



CUSTOMER RELATIONSHIP MANAGEMENT CONCEPT IN BUILDING BRANDING LAUAK BADA BUSINESS AT MANDEH TOURISM AREA

Radius Prawiro¹, Novi Trisna², Annisak Izzaty Jamhur³

^{1,2,3}Universitas Putra Indonesia YPTK Padang

¹rcradius2210@gmail.com, ²novitrisna@upiyptk.ac.id, ³annisakizzaty@gmail.com

Abstract

The concept of CRM is a concept aimed at establishing a good relationship with the customer. The concept of CRM appears based on the paradigm that sellers should be able to maintain the loyalty of consumers who buy their products. The business strategies found in the CRM concept aims to increase customer satisfaction so that it can improve consumer loyalty. In this era of digital and globalization nowadays, where information is so accessible and enjoyed by all circles using the application Pika CRM is very helpful business people in marketing their products, a strong brand can make it very easy to know and sell to consumers because branding or brand users feel so very important to have. Many companies and independent business units currently depend on the brand to market the products they produce so that they can sell easily with a brand that is already known to the community. One of the growing business units currently is a business unit of the side dish of the Mandeh area of West Sumatra's south coast. Therefore, the important role of good and interesting branding is necessary to increase the sales of the Mandeh area side dishes at a higher price.

Keywords : CRM, Branding, Business Unit, Application Pika CRM

INTRODUCTION

CRM (Customer Relationship Management) is the integration and strategy used by companies to handle interactions with customers[1]. Through this CRM we can find the most updated information about customers, starting from complaints, product requests, and types of services that need to be improved. Currently there are many business actors who are trying to be active on social media to be closer to their customers, this form of CRM is traditionally a customer service connected via telephone, but now it is in the form of an application that can also be connected to social media so that it is easier and no need to lose track, the function is even more flexible[2]. There are many benefits that can be obtained from CRM in branding, but not all companies and business actors understand how to use it, including the Lauak Bada business unit in the Mandeh area which

still uses manual methods in marketing their products[3]. Lauak Bada is a type of food that is in great demand by many people, in addition to its less complicated processing methods, not too expensive prices and good taste [4]. In addition, the Mandeh area, which is one of the areas in West Sumatra, is famous for its natural marine wealth, and most of the residents in the Mandeh area have fishermen's eyes. Usually the fish caught by fishermen, they process it into dried fish or usually called Lauak Bada[5]. Lauak Bada that has been processed is usually sold to the warehouse at a price determined by the warehouse owner. This results in less income received by the fishermen, because the warehouse usually buys from fishermen at low prices and resells them at high prices[6]. For business units such as lauak bada in the Mandeh area, it is very important to create a brand so that it is better known by the community and fishermen can sell this lauak bada directly without having to sell it to a



warehouse[7]. With this branding, it is hoped that Lauak Bada in the Mandeh area will be more famous and fishermen can market it more easily[8]. Brands in marketing are very diverse. Brand can involve one or a combination of several factors (name, term, sign, symbol, or design) to identify a product or service provided by the seller (combination of sellers) that distinguishes it from its competitors. Brands can distinguish one product from another and provide certain value to these products". Brands can strengthen a person's trust in a certain product. Brand evokes certain emotions, and is one that influences or encourages someone to behave in a certain way, for example, buying or not buying something[10]. Brand was created to convince potential customers about the superiority of a product's quality, reliability, social status, value, or safety standards. Brand indicates that every product bearing a certain brand comes from the same manufacturer, distributor, or origin[11].

METHOD

This research was conducted in the Mandeh Pesisir Selatan area of West Sumatra from February to March 2020. Data were collected using in-depth interview techniques with key informants, namely the fishing community to answer the research objectives. Data collection is complemented by field observations and literature studies. The collected data were analyzed using descriptive qualitative methods and then drawn conclusions and recommendations.

The process of identifying problems that occur in the lauak bada business in the Mandeh area, there are still many deficiencies in knowing their business products so that the income of the fishermen there is still minimal. The process of collecting data by conducting observations and interviews with the fishermen of the

Lauak Bada business in the Mandeh area of West Sumatra.

