance of the "IIBAS" brand were then analyzed from a consumer perspective using the IPA method. This resulted in recommendations for improvement based on priority and urgency. Consumer satisfaction and loyalty were determined using the CSI method.

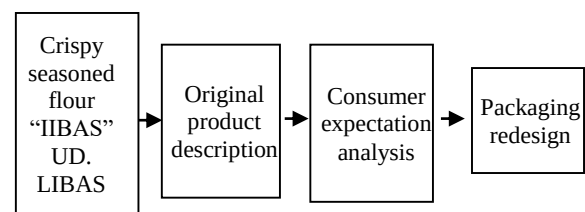


Figure 1. Experimental design

Data Analysis

The questionnaire and interview data from the direct survey were analyzed using descriptive methods. The descriptive interview method was chosen to provide an in-depth overview of consumer and expert perceptions, views, and experiences regarding the brand. Respondents were selected based on specific criteria relevant to the research, such as consumers who have used IIBAS products.

Consumer Expectation

Analysis Using the Importance Performance Analysis (IPA) Method. The Importance Performance Analysis (IPA) method analyzes consumer expectations, which then uses a Cartesian diagram to display survey results and identify attributes in each quadrant I-IV. Each quadrant has a different level of relationship between satisfaction and importance, calculated using the following formula:

$$Tki = Xi/Yi * 100\%$$

where Tki is the respondent's level of suitability; Xi is the average score for the company's performance assessment; Yi is the average score for the respondent's importance assessment.

The average perception score forms the horizontal axis (X) and the average expectation score forms the vertical axis (Y). Using these results, attributes that are considered excessive or insufficient can be identified, as illustrated in **Figure 2**.

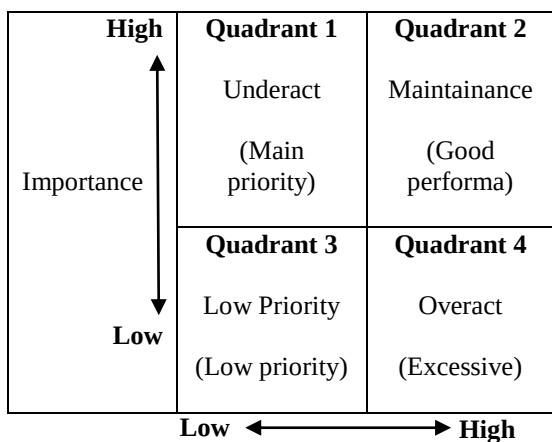


Figure 2. Cartesian diagram of Important Performance Analysis (IPA)

RESULTS AND DISCUSSION

Description of UD. LIBAS and Its Products

UD. LIBAS is categorized as a micro, small, and medium enterprise (MSME) with capital of less than 1 billion rupiah. UD. LIBAS produces crispy seasoned flour with two superior variants in the seasoned flour category: crispy all-purpose seasoned flour and crispy rempeyek seasoned flour. Both products are packaged in clear plastic bags weighing 85 grams, at a very affordable price of IDR 2,000 per package. The "IIBAS" crispy seasoned flour (**Figure 3**) also has Halal and PIRT certification. Therefore, it has a distribution permit and

ensures the safety and halal status of the product for consumption by consumers and the wider public.



Figure 3. IIBAS crispy seasoned flour (a) and peyek seasoned flour (b)

UD. LIBAS has implemented strategic steps to increase the competitiveness of its products in an effort to win the competitive market competition. The initial branding process shown in the form of logo creation and packaging design is one of the strategies used. By using a visual approach, the branding strategy is expected to produce IIBAS crispy seasoned flour products with a strong and unique identity to differentiate them from other competitors. The branding attributes that have been created are as shown in **Figure 4**, namely the logo that represents the visual identity of IIBAS crispy seasoned flour products.

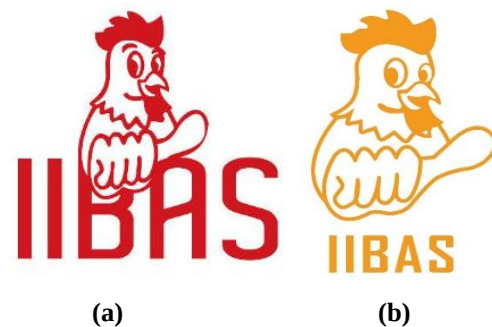


Figure 4. Attributes of the UD. LIBAS logo: the initial logo before the redesign (a) and after the redesign (b)

The old logo design (**Figure 4a**) featured the word "IBASS" and visual elements such as a chicken and a thumbprint. The "IIBAS" logo's main elements are the word "IIBAS" and an illustration of a chicken, symbolizing industries or products related to chicken-based foods or ingredients. The thumbprint symbolizes quality and trust, implying that the product is high-quality and reliable for consumers. The use of red creates a strong, bold, and striking impression, aiming to attract consumers' attention while conveying a sense of energy and warmth. However, the design had a significant flaw: the "IBASS" wording was poorly legible due to its combination with graphic elements. Therefore, the initial logo design had significant deficiencies, particularly in terms of legibility due to the combination of visual elements with text, making it difficult for customers to quickly recognize the brand. This deficiency impacted the logo's effectiveness in building brand identity. Other research has shown that misspelled logos significantly impair brand recognition, leading to false memories and consumer confusion. As reported by Rocabado et al. (2023) correct spelling is crucial for maintaining brand integrity.

