THE BRANDING STRATEGY OF MAKING PAPER CLAY PRODUCTS AS AN UTILIZATION OF PAPER WASTE

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ABSTRACT

The massive use of paper in human life has led to the accumulation of a huge amount of paper waste. This accumulation of paper waste is at risk of filling landfills, polluting the environment, and causing pollution due to improper processing of paper waste. Handling this paper waste problem can be made into an innovative business opportunity where paper waste can be made into paper clay. This paper clay will later be able to become a home decoration craft that has aesthetic value so as to increase the selling value while reducing and utilizing paper waste. The research method that will be used is qualitative which analyzes the strategy of how this business can compete in the current digital era by using appropriate branding and digital promotion strategies using ssocial media and online sales platforms.

Keywords: paper clay ; innovative business ; home decor

INTRODUCTION

Paper is one of the most common objects used in every human activity. It is often used as a medium for writing, painting, and drawing as well as making handicrafts. Generally, paper has various types, textures, and thicknesses. The most common type of paper used is white HVS paper which is often used in offices, schools, administration, books, and as a medium for various official letters, and others. As for other types of paper such as decorative paper, cardboard, and others are often used for craftwork as needed.

This massive use of paper has led to the accumulation of a very large amount of paper waste. Through data from the Ministry of Environment and Forestry's National Waste Management Information System (SIPSN KLHK) in 2022, it can be seen that Indonesia's waste volume reached 18 million per year, of which 11.2 percent was paper/cardboard waste (Kementerian Lingkungan Hidup dan Kehutanan, n.d.). Although paper is a natural material, it still takes 3 to 6 months to decompose completely (Defitri, 2022). The process of decomposing paper that

does not go through a sorting process will make the paper waste mix with other types of waste such as anorganic waste which will make the decomposition produce methane gas. This methane gas will accelerate climate change on earth, which is harmful to the environment. Paper waste that is often disposed of inappropriately is also found scattered everywhere and disturbs the beauty of the environment. Burning paper waste causes pollution to the environment as it produces harmful greenhouse gases that can lead to worsening global warming. The processing of paper waste that is burned will also cause pollution to the environment such as CO^2 and CO gas pollution which is harmful to health. Burning paper also releases small particles into the air when inhaled can lead to health problems such as shortness of breath, chest pain, dizziness and even loss of consciousness.

Paper is one of the easiest materials to recycle and reuse. By recycling paper into new paper, energy, and water can be saved compared to making new paper from trees. The paper has a high carbon content from its production process, it consists of more than 7% of global warming gases (European & Environmental Paper Network's Paper Efficiency Project, 2013). Paper can also be recycled several times before the cellulose fibers are completely no longer recyclable. Used paper can be shredded into paper pulp and made into new paper (upcycled paper). Not only can the pulp be made into new paper, but it can also be made into paper clay.

Paper clay is a clay made from cellulose fibers that are usually found in the paper (D'Souza, 2019). It is often made using paper or tissue that has been mashed into pulp and then squeezed and mixed with adhesive to form a soft and elastic dough that can be shaped. The cellulose fibers in paper clay create a strong structure in the clay. Paper clay can generally be made into various forms of craft products such as miniature sculptures and pottery for decorative purposes. This ceramic material can be made into vases, bowls, or pots for plants as home decoration accessories. The results of these handmade crafts have the potential to become a business as well as a means to utilize paper waste.

Considering the potential of paper clay that has been described above. A home decor business idea with paper clay material has been developed. When building a business, a new identity brand is needed. Paper clay material as a raw material for making home decorations is still fairly unfamiliar to the people of Indonesia. So that it requires an adequate branding and promotion strategy in order to compete with other home decor businesses. The meaning of the brand itself is an identity such as a name, logo, and design which is a means of identifying a product or service business that differentiates between one and another seller (Kusuma et al., 2020). A business can not be apart from the importance of the right promotion and branding strategy. Having good bran`ding will also create brand awareness for consumers. Brand

awareness means the ability of consumers to recognize a brand or brand such as certain names, logos, and slogans that are attached to a brand or how the brand appears in the minds of consumers automatically when hearing an item (Pranata & Pramudana, 2018). The function of a brand awareness is one of the supporting factors to determine the purchase intention of consumers on an item. Brands that have high brand awareness will make the brand familiar and easy for other people to recognize. This can increase the profit of a business because consumers will tend to buy goods that are familiar and recognized by people. In today's modern era, technology has developed widely. The promotion of a business is no longer implemented by word of mouth or traditionally. Social media such as TikTok, Instagram, Twitter have been emerging. Social media has become one of the most popular means of promotion today. The potential of this can be seen from the data of social media users in Indonesia. Reporting on We Are Social reached 191 million people in January 2022 where this number has increased by 22% from the previous year (Mahdi, 2022). The buying and selling process also does not have to be done traditionally or face-to-face. Currently, the buying and selling process can be done at home online through various media. Starting from online sales platforms such as Shopee or Tokopedia as well as through messages from Whatsapp which are practical and very easy for sellers and buyers.

