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Branding and Online Cataloging of CV. Galaxy Stone

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ABSTRACT

Galaxy Stone is a company that is engaged in the craft of various products made from natural stones with the main product, washbasin. When a pandemic happens, the interest in washbasin increase. At the same time, many target audiences still did not know about Galaxy Stone, which caused a lack of trust from the target audience. Also, the target audience feels difficulties when looking at the Galaxy Stone catalog because they did not know the differences between every product. To solve the problems above, branding needs to be made to build the brand image as a store that sells customizable interior products to provide customer comfort. Also, a catalog website that contains products catalog with comparison features is needed. Before making this design, several methods were used to collect data, namely observation, questionnaire, interviews, documentation, and literature studies. The concept in the design is minimalist so the brand looks elegant and luxurious. The media that are used in this design are stationary, social media, website, and marketplace. Hopefully, through the branding design and online catalog, the brand will get the target audience's trust and more easily view the Galaxy Stone product catalog.

Keywords: Branding; Catalog; Website.

INTRODUCTION

Galaxy Stone is an interior company in Sidoarjo, East Java, Indonesia. Galaxy stone sells interior products that are made out of natural stone, like marble, onyx, and terrazzo with their main product washbasin. They also sell water tubs, soap dispensers, lamps, flowerpots, and other crafts products. In addition to providing standard sizes, Galaxy Stone also accepts custom orders.

On 2 March 2020, The Indonesia Government has confirmed the first reported cases of Covid-19. To prevent the spread of the virus, Indonesian citizens must obey some health protocols. One of them is to wash hands often and installation of handwashing facilities in public places. This protocol makes the buyer's interest in the washbasin, start to increase.

Galaxy Stone has been opening its first store in 2012. According to the owner of Galaxy Stone, it is not well known by the public that made thus making the company not trusted by the target audience. Also, many target audiences do not understand natural stones and the differences between each model. Branding and Online Cataloging are needed to make the target audience trust the company and understand natural stones and the differences between each product.

METHOD

Branding

Branding is a way to convince that the brand image that is embedded in people's minds is in line with the brand image that the company wants to instill (Wesfix, 2017, p.3). Every brand must have a big idea (unifying the concept or idea of the brand, that uniting everything together), vision (describing what the company wants to be and sometimes contains the brand's mission), values (the reason why the brand must exist and can also mean a moral and ethical position), storytelling (a well-known way to communicate the brand with the unique aspects of the brand, how it differs from competitors and what it means to consumers), essence (identifies what is at the core of the business and the nature of the work), strange attractors (very important to ask what else to look for in a brand), and culture (Who is in the market or consumers and how does it feel when they are part of the culture) (Anderson & Mesher, 2020, p.44).

Consumer Analysis

Consumer Analysis is needed so that brand can identify their target audience specifically. Consumer Analysis consists of market segmentation to analyze the market and developments in marketing and sales areas.

A marketing mix is a set of marketing tools containing product, price, place, and promotion so the company can deliver its value to the customer.

Brand Strategy

The brand strategy consists of brand image, brand identity, brand awareness, brand essence, consumer insight dan proposition, differentiation, unique selling proposition, and positioning. A strong brand image can also be created with a focus on one aspect of the uniqueness of the brand (Sheehan, 2011, p.83). A good brand is a brand that combines the product advantage and a strong brand image that gives the target audience reasons to buy that product either from an emotional or rational side so that brand could be chosen. Every brand identity is formed by defining the main principles behind its meaning, it is very important to maintain a vision of a brand built and how the brand stands next to its competitors (Anderson & Mesher, 2020, p.44). Brand awareness is if the brand is known by target audiences (Horrigan, 2012). If the target audience still does not know the brand existence of the product, then the company must educate the target audience about the product, its purposes of the product, its benefits of the product, and the reason why the target audience must buy it. The essence or soul of a brand is called the brand essence (Kasilo, 2008, p.22). Brand essence is a conclusion of the function, personality, differentiation, and source of authority.

Consumer Insight is something that invisible but influential. Consumer insight is something that is already in customers' minds and influences their behavior. There are many ways to find consumer insight such as observing target audiences' life and why test. The proposition is a conclusion of brand image and consumer insight that became a single benefit promised by the company.

