

Branding Strategy of Suke House Bandung

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ABSTRACT

Suke House is a company in the culinary field that produces various kinds of mixed milk and cheese drinks. The products from Suke House contain nutritious milk and cheese and are useful for making the body feel fresh. The branding design aims to increase the awareness of the Suke House brand. The method used in this research is a qualitative research method, and produces descriptive data, such as interviews, field notes, Figures, and others. The design of branding is done through a strategy of value, exposure and awareness. Various efforts have been made, starting from designing a logo and tagline that displays a simple, minimalist impression, and has a meaning that contains good hopes for the company. In addition, designing attractive and efficient bottle packaging, presenting Artisan, holding a giveaway, using testimonials from public figures to improve product image, collaborating with other businesses to get sponsorship, and so on. With this branding strategy, it is hoped that brand awareness can be created in the minds of the public, so that Suke House products continue to develop and have unique characteristics.

Keywords

Branding strategy, logo, tagline, packaging, beverages

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Introduction

For some people who are just starting a business, the culinary business is often tempting to try. Starting from a hobby in the culinary field such as trying various recipes and doing food and beverage creations, many people have developed their hobby while earning rupiah. Apart from being a productive business vehicle, culinary is also capable of being a fun hobbyist. The culinary business is increasingly booming with ever-increasing variations, it is based on the various innovations made by budding entrepreneurs to find new recipes and new variants in culinary.

In Bandung, one branch of the culinary business that is currently in demand is the beverage business. Even though it is considered a small business, the beverage business has invited many young entrepreneurs to open this business. The weather, which is always hot every day, makes young people hunt for refreshing drinks. Most young millennials today are often curious about the taste of contemporary drinks that are unique, interesting, and delicious. This encourages young entrepreneurs in Bandung aged 19-35 who were born in the 80s or 90s to compete to create new types of interesting and innovative beverage creations. One of the drinks that is the result of

innovation and is popular with young people, for example, milk cheese or abbreviated "suke" which was created by a group of young people in Bandung with the brand "Suke House". The beverage products produced by Suke House were originally milk cheese drinks mixed with quality syrups. Over time, Suke House is currently bringing out various new drink variants such as vanilla mango, popcorn caramel, and others. Based on information from Riesta Rinanda (in jabar.antara.news.com), one of the founders of Suke House, he said that in a month he made a profit of around 10 to 13 million rupiah per month from this beverage business.

Seeing that today many companies are competing to gain popularity in the community and strive to be the best example of product branding. In addition, similar business competitors are emerging in the city of Bandung. Suke House strives to keep its products in demand and in demand by consumers. For this reason, Suke House created a branding strategy so that it could continue to market its products and still attract consumers. Various ways have been made to promote Suke House, one of which is through the creation of a logo, tagline and promotion through social networks. "We maximize the use of Instagram and sometimes use influencer services

to attract users. There is also Line, Facebook, and now working with Go-Food and Grab-Food," said Riesta. In addition, Suke House also frequently participates in various events, collaborates with other business competitors in Bandung, provides live music or other activities to promote and obtain sponsorship. This study aims to determine how the Suke House branding strategy is effective for building strong brand equity in the minds of consumers.

Literature Review

The branding strategy is a communication strategy carried out by the company in the process of building and raising a brand. Branding strategies can be carried out in various ways, ranging from organizing events or creating promotional programs to attract the attention of target consumers to try and consume the products offered. Branding strategy is an important part and a top priority for a company to create competitive advantage that is beneficial for the company in today's business competition. The branding strategy is useful for increasing consumer loyalty, and making the brand the top of mind in the market. Branding will also shape perceptions in the minds of consumers through perceived experiences, and every element of the brand (name, logo, packaging, mascot, strategy, etc.) will help consumers remember the company.

The benefits of a branding strategy will provide benefits in the long run. A good brand will create a branding strategy to reach brand awareness in the community. Elements of the brand such as names, logos, taglines, trademarks and packaging are important components in building public perception. Most people remember a product from its logo design. For example, if a consumer already has a perception about a product that is seen as the best, then he will remember the logo and packaging as his benchmark in finding that product. This is one of the benefits of branding. In forming these elements, a design or strategy is needed that is able to promote company goals and information to consumers.