Based on the explanation above, this research aims to create a branding of a home decor business with handmade paperclay with the purpose of educating consumers about paper waste. In this research, we also analyzed the right promotional media that are widely used and appropriate to be aimed at the target audience.

METHOD

In conducting this research, data is needed to support the progress of the research. This research focuses on analyzing the appropriate branding strategy for a handmade paper clay-based home decor brand so that the message will be conveyed to the target audience. The research method that will be used is to use qualitative research method, which is a descriptive research method that examines a reality or phenomenon using data analysis. Data collection methods will include primary data and secondary data. (1) Primary data is data obtained directly from the target audience through interviews, observations, and questionnaires. The primary data needed are branding analysis data, and data on consumer preferences in using media collected through a survey. (2) Secondary data is data obtained by making indirect

observations through written data, such as journals, books, online articles, and so forth. The secondary data needed are theories about branding and promotional media to help analyzing the data that has been obtained. Data that has been collected will be the basis for research to obtain results that will be used for making decisions (M. Makbul, n.d.). The collected data will be analyzed using data analysis methods. The data analysis method that will be used is by analyzing the brand, target market, visual analysis to design a visual brand that suits the target market, and analyzing the media used by the target and brands with similar products to match the appropriate media to be conveyed to the target. The research instruments that will be used are digital tools such as smartphones, laptop, social media, and the internet.

RESULT AND DISCUSSION

As a brand that is just being established, the brand name has an important role as an identity. For this brand, the name Selosa is a reference to the word cellulose, which is a fiber that forms the woody cell walls of green plants. These cellulose fibers play an essential role in forming sheets of paper (Putri, 2017). The name Selosa is used because its products utilize the paper as the main base material. The name is also used because it has a natural and aesthetic impression that matches Selosa's personality as a brand of room decoration made from the main material of cellulose paper.

The production of Selosa products starts with the production of pulp made from waste paper that is blended with water and then squeezed. The pulp is then mixed with PVAC glue, joint compound, flour, and baby oil until it reaches the desired consistency. After that, the finished dough is then molded using a mold with the corresponding shape. Because the characteristics of paper clay are not like clay in general, the molding process is necessary because it cannot be formed manually by hand due to its consistency. The molded and dried dough is then combined to form a vase. Then for the coloring process, coloring using paint was done by experimenting on the product, which was colored using acrylic paint when it was dry but resulted in a finish that was too glossy so it did not feel natural. The shape made also still has defects such as fragile edges and holes that are still too large. Then an experiment was conducted on the coloring process through pulp, namely by mixing the dye in the paper smoothing process. However, this method turned out to be less effective because it requires a lot of dye and the final color results will be different and can only be seen at the time of the dough preparation. Then a coloring experiment was carried out by mixing dyes in the dough mixing process which was considered to produce a more realistic color and not glossy and more efficient in the process because it did not require a lot of dye. An overview of the product shape

has also been made, such as the shape of a round and tall vase and a decorative bowl with a high bottom.

Figure 1. Example of Selosa product

When talking about brands, it is closely related to the term brand essence and brand positioning. Brand essence shows the distinctive values or identity that a brand stands for (Kalinin, 2020). When the brand essence is elaborated, it will present the function, differentiation, personality, and credibility of a brand. From the analysis that has been done, Selosa as a home decoration brand has a function as a decorative product that can beautify the house. A beautiful house will be able to provide comfort to its residents. Then for the differentiation of Selosa products is that Selosa products use environmentally friendly raw materials that will encourage sustainable living for its customers. In according with the target audience analysis which also targets environmentalists as well as those who have a hobby in home decoration. Selosa brand also has a simple, natural, and eco-friendly personality. According to Selosa as a brand that uses a minimalist concept in its products. As for credibility, Selosa is a brand that is just about to be established so it does not yet have any consumers. Therefore, the credibility of the Selosa brand still cannot be proven. Proof of credibility can be done by looking at the results of reviews and testimonials from consumers who have purchased products from Selosa. Based on the review above, it can be concluded that the brand essence of Selosa is that this brand is a home decoration brand with a concept that emphasizes a simple, natural, and eco-friendly personality, and emphasizes innovation in terms of environmentally friendly materials so as to differentiate this brand from its competitors.