Differentiation is difference product or service differences compared to its competitors. Numbers of competitors appear, making companies have to innovate so that it makes a difference. A unique selling proposition is the most unique thing for consumers. Positioning is a process to identify what distinguishes a brand in the mind of a customer (Wesfix, 2017, p.38). By positioning the most critical advantages and reasons why consumers should choose the product over competitors, the company will be more optimal and be able to fulfill its maximum potential in the market (Gronlund, 2013, p.33). Positioning is to direct all marketing developments, such as offline and online advertising, packaging, pricing, public relations, website design, promotion, and merchandising to the development of new products. A good brand must be

requiring the main things for positioning: filling a customer's need and being different from competitors, in reality, and at least in target audience perception (Gronlund, 2013, p.12).

FINDINGS AND DISCUSSION

Consumer Journey

Table 1. Consumer Journey

| Time | Activity | Point of contact |
|-----------------------|--|---|
| 05.00 am | Wake up | Alarm clock, handphone |
| 05.10 – 05.35 am | Cook breakfast and lunch | Pan and lunchbox |
| 05.35 - 05.50 am | Take a shower | Soap |
| 05.50 - 06.30 am | Makeup | Eyebrow pencils, lipstick, BB Cream, sunscreen lotion |
| 06.30 - 06.40 am | Go to the office by car | Car |
| 06.40 - 07.00 am | Breakfast | Lunchbox, spoon, and fork |
| 07.00am-12.00pm | working | Computer |
| 12.00pm-01.00pm | Lunch | Lunchbox, spoon, and fork |
| 1.00pm-4.00pm | Working | Computer |
| 4.00pm-4.10pm | Go home by car | car |
| 4.10pm-4.3 pm | Cleaning the house with a vacuum cleaner | Vacuum cleaner, floor, sofa, table, bed |
| 4.30 pm – 5.00 pm | Cook dinner | Pan and plate |
| 5.00 pm – 5.20 pm | Take a shower | Soap |
| 5.20 pm – 6.00 pm | Dinner families | with Plate, spoon, and fork |
| 6.00 pm – 6.10 pm | Washing dishes | Plate, spoon, and fork |
| 6.10 pm – 9.00 p.m. | Watching a movie (Netflix) husband and playing handphone | Television, WhatsApp with Facebook, and Instagram |
| 9.00 p.m. – 05.00 a.m | Sleep | Handphone, bed, pillow |

From this consumer journey table, the target audience meets many media such as alarm clocks, cell phones, various cooking utensils, toiletries, makeup, lunches box and cutlery, vacuum cleaner, household furniture, and televisions. The target audience, mostly used WhatsApp, Facebook, and Instagram. In addition, the target audience goes to bed early so they can wake up the next morning.

From the table above, it can be seen the consumer behavior, journey, and feeling when deciding to buy Galaxy Stone products. The target audience's motivation is to find the interior products made out of natural stones with an exciting feeling because he wants to realize his dream home with the expectation of finding a product that matches his needs and style. For this reason, the target audience tried to find products that matched his needs and found a galaxy stone shop. The search was continued by looking at other brands and being hesitant to make a choice. To answer their

Table 2. Consumer Journey (shopping)

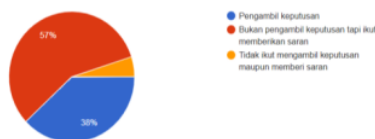
| Stages of Journey | Motivation | Searches | | Evaluates Product | | Pay |
|-----------------------|---|---|---|--|--|---|
| Activities | Want to find interior products made of natural stone | Searching the product online | Didn't buy the product right away because seeking another alternative | Asking for complete product information either through the marketplace or Whatsapp | View and ask for competitors' product information to compare | Visit the physical store or direct checkout through the marketplace |
| Feelings | Excited | Curious | Undecideds | Happy | confused | Very Happy |
| Experiences | Excited because want to make your dream house come true | Curious about the various products sold on Galaxy Stone | Undecideds about the many choices of other brands | Find the products that he likes | Comparing products with competitors (from the material side, maintenance to after-sales service) | Confident with the product of choice |
| Customer Expectations | Find the product that he wants | | | | | |

doubts, the target audience began to ask questions about products such as product size, durable materials, product care, and others that made them feel happy because their curiosity was answered. The target audience then also asks the same thing of the competing brands that are considered. After comparing, the target audience becomes convinced of their choice and buys the product.

Questionnaire and Interview

The questionnaires were distributed online to men and women residing in big cities in Indonesia, 30 to 50 years randomly to 100 respondents. The results include 66.1% of women and 33.9% of men who mostly live in Surabaya as much as 36.6%, Sidoarjo as much as 27.7%, Makassar as much as 12%, Jakarta 9%, Nganjuk as much as 2.7%, Bandung as much as 1.8% and 0.9% in each city, namely Malang, Solo, Samarinda, Tarakan, Klaten, Banyuwangi, Merauke, Yogyakarta, Pontianak, Bali, Malang, Banjarmasin, and Depok with an average socioeconomic status A-B or middle and above.