RESULT

So far there has been no official logo for the sale of Lauak Bada in the Mandeh Pesisir Selatan area of West Sumatra, only manual sales are carried out, namely by selling directly to the people around the Mandeh area and this is certainly not perfect because of the limited marketing of the side dishes, so that people do not. can sell more at a reasonable price too. It is hoped that the new **Branding Logo** can help all these problems.

Logo design which is a functional requirements analysis will include several stages. A logo is very important to introduce or promote a company, products and services to the wider environment, in this case the community. A logo is a reflection or image of the identity of a company or individual. A logo can provide a (visual) picture of what a person or a company is doing. With the help of a logo, it can make it easier for the public (audience) to remember a company and what products or services it provides. In the process of designing the Lauak Bada logo, using a simple concept. The lauak bada family logo design concept uses elements from the visuals of fish, sun and beach. All other visual elements will be combined with a simple layout technique but still reflect an impression that matches the identity.

Logo Design Discussion

The design of the lauak bada logo is a picture or face of the identity of a company. In such a broad business environment, nothing can help a company or product stand out from the other companies and products other than a logo. Logos are an essential part of brand recognition. Through other marketing activities such as



advertising, consumers began to associate logos with companies. Public recognition of logos is not an easy job, that's why logos have their own meaning and characteristics, and may undergo changes. The lauak bada logo is designed in accordance with the USP (unique selling proposition), namely, using views of the sea and sun as a form of illustration of the lauak bada producing area.

Concept

The concept of making the Bada Mandeh Brand / Business logo is made as an identity in the form of a combination logo, namely the combination of elements or distinctive images of the business with text. Use a light color so that the logo is easily visible. And has a great meaning in every element in the logo.

Manual Sketches



Figure 1. Manual Sketches



Figure 2. Manual Sketches Concept

Digitaliation Process

LLDIKTI Wilayah X

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Figure 3. Step 1



Figure 4. Step 2

WARNA

	CMYK : 5:9:59:0
	CMYK : 1:54:99:0
	CMYK : 0:94:100:0
	CMYK : 94:0:2:0
	CMYK : 98:5:6:20
	CMYK : 22:16:17:3
	CMYK : 0:0:0:100

Figure 5. Color Concept

Final Logo

The final side dish branding logo for the Mandeh area can be seen in the Figure below:



Figure 6. Final Logo
Logo Philosophy



Figure 7. Sunset

This sunset view illustration was taken aims to inform that West Sumatra Province has a large coastal area and has beautiful views. Sehingga can attract many tourists to come to the Beach Area and buy Bada Mandeh Products.



Figure 8. Water

This water describes seawater which is the origin of the place where the staple ingredients of this product are obtained, namely Bada Fish which can only be found in the sea. Kemudian water is also a symbol of coolness in the hope that all consumers who buy this product will not cause disappointment and like the products of Lauak Bada at Mandeh's business.



Figure 9. Tag Line

As a Marker Brand / business. Taking red, yellow and orange colors because they have the meaning that is strong and enthusiastic. In accordance with the vision and mission of Usaha Bada Mandeh.

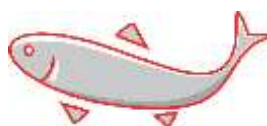


Figure 10. Fish

As a sign that this product is processed from fish. Then also bada fish is a fish that lives in almost all seas in Indonesia as well as the Bada Mandeh brand / business this must be able to spread throughout Indonesia.

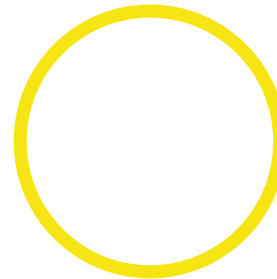


Figure 11. Circle

This circle was taken because it has a good meaning, namely Concentration, etermination in reaching the target and the yellow color means courage and enthusiasm. in ccordance with the vision and mission of this Bada Mandeh Product Business, namely Becoming the best-selling seller and supplier of bada side dishes and becoming a well-known brand in West Sumatra Province and even out of West Sumatra Province

Logo Results

The result of this brand logo is applied in one of the merchandise of the Lauak business in the Mandeh area.



Figure 12. Logo Results



CONCLUSION

From this research, the logo design is created as the identity of Lauak Bada as well as the promotional media for Lauak Bada in the Mandeh area to the wider community, so that it gets a better impression and is better known by the public. In addition, a logo is the identity of a product so that it is different from others and a sign of ownership to distinguish business ownership even though it operates in the same field.

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