Therefore, a redesign was undertaken to address this issue. The redesign process aims to improve readability by separating the word "IBASS" from the image elements, resulting in a more ideal and recognizable visual composition. The new redesigned logo can be seen in **Figure 4b**. The new logo produces a more proportional and informative layout by separating the word "IBASS" from the image elements. In addition, the color is also replaced with orange. The new design displays a simpler appearance and focuses on strengthening brand identity with a more easily

identifiable visual composition. As explained by Lisarur & Swasti, (2024) the key elements of effective logo design include simplicity, memorability, distinctiveness, and relevance. All of these should represent the brand image through appropriate colors, shapes, and typography, ensuring easy recognition and differentiation from competitors while conveying the brand's values and character.

Identification of the Legality of the "IIBAS" Seasoned Flour Brand

Checking a brand with the Directorate General of Intellectual Property (DJKI) or Intellectual Property Rights (HAKI) is a fundamental step often overlooked by Micro, Small, and Medium Enterprises (MSMEs) in building and developing their businesses. Legally, registering a brand provides exclusive protection to the brand owner to use, manage, and protect the business identity from potential infringement or duplication by third parties. Furthermore, a registered brand can become an intangible asset that contributes to increasing company value (Sembiring, 2020).

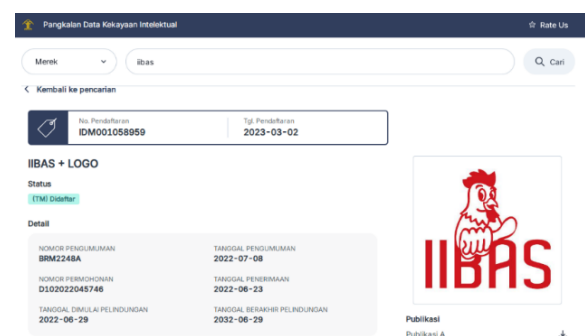


Figure 5. IIBAS logo registered with IPR (<https://pdki-indonesia.dgip.go.id/>)

Search results for the "IIBAS" trademark indicate that the trademark has been officially registered with the

Intellectual Property Rights (IPR) under registration number IDM001058959, as listed on the official website of the Directorate General of Intellectual Property (DJKI) at <https://www.dgip.go.id/> (**Fig. 5**). Legal ownership and protection under national law of a trademark provides comprehensive legal protection to its owner, in accordance with applicable Indonesian law. With comprehensive legal protection, the "IIBAS" trademark can operate more securely in the market, enhance its credibility among consumers, and enhance its commercial value and competitiveness both nationally and internationally.

Trademark protection is a crucial element of modern business strategy because it directly relates to the management of intangible assets, reputation, and competitiveness in the global market. Registering a trademark under IPR provides legal protection, serves as proof of legitimate ownership, enhances market reputation, prevents unauthorized use, and allows for legal remedies against infringement, ensuring startups can compete effectively in the market and protect assets (Widjangkoro, 2023).

Consumer Expectations for IIBAS Crispy Seasoned Flour

The overall conformity level for IIBAS crispy seasoned flour was 98.92%. This value indicates that UD. LIBAS' IIBAS crispy seasoned flour product meets customer expectations that reflects the quality, taste, price, and service provided almost completely meet consumer desires. However, to achieve maximum satisfaction, further evaluation is still needed for certain attributes that have a conformity level of less than 100%. A value <100% indicates that service quality still

falls short of consumer expectations (Pranitasari & Sidqi, 2021). The conformity level analysis using the Importance-Performance Analysis (IPA) method is used to calculate the level of alignment between user expectations (importance) and perceptions (performance) to identify attributes that need improvement (Apsari et al., 2022).