Saat membeli produk interior rumah (wastafel, dispenser sabun, meja,dll.) anda adalah?
100 responses

**Illustration 3.1**

When buying interior products, 57% participated in providing advice in making decisions, 38% as decision-makers, and 5% did not participate in making decisions or providing advice. From the data, it can be

concluded that most of the respondents participated in advising on making decisions. Based on the survey, 87% of respondents like natural stone, and 13% of respondents do not like it. When asked by one of the target audiences, he said that he likes marble because the motifs and textures are unique and natural, so it can be used as a collection (Tendy Hartono, November 17, 2021). In addition, Tendy also mentioned that when he saw the natural stone, the first thing he thought was cool. On the question of whether they have ever bought interior products, most respondents have never bought (77%) and 23% of respondents have bought interior products during the pandemic.

When asked about what products have been purchased by respondents who have purchased, as many as 10 respondents answered sinks, 2 respondents answered andesite stones, 2 respondents answered for walls, 1 respondent answered mortar, 1 respondent answered soap dispensers, 1 respondent answered pots, 2 respondents answered terrazzo, 2 respondents answered floor or tiles, 1 respondent answered natural stone for garden decoration, and 1 respondent answered table. When asked by the owner, the products that sell best at Galaxy Stone are portable sinks and bathtubs made of terrazzo material (Hendra Budi Santosa, November 16, 2021). The owner also mentioned that portable sink products sell best because most buyers put their products outdoors, so they can wash their hands before entering their homes, shops, or public places. When interviewed, the reason the target audience bought natural stone interior products, especially sinks, was because they needed to add more sinks during the Covid-19 pandemic, so that children (at school) could wash their hands before entering class (Serly, November 18, 2021).

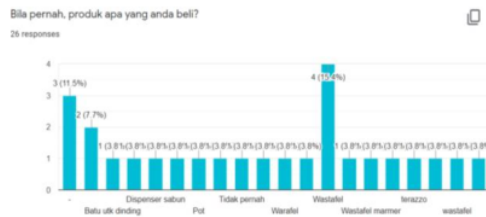


Illustration 3.2



Illustration 3.3

When buying interior products, the biggest consideration when buying is quality as much as 82%, then 78% of product design, 74% of durability and maintenance, 58% of product materials, 36% product size, 22% warranty, 20% trend, 7% already famous and 2% price. From the data, it can be concluded that most of the respondents consider quality more than price. During an interview, one of the target audiences mentioned that when deciding on a purchase, they should consider the suitability of the room ambiance concept, product materials, custom product sizes to suit the children's height, and finally consider the price of the product (Serly Tankilisan, November 18, 2021).). According to the owner, getting custom models, materials and sizes is the uniqueness of Galaxy and many buyers like to do custom when buying Galaxy Stone products (Hendra Budi Santosa, November 16, 2021). When asked further, according to the owner, the characteristics of the target audience when buying at a physical store is that they often bargain for prices, in contrast to the target audience who buys online who are more worried about the safety of the product when it arrives at the buyer's address. According to the owner, most buyers know Galaxy Stone from social media and e-commerce (Hendra Budi Santosa, November 16, 2021). In addition, the owner also stated that he did not understand how to promote and did not have a company strategy.

Why test

Why test, reason test, or what is called so what test the Target Audience is reviled with the question "Why is that?" or "Let what?".

- Choose to buy interior products from natural stone
- Has a unique pattern and texture.

Why?

Can be used as a collection at home

Why?

Make the house look natural, because the material is natural

Why?

The feel of the house becomes natural and calm

Why?

So, I can relax and refresh your mind at home

Why?

Did not stress and feel peace

CONCLUSION

The reason the target audience buys interior products made of natural stone is that they like natural stone materials so that the target audience can relax and not be stressed while in the room.

Data Analysis Conclusion

Based on the description of the data that has been analyzed above, it can be concluded that Galaxy Stone is a company that sells interior products made from natural stone and can be customized the material and size. The weakness of Galaxy Stone is that it does not yet have strong branding because it has not determined the positioning, proposition, identity, and promotion strategy. most of the target audience likes interior products made from natural stone. To compete with its competitors, an effective and prominent branding design is needed to attract public attention to the Galaxy Stone brand. This design focuses on designing strong branding and hitting the target audience to introduce the Galaxy stone brand to increase brand awareness and trust by displaying products that look professional, convincing, and have many positive reviews.

