

ANALYSIS OF TREND OF LOGO BRAND VISUAL IDENTITY IN BUSINESS STARTUPS IN MANADO CITY

Perry Ivan Kondoy, SLHV Joyce Lapian, Jacky SB Sumarauw

Master of Management Study Program, Faculty of Economics and Business,
Sam Ratulangi University, Indonesia

Email Correspondence: perry_ivan@yahoo.com

Abstract

With the increase in technology and purchases from consumers, brand identity becomes important because ordinary customers see a company's visual identity from the internet, customers see whether the products offered are good or not, can be trusted and so on. This makes the discussion about logos important for research. This study will analyze the role of the logo and to further understand the aspects of the logo that are categorized as successful, improve the visual identity of companies in Manado City by dividing the logo into components that can be analyzed. By understanding logo design trends and how logos can impact their brand, businesses can make better decisions about their logo designs and build stronger, more well-known brands. According to Ralf van der Lans et al (2009) in their research entitled Cross-National Logo Evaluation Analysis: An Individual-Level Approach Journal, a good logo must meet 5 indicators, namely Elaboration, Naturalness, Alignment, Repetition and Proportion. The results of content analysis were obtained using qualitative research methods by analyzing businesses in Manado City. It is clear that the trend for local startup logos in Manado City tends to be square with a harmonious and natural feel. This logo also gives an active impression to potential customers. With logos that are active and have a harmonious and natural feel, most of the logos in Manado City are able to attract potential consumers to buy products from the company just by looking at the logo.

Keywords: Logo, Trend, Design, Content Analysis

INTRODUCTION

Background

A business cannot be separated from a brand, one type of brand that a company makes is through a logo. A logo is an image used by a person, group or company as a sign that represents them. *Wordmarks* or a logo in the form of text is a logo made entirely of words. Usually this form is on a product or organization, a company or group uses a logo to symbolize what they make, for the products they sell, for letters and for advertisements. A form of corporate identity, the logo functions as an identification tool that can form a shadow for those who see it. The logo is formed into a symbol that is the guarantor of the product or service offered. In the concept of a logo, the name and logo are the main identities. Therefore the logo becomes the spearhead of the company in terms of corporate image strategy. The logo will always be the image or face of the company, wherever it appears, such as on stationery media, promotional facilities, to the interior of the company, uniforms and even become a symbol of the company's corporate culture. It is natural for a logo to be formed with the hope that it will give a positive image to an existing company.

The development of a more competitive era encourages companies to make the best and attractive designs to be marketed. Even big companies are willing to spend large amounts of money just for an existing logo design. One example is the Pepsi company, Pepsi is the largest soft drink company in the world. In 2008 Pepsi redesigned their logo which cost around 1 million US dollars or the equivalent of 13.2 billion rupiah. Pepsi changed its logo 11 times and finally got the current logo shape. Apart from Pepsi, the BBC News Company is also doing the same thing. The BBC or British Broadcasting Corporation is a broadcasting company from the United Kingdom which was formed in 1927. In 1997 they redesigned their logo by spending a total of around 1.8 million US dollars or the equivalent of

23.8 billion rupiah. The company will be very careful in designing the logo, the logo is not only part of the advertisement to attract customers but is also the identity of the company itself.

The phenomenon that occurs regarding companies paying graphic designers to create a logo with a large dowry has also occurred in Indonesia, this has also happened to state-owned enterprises. One example that occurred in Indonesia is Bank Mandiri, which is a BUMN (State Owned Enterprise). Bank Mandiri is one of the largest banks in Indonesia. In 2008 Bank Mandiri changed its logo from the logo that had previously been used for more than 10 years, Bank Mandiri spent approximately 15 billion rupiah to replace the existing logo. Apart from Bank Mandiri, Pertamina is also a company that does the same thing. In 2005, Pertamina changed their logo which has lasted for about 35 years. The old logo had 2 horses in the shape of a star replaced with the current logo. To form this logo Pertamina reportedly spent approximately 350,000 US dollars or around 4.6 billion rupiah. From the examples, it can be seen that the logo is very important for marketing and branding of the company. Companies must know the logo trends that occur because the logo is the strongest visual brand and is the identity of the company itself. If the company cannot follow the existing logo trend, the company will be considered obsolete and consumers cannot find relevance to the logo offered, this will cause the company to lose customers. Companies must know the logo trends that occur because the logo is the strongest visual brand and is the identity of the company itself. If the company cannot follow the existing logo trend, the company will be considered obsolete and consumers cannot find relevance to the logo offered, this will cause the company to lose customers. Companies must know the logo trends that occur because the logo is the strongest visual brand and is the identity of the company itself. If the company cannot follow the existing logo trend, the company will be considered obsolete and consumers cannot find relevance to the logo offered, this will cause the company to lose customers.