Methodology

The method in this research is qualitative. Data collection techniques obtained from the results of

observations, interviews, documentation, and literature study. Observations were made to observe the phenomena that occur in the community regarding the products and location of Suke House, which is in the Bandung area. Interviews were conducted indirectly with one of the founders of Suke House Riesta and Juldán which were conducted on 27 January 2021, 31 January 2021, and 2 February 2021. Interviews were conducted via chat and telephone via WhatsApp. The interview was unstructured / open, focused on matters related to the strategy and results of the Suke House branding design.

To complement the data and information, literature study and documentation techniques are used by studying various written data and documentation related to the research subject, such as the profile of the founder, product catalogs, photographs related to promotional media and the design results of the Suke House branding graphic design.

The data analysis process begins by examining all available data from interviews, observations, literature studies, and documentation. The research data is processed through the following steps:

- Observe and analyze types of businesses, profiles of founders, product catalogs, photos of Suke House activities
- Observe and analyze the branding strategy and the promotional media for Suke House
- Observe and analyze the results of the Suke House branding design
- Describe the findings

Results and Discussion

This business is named Suke House which stands for the product of its first drink, namely "Cheese Milk". The founders of the company got the idea started when they often visited cafes in Bandung and found monotonous (non-varied) types of drinks, so they came up with their idea to start a business in the culinary field using dairy and cheese products. From November 2018 to February 2019, Suke House was temporarily on hiatus to prepare by evaluating and improving the quality of the company. This was done to achieve success at the opening of its inaugural shop on

April 15, 2019, which is located on Jalan Sumbawa No.28 Bandung.

Suke House is a product brand in the Food & Beverage sector, which has milk-based products mixed with quality syrups. Suke House was first released in the form of bottled drinks on May 5, 2018 by three young people named Rangga Mahardika, Juldan Prabowo, and Riesta Rinanda. Rangga and Riesta are students majoring in the Journalism Faculty of the Islamic University of Bandung (UNISBA) while Juldan is a student majoring in graphic design at Widyatama University. Apart from being the owner, the three of them also play a double role in running the Suke House business. Riesta acts as Public Relations concurrently as Marketing, Rangga as Finance concurrently as Product Development, Juldan as Principal of Branding concurrently as Operational Division. Currently, Suke House has 7 freelancers and 1 permanent employee.

In an effort to increase brand awareness, suke house has a branding strategy that refers to three words, namely value, exposure & awareness.

- Value

Value here means having a selling value. To improve product quality and selling value, Suke House is always open to customer tastes. This is symbolized through an "Artisan". This artisan is a beverage brewer who works at Suke House, he who makes Suke House products able to have distinctive features in the eyes of customers, because they are able to produce the latest variant drink menus obtained from experimental results through customer requests. Each concoction that comes in from the customer, is then received and presented to the operational department to be assessed. After that, if the drink concoction is approved, a new variant of the drink menu will appear and be appointed as the new Suke House menu. On this occasion, an artisan gets royalties from the concoction of menus and sales of new menus that they have done.



Figure 1. A worker called "Artisan" who works at Suke House.

Source:

<https://www.instagram.com/p/CKGG2H7IFRB/>



Figure 2. Ingredients for making drinks in Suke House

Source:

<https://www.instagram.com/p/CBfT6qYIEUU/>

- Exposure

Exposure itself is defined as the attention received from many people so as to make things that are displayed by influencers such as goods, services, places and so on to become better known to the public. To increase public exposure, one of the efforts made by Suke House is to hold a giveaway through Instagram social media. For example, Suke House determines the theme of the giveaway in advance on the condition that someone who participates in the giveaway is obliged to follow Instagram @ suke.house and invite his colleagues to join the giveaway. And those who win the giveaway from Suke House are entitled to a prize. These efforts have so far been able to increase the

number of Instagram followers of Suke House, so that Suke House products can easily be recognized by the public. One of the giveaway collaborations carried out by Suke House is the TUF brand.



Figure 3. Giveaway Suke House x TUF

Source: <https://www.instagram.com/p/B1OUCuGliN5/>

In addition to giveaway, to increase community exposure Suke House often collaborates with other businesses to obtain sponsorship. If you have obtained funds from sponsorship, then Suke House provides a variety of interesting activities as a promotional forum in the creative field, such as the promo for the band's music album "Wedding Jahe", sharing with Ardan Radio Bandung, and others. This activity also introduced the location of Suke House which is on Jalan Sumbawa No.28 Bandung to the public, so that they are willing to come with their friends and enjoy various product variants from Suke House.