Branding Strategy

The purpose of branding is to build brand awareness, create the Galaxy Stone logo as a brand identity, and determine the differentiation, unique selling proposition, positioning, brand essence, and consumer insight so that they can convey their value to their target audience. Brand essence consists of function, personality, differentiation, and source of authority. The function of Galaxy Stone is to support indoor activities, such as the main product Galaxy Stone, the

sink used for washing hands, giving a naturally decorative and decorative impression, creating a peaceful and comfortable room for men and women 30-50 years old who are building a house or needed interior for their home or needed additional interior products during the pandemic. The personality of Galaxy Stone is luxurious, elegant, cool, unique, and natural. The differentiation of Galaxy Stone is natural stone patterns are unique and can't be the same, the natural stone material is resistant to cold and hot weather, there is after-sales service if the buyer has a problem, target audience also can custom sizes, models, and materials according to the wishes of the target audience. The unique selling proposition of Galaxy Stone is of high quality and can be customized (size, model, and material) as desired. From the above can be concluded that the brand essence of Galaxy Stone is "Natural stone interior products that can be made as desired (custom)".

From interviews and questionnaires, it can be concluded that the target audiences like products made from natural stone because of their unique style and texture. In addition, it was also found that they bought products by adjusting the concept of interior design ambiance that the target audience liked. Based on the why test, it can be concluded that by having natural stone interior products in their home, the target audience will feel relaxed, comfortable, and not stressed while in the room. It can be concluded, that those Galaxy Stone consumers like natural stone products because of their unique and natural patterns and textures so that the room feels comfortable.

Brand essence raised by the Galaxy Stone brand is a natural stone interior product concept that can be customized. In terms of consumer insight, the target audience likes products made of natural stone because of their natural shape which makes the atmosphere of the room comfortable and not stressful. Therefore, the proposition obtained is "High-quality natural stone interior products that can suit consumer tastes (custom) and provide comfort". The positioning of Galaxy Stone is as a company that provides interior products from natural stone that can match the need and styles of potential buyers.

Logo

The Galaxy Stone new logo concept is a logotype concept using a serif typeface with elegant and luxurious characteristics. Color that is used in the logo is red, brown, blue, black, and white so that they can give the impression of being cool, luxurious, natural, and minimalist by the personality of Galaxy Stone. The logotype of the logo uses sans serif,

Florence Sans SC Black which is easy to read and has an elegant impression.



Illustration 3.4

Branding media

Stationary, is a supporting media to introduce the identity of Galaxy Stone. The selected media are business cards and stamps. Product label that will be given to the product so that it can be recognized and remembered by potential consumers who see the product somewhere. Signage is needed for the Galaxy Stone brand so that the Galaxy Stone workshop can be easily found by potential buyers and can be increasingly known by the public. Instagram and Facebook were chosen because the media that effective to build awareness. Social media will be used to share various information related to Galaxy Stone and also to bring Galaxy Stone closer to its consumers. Previously, Galaxy Stone had used Tokopedia and Shopee marketplaces. The marketplace will be used as the main selling point for Galaxy Stone. In the marketplace, product photos will be made clearer and equipped with more informative explanations.

Website catalog

The typography uses on the website is DM sans serif for the heading and manrope for the subheading. The layout used in designing this website is to use a 1200 grid with 12 columns. For the layout process to run smoothly, a grid system is needed. The design that is used in this website is clean and minimalism to make it looks elegant and luxurious and make it easier for visitors to see information clearly and easily understand. The website catalog consists of the main page, product page, material, blog, material, and frequently asks question page.