Business people must know the logo used in the local area, in this case the City of Manado, but public awareness in the City of Manado about the trend of logos used by local startup companies is still not in accordance with the essence of the logo itself. In Manado City itself, there are many startup companies that are growing rapidly. Currently coffee and dessert houses dominate the market, many of the entrepreneurs are opening new businesses with current trending concepts. Due to today's easier marketing technology, purchases from customers have also increased. With the increase in technology and purchases from consumers, brand identity becomes important because ordinary customers see a company's visual identity from the internet, customers see whether the products offered are good or not, can be trusted and so on. This study will analyze the role of the logo and to further understand the aspects of the logo that are categorized as successful, improve the visual identity of companies in Manado City by dividing the logo into components that can be analyzed.

The dimensions found from each country have similarities (Ralfet *al*, 2009), this shows that elaboration, naturalness and harmony are universal design dimensions. The responses (effect, meaning sharing, subjective similarity, genuine and fake recognition) to the dimensions of the logo design (elaboration, naturalness and harmony) and elements (repetition, proportion and parallel) also showed consistent results despite small differences in each existing cluster. The research variables above will be the author's reference in conducting research on the trend of logo brand visual identity in startup businesses. The author will focus more on analyzing the startup business in Manado City because the current startup business in Manado City is growing rapidly.

Research purposes

The goal to be achieved from this research is to analyze the trend of logo brand visual identity from startup businesses in Manado City.

LITERATURE REVIEW

Marketing

Marketing is known as the essence of a business, without marketing a company cannot be formed. However, the definition of marketing is still being debated by many people, the definition of marketing according to Kotler and Keller (2016) is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society in general. Marketing has a broader understanding than sales, sales are part of marketing and are an important part of marketing itself. Marketing means working with existing markets to get great potential, in this case to provide satisfaction in terms of customer needs.

Marketing Mix (*Marketing Mix*)

Marketing includes several activities of an organization that can determine a target consumer to be addressed to start marketing activities. According to Kotler and Armstrong (2008), "Marketing Mix is a collection of variables

that can be controlled by a company to influence the response from buyers". Variables that can be controlled in this case include the 4P's namely product, price, place, and promotion (product, price, place, promotion). All companies form the best composition based on the 4P's theory, this will provide the highest level of customer satisfaction and at the same time also fulfill the company's existing goals. Every company that will implement the marketing mix must think about the target consumers to be addressed. Marketing mix differs from one company to another,

1. Product (Product). Products talk about the goods or services offered by the company. Consumers pay not for physical products but for the benefits provided by existing products. In simple terms, the product can be regarded as a collection of benefits offered by marketers to customers with the total price to be paid.
2. Price (Price). Price is the amount to be paid for a good or service. Price is the second most important element of the marketing mix. Determining the right price is a difficult thing to do.
3. Place (Place). Products are produced to be sold to consumers, products must be available to consumers in places that can be reached by consumers who want to make purchases.
4. Promotion (Promotion). Even though the product has been formed and made based on consumer needs, and the price has been determined and the place is accessible, the marketing effort will be considered a failure if the consumer does not have awareness of the product, price, benefits and existence. Promotion in the marketing mix is a process of providing information, persuading and influencing consumers about what products to buy. Promotion is done personally, through advertising, public and sales promotion.