In the words of various researchers, the meaning of brand positioning is the ability of a brand to position its brand when compared to competitors (Gunawan, 2013). This brand position is very important in the view of consumers when looking at a brand when it lines up with its competitors. Selosa positions itself as a unique brand because it has the most different innovations from its competitors who rely on product variations. Selosa is a sustainability-focused brand that utilizes waste paper in its manufacturing, making it an environmentally friendly brand. Therefore, Selosa's brand positioning: A unique and eco-friendly handmade home decor from recycled paper.

Market Segmentation or target market is defined as an attempt to divide the market intointo groups that can be differentiated from each other in terms of needs, characteristics, or behaviors that may require specific products and marketing strategies to reach them. The purpose of market segmentation is to minimize marketing efforts by focusing on buyers who are highly interested in buying (Wijaya & Sirine, 2016). Selosa has a target market that is categorized into 5, which are, (1) Demographically aged 25-35 years old, female, with middle to upper economic class, employed or or housewife. (2) Geographically living in big cities in Indonesia and in residential areas. (3) Psychographically fond of things about home decoration, have interest in nature, enjoy unique and new things, appreciate handcrafted products. (4) Behaviorally have spare time and have hobbies in terms of art and decoration, often spend time at home, and like to clean and tidy the house. Then (5) technographically often use social media and enjoy shopping at online platforms or e-commerce.


Figure 2. Selosa logo visual analysis

Selosa as a home decor brand emphasizes the concept of simplicity and nature. The characteristics of Selosa products are simple, using natural colors and textures and the use of

environmentally friendly raw materials. The logo of Selosa is a logotype with a curvy shape with a minimalist concept. The typeface used in the logo is a script type. The minimalist concept is used because it fits Selosa's personality as a simple, natural, and aesthetic brand. The shape of the letter S in the logo is curved to look like a vase with a hole in it, which indicates that Selosa is a home decor brand. While the leaf shape in the letter S symbolizes that Selosa is an environmentally friendly brand which is in line with the brand positioning of Selosa itself. Then, the color used in this logo is dark green the main color. The color is used because it is a natural earth tone color that gives the impression of an eco-friendly.
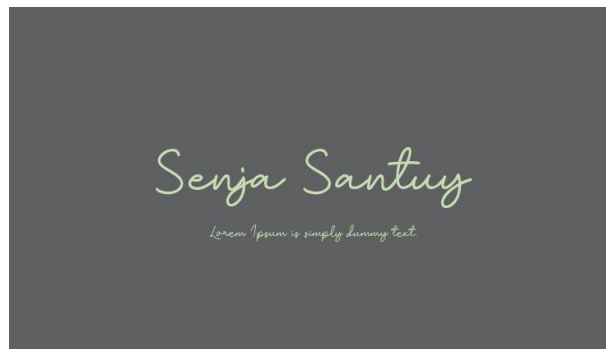
Figure 3. Senja santuy typeface

The typeface used in the Selosa logo is a script typography form that has cursive characteristics that create an esthetically pleasing impression. The name of the typeface used is Senja Santuy typeface by Zuzulgo. This typeface is also used because it has a feminine impression in the target audience of Selosa which is aimed at women.

The graphic appearance style used in this visual brand is minimalist, simple, and aesthetic. This is in relation to the products from Selosa, which has a minimalist and aesthetic concept. The colors used are natural earth tones that create a natural impression without leaving a minimalist and aesthetic feel. This natural impression is in the same brand positioning of Selosa as a sustainable home decor brand that is environmentally friendly. The language style that will be used is by using English and Indonesian. The use of English aims to add an expensive impression because it is aimed at the middle to the upper-class target audience. While Indonesian is used to leave a traditional and down-to-earth impression by the color tone used by this brand.

Figure 4. Selosa graphic appearance style

When marketing its products, Selosa uses various media to convey the message it aims to deliver. The use of promotional media is very important in a business because it is used for the purpose of offering products or services that have the aim of making potential customers interested in buying the products offered (Augustinah & Widayati, 2019). The use of promotional media is also useful for spreading information about a product to the public, increasing sales numbers, and increasing brand awareness or product image in the eyes of the public. The media used are offline media and online media.