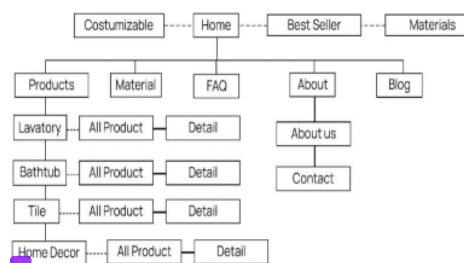


Illustration 3.5

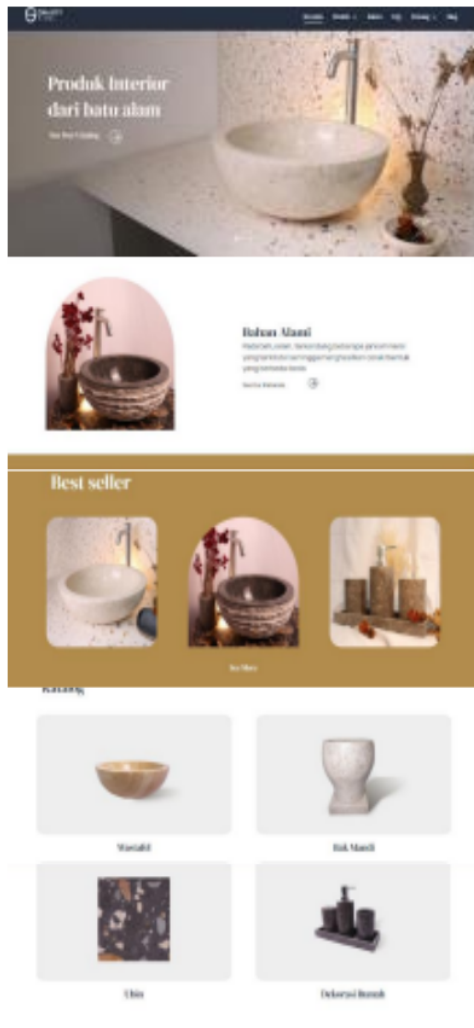


Illustration 3.6

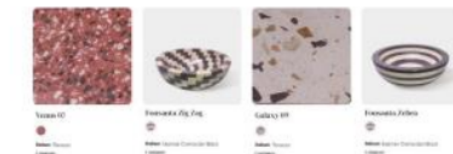
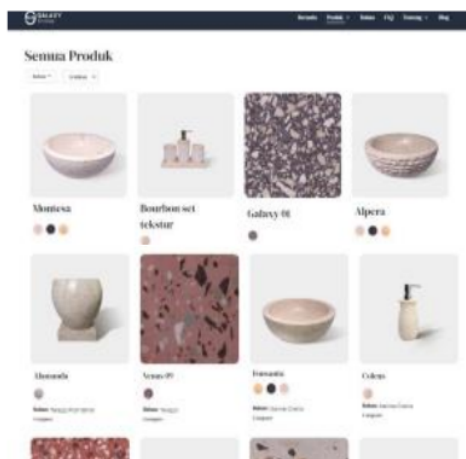


Illustration 3.7

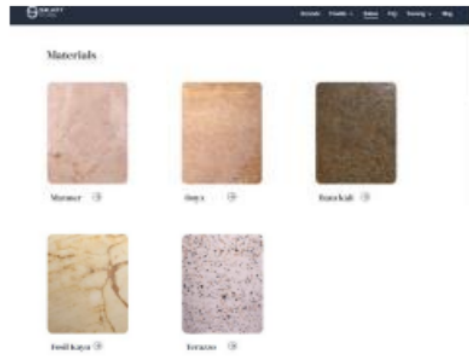


Illustration 3.8

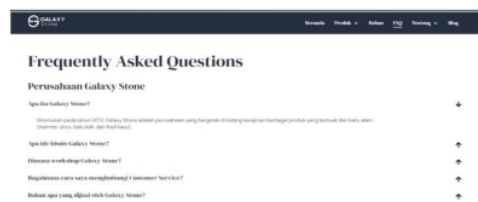


Illustration 3.9

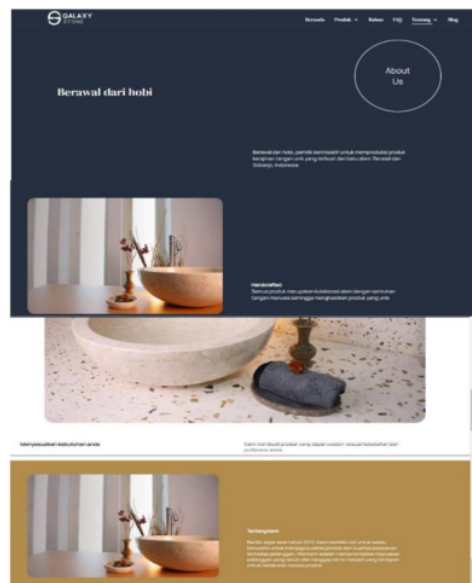


Illustration 3.10

CONCLUSION

From the research findings and discussions, it can be concluded that branding is needed to build a strong brand. From finding consumer insight, brand image, brand identity, brand awareness, brand essence, consumer insight and proposition, differentiation, unique selling proposition, and positioning, branding could be applied to any media to promote the brand so that it could be trusted by the target audience and that more target audiences know the existence of the brand. Also, the website catalog needed to make the target audience easily find the information about every product.

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