Brand

Brand is the name of a product or service that can be used as the identity of the item itself. Brand names can generate loyalty, trust, confidence, premium prices and interest on a large scale depending on how the brand is marketed, advertised and promoted. The American Marketing Association defines a brand as "a name, term, design, symbol and other features that represent a product or service sold by a party as distinct from the seller or other party." Ogilvy (2000) describes a brand as an intangible product attribute. such as name, packaging, price, history, reputation and marketing done According to Kotler (2012) a brand is a name, term, sign, symbol, design or a combination of all, intended to identify the goods or services of one seller or group of sellers and to differentiate those products or services from those of competitors. Kotler (2000) also said that a brand is a complex symbol which can be divided into 6 levels of meaning namely:

1. Attributes: brands that remind of certain attributes,
2. Benefits: attributes that have functional and emotional benefits,
3. Value: the brand gives an idea of the value of the producer,
4. Culture: branding and displaying a particular culture,
5. Personality: brand and display a certain personality,
6. Users: brands can provide an explanation of the types of consumers who buy or use existing products.

Logo Design

The identity of the company is a reflection of the company's vision and mission which is visualized with the company logo. Logo is a real thing that becomes a non-visual reflection of the company such as culture, attitude, personality which is formed in a visual form (Suwardikun, 2000). Carter (2008) also explains that "A logo is a company identity in a visual form that can be applied to various company facilities and activities as a form of communication. A logo can be called a symbol, image and trademark which becomes the identity of a company or business and shows the characteristics of existing company."

According to Carter (2007) the things that need to be considered so that a logo is said to be good are:

1. Original and Different, or have different values, uniqueness and features,
2. Readable, or can be read through various forms and different media,
3. Simple or Simplicity, meaning that it is easy to catch and understand in a short time,
4. Easy to Remember, this is due to its uniqueness even though it has existed for a long time,
5. Easily associated with the company, a good logo should be easily associated with the business type and image of the company or organization.
6. Easily adaptable to all media. In this case talking about the installation of the logo, in physical form, colors and logo configurations in various media that must be considered in the existing process. This must be considered so that there are no difficulties in applying the existing logo.

According to Ralf van der Lans et.al (2009) in their research entitled Cross-National Logo Evaluation Analysis: An Individual-Level Approach Journal, a good logo must meet these 5 indicators, namely:

1. Elaborateness: Elaboration speaks to the richness of the design concept and the ability to use the plain to convey the essence of an object. It consists of complexity, liveliness and depth,
2. Naturalness: Naturalness talks about designs that approach common objects or objects. It consists of representative and organic,
3. Harmony: Harmony is a congruent pattern or form of a combination of symmetrical and balanced elements,
4. Repetition: Repetition is the use of a part of a design that is similar or the same as another, except that it is a large part of a form (example: a branch from a tree),
5. Proportion: Proportion is the relationship between the horizontal and vertical dimensions.

Startup Company

The definition of a startup company from various experts such as Paul Graham is a company that is designed to grow quickly. According to Kiwe (2018), a startup company was originally just a business that offered goods or services sought by several people in a relatively small market. Steve Blank (a well-known academic in Silicon Valley), said that a startup is an organization formed to form a repeatable and scalable business model. It must be remembered again that startups are not only engaged in the technology sector, but can be in other sectors that must move and be able to adapt to change. According to cohive.space, a company can be categorized as a startup company if:

1. The company is not more than 3 years old
2. The number of employees is not more than 20 people
3. Income per year is not more than 100,000 US dollars or 1.35 billion rupiah.

trend

According to Maryati (2010), a trend is a movement or habit that goes up and down for a long time, this happens because of changes that occur every time. Changes that occur can increase or decrease the number of trends that occur, this is also related to the value or changes that occur with population, prices, technology and increased productivity. According to M. Narafin (2013) sales forecasting is an activity to estimate the number of products that can be sold or rented under certain conditions and based on data that can occur or may occur.

Previous research

Johari, Azmeer, Dolah, Saiful (2019), Research title: Development of the Recognizable Logo Design Guideline for Startup Brands. In this study, the Recognizable Logo Design Specification Guidelines (RLDSG) was introduced as a process for creating logo designs that can be recognized and combined with evaluating consumer emotions through logo perceptions from startup companies. RLDSG is a design guideline for creating an Identifiable Logo Design (RLD) which is useful for establishing the resilience and perception of a logo that is considered successful. The results of this study indicate that the logo design of Pos Malaysia shows that all elements are significant in order to achieve an easily recognizable logo design.