There were 32 attributes deemed relevant in the IIBAS crispy seasoned flour assessment, which were then analyzed using the IPA method to identify the position of each attribute based on its importance and performance (**Figure 6**). The consumer expectations are related to the performance and importance of IIBAS crispy seasoned flour attributes (Figure 6). This provides an in-depth overview of consumer expectations regarding IIBAS crispy seasoned flour products, as well as resource allocation to improve quality and customer satisfaction. The results for each quadrant for each attribute obtained are as follows:

a. Quadrant I (Top Priority)

Quadrant I indicates attributes that are of high importance to consumers but have low performance. Several IIBAS crispy seasoned flour attributes in quadrant I include: easy-to-read packaging information, product availability in nearby stores, and easy to find on e-commerce platforms, which are of primary concern. Research by Fajri et al. (2023) emphasizes the importance of improving quadrant I because it highlights attributes considered important by users but with low satisfaction.

b. Quadrant II (Maintain Performance)

Quadrant II represents attributes that are of high importance and have demonstrated good performance in meeting

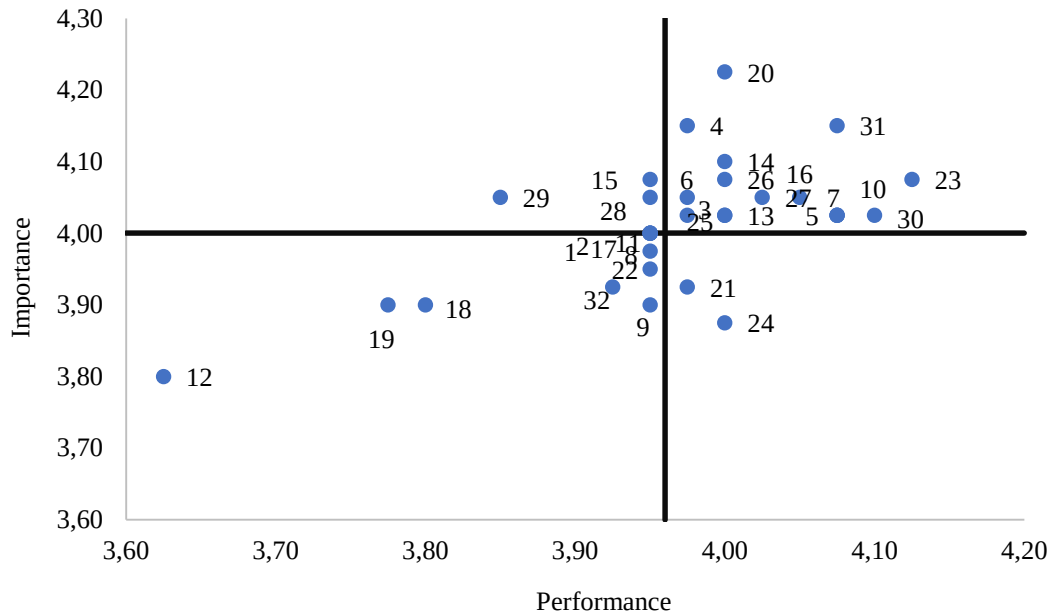


Figure 6. IPA diagram of IIBAS crispy seasoning flour with the 32 attributes are crispy and long-lasting texture (1), oil-absorbing ability (2), moisture-resistant texture (3), savory flavor (4), salty (5), no bitter (6), balance between flour and spices (7), easy to mix with water (8), no additional seasoning required (9), evenly fried results (10), does not contain MSG (11), free of dangerous preservatives (12), safe for consumption by children (13), packed safely and hygienically (14), clear and complete information (15), easy to open packaging (16), attractive packaging design (17), have a brand identity (18), strong flour aroma (19), strong aroma of spices (20), the aroma is not pungent (21), prices are in accordance with product quality (22), competitive prices compared to competitors (23), the product offers good value (24), the product has been certified halal (25), have a PIRT distribution permit (26), distribution Permit Number from BPOM (27), products are available at nearby stores (28), easy to find on e-commerce platforms (29), products are available in various packaging sizes (30), can be used for other materials (31), and flour gives consistent results (32)

consumer expectations and providing positive value. There are 16 attributes of IIBAS crispy seasoned flour, most of which are in the taste and product safety dimensions. The rest are spread across several dimensions that already meet consumer expectations. Therefore, UD. LIBAS must maintain high performance and quality to prevent decline. Maintaining high performance in quadrant II by ensuring ongoing customer satisfaction and loyalty strengthens the store's competitive advantage (Palinggi et al., 2023).

c. Quadrant III (Low Priority)

Quadrant III represents attributes with low importance and performance.

These attributes have little impact on consumer satisfaction or purchasing decisions, and therefore are considered unimportant for improvement or development. Nine attributes are found, primarily within the texture and packaging quality dimensions, with the remainder spread across several other dimensions. This quadrant contains several factors considered to have low perceived or actual levels, so the company does not need to prioritize or pay greater attention to them (Setiawan et al., 2022).

d. Quadrant IV (Excessive)

Quadrant IV represents attributes with low importance but high performance.

