REDESIGN OF THE WARUNG PEJALAN SURAKARTA LOGO TO STRENGTHEN BRAND AWARENESS

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Abstract

A logo redesign is a strategic step in strengthening brand awareness for a business. Warung Pejalan, a coffee shop and literacy community based in Surakarta, faces challenges in establishing a consistent and communicative visual identity. This study aims to redesign the logo of Warung Pejalan as an effort to enhance a more relevant and adaptive visual identity, particularly targeted at young audiences and the local community. The method used is a qualitative approach through observation, interviews, literature review, and documentation, analyzed using SWOT techniques. The final output consists of a new logo design and its implementation across primary media, accompanied by a visual perception survey of potential consumers. It is expected that the result will provide a visual solution that strengthens the brand's image and positioning.

Keywords: logo, brand awareness, rebranding, Warung Pejalan

INTRODUCTION

The habit of drinking coffee has become an essential part of urban lifestyle, especially among the younger generation. Coffee consumption is no longer merely an act of drinking but has evolved into a social culture involving work, discussions, and collaborative creative activities. This phenomenon is marked by the rapid growth of coffee shops across major cities in Indonesia, including Surakarta. According to Toffin Indonesia (2021), the coffee shop business in Indonesia has grown by approximately 15–20% annually, with more than 2,900 establishments operating in the Greater Jakarta area and other major cities, including Surakarta.

This trend has contributed to a new paradigm of social spaces and interaction among young people. Coffee shops no longer function solely as beverage vendors but have also become community hubs and alternative productive spaces. This aligns with Arifin's (2020) findings, which describe coffee shops as symbolic "third places" after home and work/school—particularly for Millennials and Gen Z.

In Surakarta, competition in the coffee shop industry has become increasingly intense. Each brand competes to offer unique concepts, quality products, and distinct atmospheres as key selling points. However, as coffee quality and menu variety have become standard across most

establishments, differentiation strategies now need to focus on branding—particularly in building strong brand awareness and a distinctive visual identity. Branding plays a vital role in distinguishing one coffee shop from another. As Wheeler (2013) emphasizes, visual identity serves as the "face" of a brand, shaping consumer perception and recall of a business entity.

Warung Pejalan is a small coffee shop established in 2017, frequently relocating around the Karanganyar–Surakarta border. It offers various beverages, including coffee-based, tea-based, and milk-based drinks. Additionally, it features a free reading space or mini-library, which adds unique value compared to typical coffee shops.

Despite its potential, Warung Pejalan remains relatively unknown to the broader Surakarta community. Its primary issue lies in a weak visual identity and the lack of a consistent promotional strategy. Currently, its promotion is limited to social media—particularly Instagram—but with low frequency and no targeted content strategy. This results in minimal audience reach and challenges in building a strong brand image. According to Statista (2023), 82% of internet users in Indonesia actively use Instagram, making it a powerful platform for visual brand communication, especially among youth segments.

Furthermore, Keller (2008) states that brand awareness is the initial stage in building strong brand equity. Without brand awareness, consumers are unlikely to recognize or recall a brand among numerous competitors. In this context, Warung Pejalan needs an effective visual identity redesign strategy to develop a consistent, distinctive, and memorable image for its target market.

Given these challenges, the redesign of Warung Pejalan's visual identity emerges as a crucial solution—not only to address communication gaps but also to strengthen the brand's position within the competitive creative coffee shop industry in Surakarta. Thus, the logo redesign becomes a strategic step toward shaping a stronger, more relevant, and consistent brand image while increasing brand awareness as part of the business's positioning strategy.

IMPLEMENTATION METHOD

This research employs a qualitative descriptive-exploratory approach, selected for its ability to deeply investigate conceptual aspects and visual perceptions. This approach is used to understand social, cultural, or human behavioral phenomena by focusing on the exploration of meaning, groups, individuals, experiences, or specific contexts. The following are the qualitative data collection techniques used in the study of Warung Pejalan:

A. Data Collection Techniques

1. Literature Study
   A literature review was conducted on theories of branding, visual identity, and logo studies, drawing from sources such as Wheeler (2009), Keller (2008), and Statista (2023) to understand the principles of logo design and effective branding strategies.