Wenzel (2018), Research title: Simplification, Debranding, and New Marketing Techniques: an Historical Analysis of Brand Logo Design. Research objective: to find out about the elements that make a successful logo design, by developing a company's visual identity by dividing it into components that can be analyzed. The results of this study indicate that with a large population, this study looks at the company as a whole starting from technology, machinery and other aspects. However, it can be adopted using some elements of existing products and services based on brand attitudes and brand memories.

Luffarelli, Mukesh, Mahmood (2019), Research title: Let the Logo Do the Talking: the Influence of Logo Descriptiveness on Brand Equity. The research objective is to increase knowledge about how a logo can affect brand equity which is still limited. The results of this study indicate that more (vs less) descriptive logos will have a positive impact on brand evaluation, intention to buy and brand performance. This effect also occurs because more (vs. fewer) descriptive logos will make the process easier and give a stronger impression of the authenticity that consumers value more. Two important moderators were also found: the positive effect of descriptive logos was weaker for brands that are familiar (vs. unfamiliar) with consumers and vice versa (example: negative) for brands that have products or services that are negative (vs. positive) in consumer perception. Logo analysis of 597 brands also shows that marketers do not take full advantage of the descriptive logo's potential. Theoretical and managerial contributions to this research are still being discussed.

Sekliuckiene, Vaitkiene, Vainauskiene (2018). Research title: Organizational Learning in Startup Development and International Growth. The purpose of this research is to look at the relationship between the stages of startup company development and organizational learning to establish levels of organizational learning that focus on the stages that exist in global startup companies. The results of this study indicate that organizational learning

must be done from the start as a way to develop a culture of learning and knowledge sharing when developing startup companies. The importance of entrepreneurship learning increases at this stage.

Agung (2018), research title: Logo Redesign of Anita Payakumbuh Bread and Cake Business. The purpose of this research is to redesign the logo of Anita Payakumbuh Bread and Cake to attract consumers' attention. The results of the study show that the redesign of the old logo becomes newer through visual communication to the public in general. Through this new logo, it is hoped that the company can use its corporate identity and form an effective strategy to increase the attractiveness of Anita Bread and Cake Business products. The use of logos in various media is based on the process of making good visual elements, with the ultimate goal of forming media promotions that are close to consumers. The logo is also a self-identity that distinguishes other companies and a sign of ownership that distinguishes the company from other competitors. The logo as a visualization of the company's image to the public shows that the company is consistent and professional, and reduces the level of piracy of the company's image.

RESEARCH METHODS

Types and Research Approaches

This study uses qualitative research methods to analyze the logo trends of startup companies in the business sector in Manado City. According to Sugiyono (2018) explains that the qualitative research method is a research method based on philosophy that is used to research scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis emphasize meaning.

Population and Sampling Techniques

According to Sugiyono (2017) "Population is a generalized area consisting of objects or subjects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The population is not only humans but also objects and other natural objects. The population of this research is 40 local startup companies in Manado City.

Margono (2004) explains that: the sampling technique is a way to determine the sample following the sample size used as a data source, besides that the characteristics and distribution of the population are also taken into consideration to get the right sample. Due to the large population, in this study the researchers took a sample of 40 startup businesses in Manado City. There were no informants in this study, but researchers used data and information from businesses that use existing logos.

Method of collecting data

Data collection methods are important in order to provide important information so that it can be understood before getting the desired results. Data collection methods are divided into primary and secondary.

Data analysis method

Data analysis in this study was carried out by selecting content on the website, Instagram and Facebook. Researchers will develop the data collected by analyzing data from secondary data. In the process there is a coding section and further analysis. When the coding process is complete, data patterns will be seen and conclusions will be drawn through answers to research questions. This process will help researchers to determine patterns and relationships that exist from each data.

1. **Data Collection** is the process by which researchers find information or data from various sources such as books, the internet, websites and more information from informants.
2. **Data Reduction** includes selecting, simplifying and changing data so that it is easy to understand and easy to manage.
3. **Data Display** assist qualitative research in organizing information and demonstrating it by finding existing relationships and developing explanations of findings accompanied by existing theory.
4. **Drawing and Verifying Conclusions (Drawing and Verifying Conclusions)** Includes determining what themes and patterns are found, and how this can answer questions from research. Verification includes checking and re-checking data so that the research becomes realistic, supportable and valid.