Figure 5. Collaboration with Ardan Radio Bandung to Raise Sponsorship Funds

Source: <https://www.instagram.com/stories/highlights/17946181309055488/>

The success of the Suke House business cannot be separated from influencer services to attract followers on Instagram. In addition, the company also seeks to highlight testimonials from well-known public figures in Indonesia, for example Mrs. Atalia Praratya, the 70sOC band, and famous actor Jefri Nichole who accidentally stopped by or consumed Suke House products.



Figure 4. Promotion of "Wedding Jahe" Music Album

Source: <https://www.instagram.com/p/B2vWEYkl nIq/>





referred to here are various ideas, ideas, suggestions, and criticisms obtained from customer reviews, all of which are accepted by the company as very useful input. Like a family, Suke House always introspects itself and evolves towards a better one, so that it is able to continue to develop and grow like a family.

The design of the Suke House logo itself depicts the identity of a possession, quality assurance, or to avoid imitation or piracy by other competitors. Logo design also has other functions, namely branding, expressing emotions and promotion percentage. The Suke House logo is designed with a simple visual impression, unique, easy to remember, has a versatile function, in accordance with the company's philosophy. The Suke House logo is in the form of the tagline "Save Your Mood". "The tagline Save your mood is an identity slogan, which aims to inspire and motivate Suke House employees and consumers.

Figure 6. Public figures testimonial as a strategy to increase the Suke House products

Source: <https://www.instagram.com/stories/highlights/17915065981150533/>

- Awareness

The definition of awareness is the extent to which customers are able to recognize the Suke House brand in any condition. Suke House's efforts to raise customer brand awareness, among others, by creating a logo that is simple and easy to remember. The Suke House logo has a strong identity, analogous to the logo of a house door which contains a family inside. The family

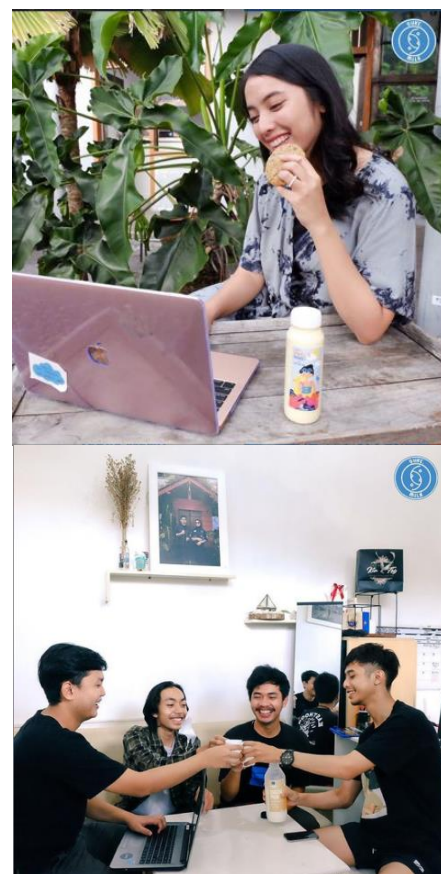


Figure 7. Illustration tagline of "Save Your Mood" when public consuming Suke products

Source: <https://www.instagram.com/p/CGg6W1j11Pt>

The icon used in the Suke House logo is a combination of two smile icons ":)" which symbolize happiness. The thickness of the outline used on the logo symbolizes the assertiveness and creativity of family members from Suke House, which includes: creative in making drinks and their respective fields, the Suke family is very open minded to customers, has rules that do not burden customers, often shares knowledge with customers. For this reason, the Suke house is likened to a house that has a family with the character of each person who is humble. The blue color means calm and broad, in carrying out work and creative processes at Suke House, you need calm and useful knowledge.



Figure 8. Suke House logo

Source: Personal Documentation

Logos also have an important role in marketing and promotional activities, especially if the logo has a unique and positive design. So, Suke House tries to educate the public to be able to have brand awareness. With the emergence of brand awareness in the eyes of the public, a logo is able to describe the image of the Suke House entity so that it is easily recognized and remembered by the public.