2. Observation
   Observations were made of activities at Warung Pejalan, the atmosphere of the space, the characteristics of visitors, and the visual identity currently in use.

3. Interview

Interviews were conducted with the business owner, loyal customers, and local residents of Surakarta using distributed questionnaires to explore their perceptions of the current logo and their expectations for future visual identity improvements.

4. Documentation

Visual documentation of previous promotional materials, the shop's interior, and community events was collected and used as visual references during the design exploration process.

B. Data Analysis: SWOT

A SWOT analysis was conducted to formulate a design strategy based on the strengths, weaknesses, opportunities, and threats of Warung Pejalan.

Tabel 1. Data Analysis: SWOT

	Strength	Weakness
Internal Factors	A. The quality of the coffee is roasted by ourselves and sent directly from the farmers who the coffee it self and it's still very fresh. B. Has a literacy for art activists and evironmentalist in the Surakarta area with special events held every month. C. Has merchandise an a library as an authentic and thematic creative space.	A. There has been no effort to create effective promotional media in the digital era in print media, broadcast media, and so on due to a lack of insufficient promotional funds. B. No making sales on the marketplace. C. The old logo does not represent the brand values.
External Factors		
Opportunity	**Strategy with the power to take advantage of opportunities**	**Strategies to reduce weaknesses to take advantage of opportunities**

1. Warung pejalang is a coffeeshop-based beverage MSME business that is with various generations an has a high interest in coffee. 2. The digital era has become a renewal for entrepreneur and a platform for marketing products. 3. Support from local communities.	A. Redesign of the logo shows more of the characteristics of warung pejalan.. B. Make promotional media in it which in published on social media to attract potential buyers from outside the city.	A. Targeting new marketing targets, namely communities outside the surakarta area, utilizing digitalization on it's marketing process through the marketplace. B. Creating an effective visual identity by creating elements that are easy to remember and recognize.
Threats	**Strategy using strengths to face challanges**	**Strategy by reducing weaknesses to face challenges**
1. Many competitors are marketing offline and online. 2. Lack of design literacy within the business. 3. Several coffeeshops have libraries and merchandise in Surakarta, which makes the competition not only from aesthetics but also the facilities that become a comparison.	A. The logo is made unique by highlighting the big theme of the coffee in the form of elements that are characteristic of warung pejalan.	B. Presenting innovative efforts that are different from those previously carried out by warung pejalan by creating promotional and sales media and social media to find buyers online.

RESULTS AND DISCUSSION
A. LOGO DESAIN

The logo design for Warung Pejalan was developed through a brainstorming process that focused on objects and symbols relevant to the nature of the business. This method generated a set of keywords used as conceptual references for the logo creation. Brainstorming also helped define the business image, color palette, and typography, which were later unified into a cohesive visual identity (Laksono, 2020: 24).

The stages of the logo design process are as follows:

1. Logo Exploration Stage

a. Creative Concept

● Brand Identity

Brand identity encompasses all visual and non-visual elements that represent the personality of a brand in the public eye. This typically includes the logo, mascot, and typography. In simple terms, brand identity is the "face" of a brand, helping consumers recognize and recall the brand. A strong identity not only serves as a visual symbol but also communicates the brand's vision and mission. A well-developed brand identity enhances consumer trust, loyalty, and appeal.