Content Analysis

Content analysis is used to obtain information from communications received in the form of documents or symbols. Content analysis can be used to analyze all forms of communication such as newspapers, books, films and

others. Using the content analysis method, information will be obtained through various content from various media or sources that are objective, systematic and relevant. Content analysis was originally used for research involving newspapers. The inventor of the content analysis method is Harold D. Lasswell, who also invented the symbol coding technique, in which symbols or messages are recorded systematically and given an interpretation (Subrayogo, 2001). Content analysis is a research technique for explaining content from communication media objectively, systematically and quantitatively (Berelson in Ibrahim, 2009). Besides that, content analysis aims to make conclusions by identifying characteristics systematically and objectively. (Holsti in Ibrahim, 2009). Content analysis is a research technique for making conclusions that can be replicated and have data validated by paying attention to the existing context,

RESEARCH RESULTS AND DISCUSSION

Research result

Research Respondents

Below is a list of local startup businesses in Manado City along with their information.

Table 1. Startup Business List

No	Business Name	Business Type	Location
1	Anna Bakery	Bakery and Food	Manado
2	Bancos	Banana Nuggets/Cookies	Airmadidi
3	Manadonese BBQ	Korean BBQ/Food	Manado
4	Beejie Coffee	Coffee/Drink and Food	Manado
5	Bethlehem Bakery	Bakeries	Caesar
6	Black Cup Coffee	Coffee/Drink and Food	Manado
7	Bonbons	Banana Nuggets/Cookies	Manado, Kotamobagu, Bitung
8	Brownies	drink	Manado
9	Cendol Barol	drink	Manado
10	Christine Klappertart	Dessert/Klappertart	Manado
11	Ma'Ecka's kitchen	Food	Manado
12	Dessert O'clock	Desserts	Manado
13	Donat Lumer by Laura	Cookies	Manado
14	Delicious Desserts	Desserts	Manado
15	Esspecto Coffee	Coffee/Drink	Manado, Tondano
16	Etsuko Kitchen	Cake	Manado
17	Fakboi Food	Food	Manado
18	Fellow Coffee	Coffee/Drink and Food	Manado
19	Folcis Pudding	Puddings/Desserts	Manado
20	Fruitbox Manado	Salads/Desserts	Manado
21	Manado Grill House	Korean BBQ/Food	Manado
22	Hapa Kitchen and Bakery	Food and Bakery	Manado
23	It's Boba!	drink	Manado, Tomah
24	Kaffecino Coffeehouse	Coffee/Drink	Manado
25	Salad Shop	Salads/Desserts	Manado
26	Kimchap Jo	Food	Manado
27	Village Cookies	Cookies	Manado
28	Ladeli Kitchen	Puddings/Desserts	Manado
29	M. Coffee	Coffee/Drink and Food	Manado
30	Moffe Coffee Store	Coffee/Drink and Food	Manado
31	Mom and Me Kitchen	Dessert and Food	Manado
32	Nancy Bakery	Bakeries	Manado
33	Nomad Coffeeshop	Coffee/Drink	Manado
34	Qitta Got Dimsum	Food	Manado
35	Savona Dessert	Desserts	Manado, Bitung
36	Sweet Love Dessert Box	Desserts	Manado
37	Verel Cake and Bakery	Cake/Bakery	Pineleng
38	Vilo Stressed	Salads/Desserts	Manado, Tomah
39	Manado wine	Wine/Drink	Manado
40	YumYum	Desserts	Manado

Source: Field Survey, 2022

Description of Research Variables

This study has five variables as components of logo analysis for local startup businesses in Manado City. The five variables are Elaborateness, Naturalness, Harmony, Repetition and Proportion. Elaboration captures the concept of design richness and the ability to use plain lines to capture the essence of an object. It is composed of elements of complexity, liveliness, and depth. Naturalness reflects the extent to which the design describes objects that are commonly experienced, this consists of elements of representation and organicity. Alignment is a pattern or arrangement of congruent parts that combine the elements of symmetry and balance. Repetition is the iterative use of parts of a design that are similar or identical to each other except they are only part of a larger whole (eg branches in a tree). Lastly is Proportion, proportion is the relationship between horizontal and vertical dimensions.