Although IIBAS crispy seasoned flour products perform well in this aspect, consumers consider these attributes less important. Attributes in this category include a mild aroma and the product offers good value for its packaging size. In this quadrant, there are factors that are not very important and not really expected by consumers, so it is better for companies to improve related resources and divert them to other factors that have a higher priority level (Setiawan et al., 2022).

Customer Satisfaction Index (CSI) for IIBAS Crispy Seasoned Flour

The Customer Satisfaction Index (CSI) analysis was used to measure overall consumer satisfaction with IIBAS Crispy Seasoned Flour, after obtaining consumer scores using the IPA method. The CSI was calculated based on the weighted importance and consumer satisfaction level for each attribute. The results of the CSI calculation can be seen in **Table 1**.

Table 1 shows that the Customer Satisfaction Index (CSI) for IIBAS crispy seasoned flour attributes reached 79.42%, categorized as "Satisfied," indicating a fairly high level of customer satisfaction. Other research indicates that a high CSI value for the culinary product category indicates excellent service alignment with customer expectations (Ningrum et al., 2024). Therefore, IIBAS crispy seasoned flour's performance has successfully met

customer expectations. However, this value also indicates room for improvement to achieve optimal satisfaction.

Design of IIBAS Crispy Seasoned Flour

The redesign process was carried out to address the legibility issues of the IIBAS logo. This process aimed to improve readability by separating the word "IBASS" from the image elements, resulting in a more ideal and easily recognizable visual composition. This logo creates a more proportional and informative layout by separating the word "IIBAS" from the image elements. The new, redesigned logo can be seen in **Figure 7**.



Figure 7. Design of IIBAS crispy seasoned flour

The alternative packaging design for IIBAS crispy seasoning flour features a bright orange and red color combination, creating a dynamic, energetic, and

Table 1. Calculation of customer satisfaction index (CSI)

Dimention attribute	MIS (average expected score)	MSS (average perception score)	WF (weighted factor)	WS (weighted score)
Total number	128, 43	127, 03	100,00	397, 08
CSI = (WS Total/max score 100) × 100%		79, 42%	satisfied	

Source: Primary Data, processed (2024)

attractive appearance from the front. The back of the packaging contains complete information, including the ingredients, nutritional information, production code, expiration date, manufacturer's name, and instructions for use.

The following is a description of the packaging designs for the three "Tepung Crispy Serbaguna" products, based on alternative packaging 3, as shown in **Figure 7**:

- a. "Tepung Crispy Serbaguna" is written in bold, contrasting font.
- b. A combination of orange, yellow, and white, with red accents in the text. This color scheme creates a dynamic, eye-catching, and appetizing combination, suitable for food products.
- c. "Jago Kriukk'z" is written at the bottom in a distinctive style.
- d. Illustrations of fried foods, such as fried chicken and tempura, illustrate the product's use.

Based on analysis using the ME-MCDM (Multi-Expert Multi-Criteria Decision Making) method, the aggregation of expert criteria indicates that packaging alternative has a T (High) score. The scores assigned are the result of assessments by several experts based on predetermined criteria, such as aesthetics, relevance to the product, consumer appeal, and ease of brand recognition (Lisurur & Swasti, 2024). The high score indicates that the packaging has greater advantages in meeting all established criteria, both in terms of design, aesthetics, and alignment with the product's vision and mission.

The dominance of orange and yellow in packaging design has a significant psychological effect in the context of food marketing. These colors fall into the warm color category, which is generally associated with warmth, cheerfulness, and

positive energy. This combination makes the product appear more appetizing and attracts consumer attention, especially in the snack or fast food industry. Other studies have shown that colors like red, orange, and yellow attract attention due to strong emotional associations, such as warmth, activity, and energy. Both colors are known to stimulate appetite, making them effective for food products (Saraniya et al., 2020). This color combination can differentiate products on store shelves and effectively increase sales (Kaedi & Alinia, 2016).

CONCLUSION

The branding of "IIBAS" crispy seasoned flour includes the main elements, namely visual identity, product excellence, and the values it carries. The visual identity includes a logo, attractive packaging, tagline, and color selection that reflects the value and quality of the product. The brand positioning of "IIBAS" crispy seasoned flour includes having superior taste and a more affordable price compared to competitors. Important attributes of "IIBAS" crispy seasoned flour on the packaging include ease of reading information on the packaging and product distribution, which are top priorities for improvement. An effective promotional strategy to strengthen brand awareness of IIBAS crispy seasoned flour products is carried out by optimizing digital marketing through creating interesting content, such as cooking videos and customer testimonials, influencer endorsements, and utilizing Instagram and TikTok media to increase interaction with new consumers.

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