The offline media are the application of Selosa's branding to convey the messages directly to the consumers. The media used are business cards, stickers, and thank you card as well as product care instructions. Selosa's business card will be used as an introduction to the brand. The card contains Selosa's logo, owner's name, city, phone number, and Instagram. The card is made of craft paper with a size of 9 x 5.5cm which consists of two sides. In addition to business cards, Selosa also uses logo stickers and packaging stickers. This sticker will be placed during the packaging process, which is outside the packaging box to maintain security and the words do not slam to protect the product inside. Then a round sticker with the Selosa logo will be placed on the product inside the packaging to signify Selosa products. Then there is also a Thank you Card and Product Care which will be given to customers who have purchased Selosa products. This card will contain a thank you for buying the product, product care instructions, and instructions for managing paper waste properly. The card will be 15x21cm folded into 2 with 4 pages. The card will also be made of craft paper.

Figure 5. Selosa offline branding media

Selosa will market its brand through an online platform only because the Selosa brand is newly established. David and George (2001: 20) who wrote in a book entitled Marketing Research, explained that online marketing uses networks to reach customers. Opportunities from online marketing are gathering more users because it has become a communication tool that provides opportunities for product marketing. Online marketing is a form of building customer trust through online activities in the form of promoting services and products that can fulfill customer satisfaction. The activities contained in online marketing are inseparable from the online transaction process which will be more practical and effective in the buying and selling process.

The use of technology gives marketers business opportunities. Digital-based marketing strategies will be useful in analyzing consumers who are beneficial to sellers in making decisions through information obtained from consumers directly. This makes the strategy implemented by the business where the target market is located (Prasetyo et al., 2020). In using digital marketing, sellers need to know how the digital market is developing which will be very influential in improving the brand and bringing in customers. The more target markets that are using technology, the easier opportunities marketers can do in researching, evaluating, and analyzing, products or services consumed by consumers. One of digital marketing is online marketing using social media. Social media marketing means the use of social media to

increase visibility on the internet in promoting services or products. The wide range of social media users is very useful in building social networks in exchanging ideas or information with fellow users. In business, social media also has an important role in promoting a product where the existence of social media creates a growing impulse that leads to customer purchasing decisions. Social media promotion can be in the form of content, reviews, account comments, and tags.

In this case, analyzing the use of the right online media is needed so that product offerings can reach the desired target. To analyze the online media to be used, the author conducted a survey and market observation on media that can reach the right target market. This survey aimed at the target market of Selosa, which has specific criteria, such as females, 25-35 years old, and have a passion for home decor. The survey was related to the preferences of social media used by the target customers and the reasons for using the media. The respondents who have been interviewed and observed amounted to 4 people who often buy home decor products and like things related to decorating the house.

In using social media, the respondents mostly use Instagram, Pinterest, and Tiktok. Instagram is usually used because of its wide range of features and various informative content on the platform. While Pinterest is used because the platform contains images that provide inspiration for home decor lovers in decorating the house. Also, Tiktok is a short video sharing application where users can recommend, review, and promote a product. Tiktok is also the place where many viral events occur in the world of social media. From the observations that have been made, the interviewees chose Instagram as the best media. Various reasons were chosen because Instagram is a broad platform. Instagram itself has a variety of features that can make it easier for users to find information. Features such as feeds, stories, reels, and various kinds help users find the products they need. Instagram is used by various groups of users. Starting from teenagers to adults. Based on data obtained from Napoleon Cat, there are 97.38 million Instagram users in Indonesia as of October 2022 (Rizaty, 2022). This figure shows the number of people who use Instagram. Instagram is also a place for users to share their interests, including home decor. The interviewees use the media to find information and references about home products such as reviews and product promotions. This creates an opportunity for Selosa products by using Instagram as one of its promotional media. Instagram has become one of the main media for marketing a brand. The ease of reaching customers with Instagram makes this media one of the promising platforms. For example, Instagram's story and direct message features allow potential customers to interact directly with sellers. Instagram feeds are also a means to market product catalogs with pretty good image quality.

Instagram itself facilitates sellers with the Instagram Ads feature which is very helpful for promoting sellers' products.
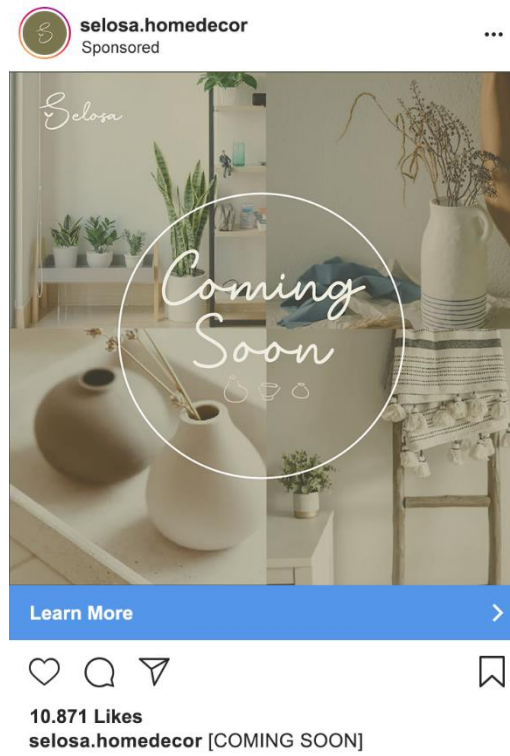