Analysis Results

The results of content analysis were obtained using qualitative research methods by analyzing businesses in Manado City. The population in this study are local businesses in Manado City. Samples were taken from 40 startup logo businesses.

Table 2. Logo Analysis Results

No	Logos	Elaboration (Elaboratenes)	Naturalness (Naturalness)	Harmony (Harmony)	Repetition (Repetition)	Proportion (Proportion s)
1	Anna Bakery	Active Complexity, Depth	Organic Representativity	Symmetrical Balanced	-	Ellipse
2	Bancos	Active Depth	Organic Representativity	Balanced Symmetry	-	Rectangle
3	Manadonese BBQ	Complexity Active Depth	Representativity organic	Symmetrical	Repetition	Rectangle
4	Beejie Coffee	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Abstract
5	Bethlehem Bakery	Active Depth	-	Symmetrical	-	Circle
6	Black Cup Coffee	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Circle
7	Bonbon Banana Nuggets	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Abstract
8	Brownies	Active Depth	Representativity	Symmetrical Balanced	-	Rectangle
9	Cendol Barol	Active	-	Symmetrical	Repetition	Rectangle
10	Christine Klappertart	Complexity Active	-	Symmetrical Balanced	Repetition	Circle
11	Ma'Ecka's kitchen	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Rectangle
12	Dessert O'clock	Active Complexity Depth	Representativity organic	Symmetrical Balanced	-	Circle
13	Donat Lumer by Laura	Active Depth	Representativity organic	Symmetrical	Repetition	Rectangle
14	Delicious Desserts	Active Complexity Depth	Representativity organic	Symmetrical Balanced	Repetition	Abstract
15	Esspecto	Complexity	Representativity	Symmetrical	-	Abstract

	Coffee	Active Depth	organic	Balanced		
16	Etsuko Kitchen	Active Depth	-	Symmetrical Balanced	Repetition	Circle
17	Fakboi Food	Active	Organic Representativity	Symmetrical	-	Circle
18	Fellow Coffee	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Abstract
19	Folcis Pudding	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Rectangle
20	Fruitbox Manado	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Circle
21	Manado Grill House	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Rectangle
22	Hapa Kitchen and Bakery	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Rectangle
23	It's Boba!	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Circle
24	Kaffecino Coffeehouse	Complexity Active Depth	Representativity organic	Symmetrical Balanced		Rectangle
25	Salad Shop	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Rectangle
26	Kimbap Jo	Active	-	Symmetrical	-	Rectangle
27	Village Cookies	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Rectangle
28	Ladeli Kitchen	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Rectangle
29	M. Coffee	Active	-	Symmetrical	Repetition	Circle
30	Moffe Coffee Store	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Rectangle
31	Mom and Me Kitchen	Active Depth	Representativity organic	Symmetrical	Repetition	Rectangle
32	Nancy Bakery	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Circle
33	Nomad Coffeeshop	Active	-	Symmetrical	-	Rectangle
34	Qitta Got Dimsum	Active Complexity Depth	Representativity organic	Symmetrical Balanced	Repetition	Nearly Five
35	Savona Dessert	Complexity Active Depth	Representativity organic	Symmetrical Balanced	-	Rectangle
36	Sweet Love Dessert Box	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Rectangle
37	Verel Cake and Bakery	Complexity Active	Representativity organic	Symmetrical Balanced	-	Rectangle

		Depth				
38	Vilo Stressed	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Circle
39	Manado wine	Complexity Active Depth	Representativity organic	Symmetrical Balanced	Repetition	Rectangle
40	YumYum	Active Depth	Representativity	Symmetrical Balanced	-	Rectangle

Source: Data Process, 2023

Discussion

Implications of Research Results

A logo is a language that communicates to consumers and others, apart from verbal information. Therefore, it is important for marketing managers and academics to understand the impact of design on marketers. In general, visual information is processed differently, more rapidly, and independently of verbal information (Edell and Staelin, 1983). In addition, visual information can trigger prior effects of cognitive processing (Lutz and Lutz, 1977). A quality and professional company logo design is very important to differentiate a company and provide a unique identity. The author correctly applies the logo concept which consists of five key aspects, namely: Elaboration (Elaborateness), Naturalness (Naturalness), Harmony (Harmony), Repetition (Repetition),