In addition to the Suke House logo, branding is also done through packaging design. Suke House product packaging materials use recycled PET type plastic. Suke House also opens opportunities for graphic designers who have ideas and ideas for designing product packaging designs, but after the design is entered, a sorting process will be carried out through an internal team to choose the best design.

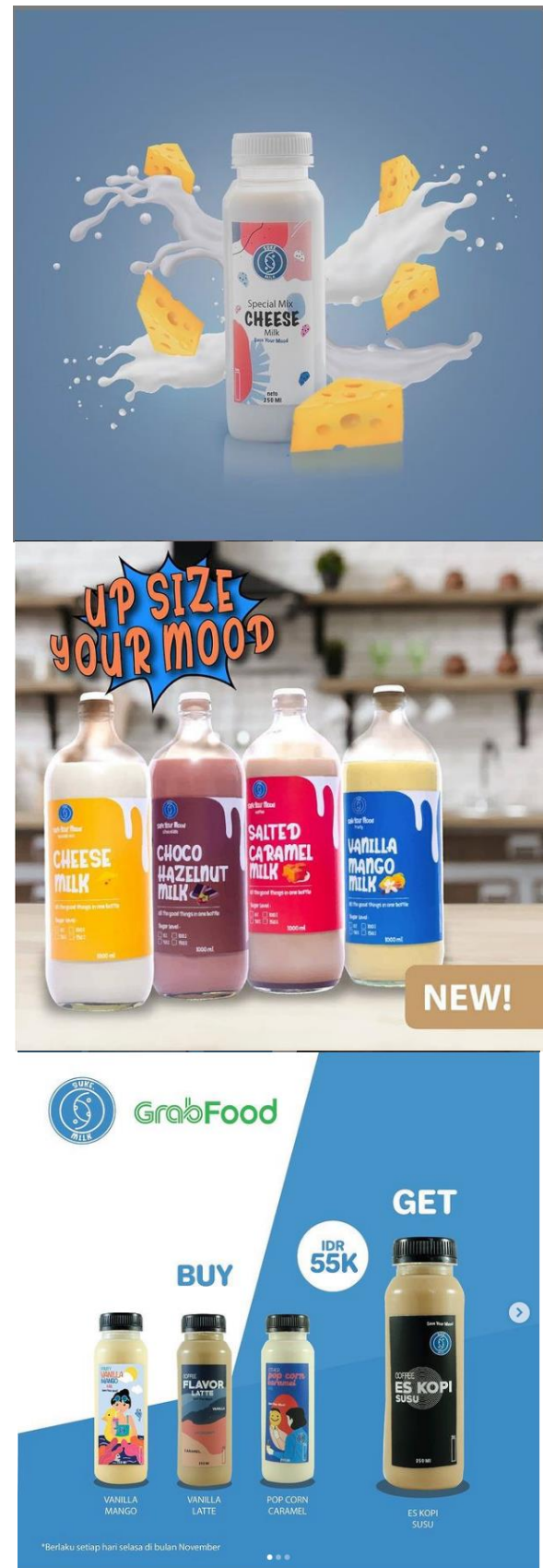


Figure 9. Packaging Design and Promotion Media of Suke House

Source: https://www.instagram.com/p/B-_F173IXAn/

Conclusion

Branding is an important thing for the Suke House company. They are willing to build their company branding over the years to increase brand awareness in the minds of consumers. The Suke House branding process is carried out through a value, exposure and awareness strategy. Various efforts have been made from designing attractive logos, taglines and packaging, presenting Artisan, holding giveaways, using public figure testimonies to improve product image, collaborating with other businesses to obtain sponsorship, and others. Of course, this company's branding process costs a lot of money. Company branding also requires research so that the company does not get the wrong target with the desired branding. One of the reasons is because there will be many benefits to the company, including: 1) providing attractiveness to consumers, 2) making it easier for companies to get customer loyalty to products, 3) opening opportunities for companies to set a middle low selling price 4) opportunities for owner to make product innovations 5) to become a differentiator or certain characteristics that differentiate the company's products from those of competitors. That is the explanation of the Suke House branding strategy, it is hoped that Suke House will be able to carry out a better branding strategy for the advancement of its products and business efforts, so that the Suke House business performance will continue to grow.

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