Figure 6. Selosa instagram ad mockup

Through the explanation above, Selosa will use Instagram as the main promotional medium in marketing its products. Instagram media will upload content related to home decoration. An introduction to paper clay and an encouragement to process waste paper properly will also be included as one of Selosa's ways of conveying messages to potential customers. Selosa's Instagram will also contain product catalogs and product specifications. For Instagram features, Selosa will use the Instagram story feature to interact with potential customers and also Instagram advertisement so that the brand can be promoted widely.

A business that is being promoted online can not be apart from the process of buying and selling transactions that use the same method. Now that technology has developed, the buying and selling process is no longer traditional. Many online sales platforms have emerged such as Shopee, Tokopedia, Blibli, and even social media now have features for buying and selling such as Tiktok Shop and Instagram Shop. The four interviewees who have been surveyed choose to prefer online over offline even though when shopping offline, the quality

of the goods can be checked directly. The interviewees chose Shopee and Tokopedia as the online platforms they usually use. Shopee users in 2022 according to data from iPrice reached an average of 131.3 million visitors per month. Meanwhile, Tokopedia reached 158.3 million visitors per month in the same period (Ahdiat, 2022). A large number of users of these online sales platforms has increased marketing opportunities using similar platforms to achieve profits. A large number of users of the online buying and selling platform are driven by the easiness of buying and selling process. The interviewees explained that one of the reasons for shopping online is because the buying and selling process is practical, there are many free shipping vouchers, and it is easy to see product catalogs. The online buying and selling platform also provides easy payment features so that the buying and selling process becomes much more practical and is popular with users. Goods sold online are also known to have a market price that is sold at a lower price compared to the price at the offline store. Shopee as one of the best buying and selling platforms has various features that support the buying and selling process. There is a Shopee Video feature that allows sellers to post product videos so that customer can check the product through a video. Shopee has a lot of free shipping vouchers that is quite useful when checking out purchases which makes online shopping cheaper. On the online shopping platform, there is also a review feature that allows customers to provide reviews on a product so that the credibility of a product can be considered from this feature.

Seeing the factors described above, Selosa will use Shopee as a means of buying and selling products. Shopee is accessible using a laptop through the website or application available on smartphones so as to provide easy access to buying and selling products. Furthermore, Selosa products will be available in the product catalog at Shopee so that the customers can easily see the product catalog and make the purchase process.

CONCLUSION

In today's digital era, Selosa as a newly established brand has a long journey to promote its products. As an eco-friendly brand, Selosa has created a new trend in the brand that is different from other home decor brands. This can be seen from Selosa's brand essence which emphasizes the concept of simplicity, nature, and eco-friendly. Selosa is also a brand that utilizes paper waste in the process of making its products which makes this brand unique. The branding strategy used by Selosa is not only focused on profit earning but also includes a strategy on how the message to be conveyed will be reached the target.

The visual branding of Selosa that targets women is by the characteristics of consumers who like the field of home decoration. The visual branding of Selosa is expressed in the form

of a logo, typography, and visual appearance style that looks feminine, minimalist, and aesthetic. Selosa in marketing its products also uses various media as an implementation of the visual branding that has been thoroughly analyzed. The media are the offline medium that is aimed at customers and online media that is aimed at potential customers. Offline media such as business cards, thank you cards, and packaging stickers are used to convey the message that Selosa wants to convey. The media will be given during Selosa's product packing process. In addition to using offline media, Selosa will market its products using online media such as Instagram. Instagram was chosen based on the analysis conducted by the interviewees who chose Instagram as the most user-friendly and informative social media for marketing the products. Selosa's Instagram will contain information about Selosa's brand, an invitation to process waste paper properly, and Selosa's product catalog and specifications. As for the buying and selling transaction process, Selosa will use the Shopee platform which has various features that make it easier for consumers to process purchases. The use of these digital media is expected to make Selosa market its products effectively and become a brand that can compete with its competitors.

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