Elaboration (*Elaborateness*)

Elaboration includes three subcategories: complexity, activity, and depth. Complexity can be caused by imbalances or asymmetries, but it also involves the combination of many design elements and arrangements. Activity refers to designs that "give a sense of movement or flow" (Henderson and Cote, 1998). The use of lines, both literal and implied, can also create a sense of activity in an image, for example showing the curved lines of a bouncing ball or marking routes on a map from one location to another. Depth is another obvious feature, where logos create a sense of dimension, rather than being just two-dimensional and flat in their design. The background-figure law of Gestalt theory is also very much in line with depth. Based on the definition above, researchers tested 40 samples of this local startup business logo in Manado City. The results show that not all of the 40 logos studied met the elaboration indicator. On the complexity indicator, there were only 28 logos that met and 12 logos that did not meet the complexity indicator. This is because these logos are not made using various complex elements, and do not have the quality meaning of the different parts that make up the logo above which contain the natural value of the logo. Depth indicator, 33 logos fulfill this indicator while 7 other logos do not. This is because these logos do not provide a perspective view or show a three-dimensional design. What's interesting is that of the 40 logos sampled, all of them can meet activity indicators because all logos have a design that gives a sense of movement or flow. So there are 28 logos that meet the complexity indicator, 33 logos that meet the depth indicator, and 40 logos that meet the activity indicator, so it can be seen that the average logo in Manado City is still quite easy to read and remember by the public.

natural (*Naturalness*)

Naturalness is a factor that describes "the degree to which the design depicts commonly encountered objects" (Henderson and Cote, 1998). For example, maple leaves are much more natural than concentric geometric shapes because they occur naturally. Naturalness is further divided into representative and organic subcategories. Representative is similar to realism. Organic designs use natural curves and arcs, such as those more commonly seen in nature. Based on the definition above, the researcher tested 40 samples of these local startup business logos in Manado City. The results show that not all of the 40 logos studied meet the naturalness indicator. On representative indicators, there are only 33 logos that meet and 7 logos that do not meet representative indicators. This is because these logos are not created by filling in representative elements where representative is a level of realism in the design. This occurs when the elements of an object are filtered down to their most characteristic features. On the organic indicator, even only 31 logos that meet this indicator. This is because these logos do not refer to natural shapes as opposed to angular and abstract designs. So there are 33 logos that meet representative indicators and 31 logos that meet organic indicators, so it can be seen that the average logo in Manado City can represent the company's image in society. even only 31 logos that meet this indicator. This is because these logos do not refer to natural shapes as opposed to angular and abstract designs. So there are 33 logos that meet representative indicators

and 31 logos that meet organic indicators, so it can be seen that the average logo in Manado City can represent the company's image in society. even only 31 logos that meet this indicator. This is because these logos do not refer to natural shapes as opposed to angular and abstract designs. So there are 33 logos that meet representative indicators and 31 logos that meet organic indicators, so it can be seen that the average logo in Manado City can represent the company's image in society.

alignment (*Harmony*)

Alignment includes the subcategories of balance and symmetry. Balance considers the use of a central focal point with equal weight to the visual elements used. Balance can include the use of symmetry. Symmetry is taken straight from the Gestalt laws and uses axis points to perfectly reflect the other half of the image. Images that do not follow the mirror axis are considered asymmetric. Based on the definition above, the researcher tested 40 samples of local startup business logos in Manado City. The results show that not all of the 40 logos studied meet the harmony indicator. In the balance indicator, there are only 31 logos that meet the indicators and 9 logos that do not meet the indicators. This is because the 31 logo does not capture the idea that there is a central suspension between two weights or design parts. But what's interesting is that the 40 logos taken as samples have met the symmetry indicator, which shows that each of the 40 logos above appears as a reflection along one (or more) axes. So there are 31 logos that meet the balance indicator and 40 logos that meet the symmetry indicator, so it can be seen that the average logo in Manado City is quite good and comfortable to look at.

Repetition (*Repetition*)

Repetition designs use elements that are similar throughout the design, but are not always aligned or organized. Repetition refers to using similar design elements that are repeated more than once in a design. Based on the definition above, the researcher tested 40 samples of local startup business logos in Manado City. The results show that not all of the 40 logos studied have repetition in their logos. Only 19 logos use repetition in their logo, while 21 others do not. This is a result that can be said to be balanced because the ratio is 19:21. This shows that only half of the start-ups in Manado City apply a repetition indicator to their logo.

Proportions (*Proportions*)

Proportion is “the relationship between the horizontal and vertical dimensions” (Henderson and Cote, 1998) and can be further explained through the use of the Golden Ratio. Although research has not yet yielded definitive results regarding the Golden Ratio, it is suggested that images using this proportion are considered more attractive. Proportion refers to the theory of the golden section/golden mean and the relationship between the vertical and horizontal sections. Based on the definition above, the researcher tested 40 samples of local startup business logos in Manado City. The results show that of the 40 logos studied, 19 logos are square, 11 logos are circular, 5 logos are abstract, 3 logos are rectangular, 1 logo is elliptical, and 1 is almost pentagonal. This shows that the square shape is the most commonly used shape in startup business logos in Manado City. From the results of the content analysis research above, it can be seen that the logos in Manado City vary widely, but the trend for local startup business logos in Manado City shows higher harmony because of the 40 logos studied with two indicators of harmony, namely balance and symmetry, showed quite good results. There are 31 logos that apply the balance indicator and 40 logos that apply the symmetry indicator. Furthermore, for naturalness, of the 40 logos studied with two indicators of naturalness, namely representativeness and organicity, the results were as follows: 33 logos applied representativeness indicators and 31 logos applied organic indicators. For elaboration, of the 40 logos, 28 logos met the complexity indicator, but only 33 logos met the depth indicator. Regarding the proportion itself, most of the logo trends in Manado City are square because of the 40 logos studied, 19 logos in Manado City are square. Regarding repetition, of the 40 logos studied in Manado City, half used repetition in their logo.

CLOSING

Conclusion

The results of the study show that the logos in the city of Manado are very diverse. However, the results of this study conclude that the trend for local startup logos in Manado City tends to be square with a harmonious and natural feel. This logo also gives an active impression to potential customers. Logos that are active and have a harmonious and natural feel, most of the logos in Manado City are able to attract potential consumers to buy products from the company just by looking at the logo. The thing that triggers the feeling of nature in a logo is that when they see most of the logos for startups in Manado City, they can immediately tell that the materials used by companies are

natural materials. Meanwhile, what triggers a feeling of harmony in startup logos in Manado City is when people see the logos of some of these startup examples, they can quickly form the perception that the products of this company are perfectly balanced and taste perfect and from here they can promote a professional corporate image. In the end, the existence of a logo in a startup is to become the face of the company and make people immediately remember the product of a startup just by looking at the logo.

Suggestion

This research was conducted to determine local startup logo trends in Manado City and to help provide guidance or an overview for prospective entrepreneurs who want to create startups in Manado City, as well as startup entrepreneurs in Manado City who are developing their business to see the actual logo that can attract potential customers. in Manado City. Based on the research results and conclusions, here are some recommendations for prospective entrepreneurs who are going to start a local startup business in Manado City, local startup businesses that are already running, and future researchers who wish to conduct similar research.

1. For prospective local startup entrepreneurs who want to start a startup in the business sector, the authors suggest considering the existing local startup business logo trends. The logos of these startup businesses can be used as a reference for making your company logo, so you can avoid mistakes that might have been made by previous entrepreneurs who didn't follow the local startup business logo trend in Manado City. By understanding trends and taking inspiration from successful logos, you can build an attractive and relevant visual identity for your startup business.
2. For local startup businesses that are already running, it is advisable to pay attention to aspects that are still lacking in startup company logos. In order to debrand, it is important to pay attention to aspects that are lacking, such as accuracy and repetition. By evaluating and improving your company logo, you can enhance a professional impression and a stronger visual appeal, which in turn can help strengthen your brand image and attract the attention of potential customers.
3. For further research, the authors recommend that future researchers conduct further research on the debranding process for companies that do not yet have the five aspects of a good logo. This research can be used as one of the basic sources in developing effective methods or strategies in carrying out the debranding process. Thus, future research can provide deeper insights on how to manage brand identity change using the right approach.

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