- Visual Representation

  Visual representation is the presentation of information, ideas, or concepts through visual elements such as symbols, colors, typography, graphics, and imagery. It functions as a medium for delivering messages effectively via non-verbal forms that are quickly perceived by the audience. Conceptually, visual representation goes beyond aesthetics; it reflects thought structure, cultural values, and the identity of the represented entity or phenomenon. In the context of branding, media, and visual communication, accuracy, consistency, and relevance in selecting visual elements are key to creating impactful and communicative representations.

b. Creative Objectives

- Rebranding

  Rebranding is a strategic process undertaken by businesses, organizations, or institutions to update or transform brand identity elements comprehensively. This includes adjustments to the logo, color schemes, typography, communication style, and the projected brand image in the public's perception. The goal is to maintain brand relevance in a constantly evolving market, overcome negative perceptions, and reach new target audiences. In practice, rebranding goes beyond aesthetic updates; it represents a repositioning of both the cultural and emotional identity the brand wishes to establish with its consumers.

- Brand Identity

  The new brand identity for Warung Pejalan integrates several conceptual elements, each with symbolic meaning, into a unified visual logo:
  - House Roof: Represents the word warung, symbolizing a place for transactions and a temporary resting space.
  - Upside-down Book: A unique element symbolizing the shop's identity as a mini library for its customers.
  - Coffee: Represents the primary product sold at Warung Pejalan, highlighting its nature as a coffee shop.
  - Footprint: Derived from the word pejalan (walker/traveler), symbolizing journey, movement, and impermanence.

- Brand Image

  The resulting logo elements were designed to convey warmth, beauty, and masculinity—qualities that reflect the personality of the business owner. Interviews revealed that Warung Pejalan is perceived as a warm space for storytelling, enjoying coffee, or simply reading books. This emotional and experiential association formed the foundation for the renewed visual identity concept.

c. Creative Strategy
● Unique Elements
The redesigned logo incorporates principles from Gestalt perception psychology. Iconic elements from the previous logo—such as the house roof and the upside-down book—were refined and integrated into the new design. Additionally, a coffee bean was creatively merged with a footprint to form a distinctive icon that represents both coffee and movement, staying true to the brand name.
● Colors
Color is a crucial element in shaping emotional perceptions of a brand. According to Wheeler (2009), consistent use of color can increase brand recognition by up to 80% and serve as a key differentiator between brands (Wheeler, 2009: 52).
Lupton (2015) emphasizes the importance of understanding the color wheel, which includes primary colors (red, yellow, blue), secondary colors (orange, purple, green), and tertiary colors. Additionally, Debbie Millman states that each color carries psychological connotations — for example, black symbolizes power, white represents purity, blue conveys peace, and red signifies affection (Nabila, 2018: 12).
The colors used include brown, cream, black, and white, each selected for its symbolic meaning:
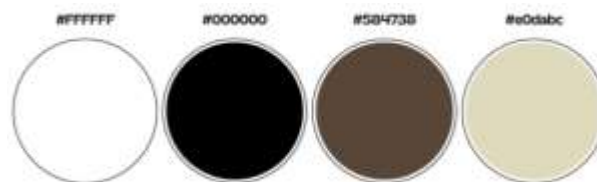

Figure 1. Colors of Logo

● Font
The font used in the logo design for Warung Pejalan is Gliker, a rounded, organic-style sans-serif typeface. It features a balanced proportion between x-height and character width, evoking a friendly and approachable impression—qualities that align with the core values and personality of Warung Pejalan.
Typography plays a significant role in delivering visual and emotional messages. Tinarbuko (2008) explains that typography is a graphic design element that forms written communication through the choice of typeface, size, spacing, and layout (Tinarbuko, 2008: 5). Well-designed typography enhances readability and the visual aesthetics of a brand identity.
According to Irfan (2015), successful typography not only depends on the typeface used but also on how well the letter elements align with the message and design context (Irfan, 2015: 2). Common type classifications according to Tinarbuko (2008) include:
- Roman   : Curved serifs with thick-thin stroke contrast
- Egyptian   : Uniform stroke weight with rigid angles
- Sans Serif   : Clean and modern without serifs
- Script   : Resembling handwriting

- Miscellaneous   : Decorative and expressive styles

abcdefghijklmnop
qrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890

Figure 2. Font

- Graphic Presentation
  The finalized logo features elements such as colors and typography that reflect Warung Pejalan's vision and mission. These choices were carefully considered to ensure the visual identity remains adaptive to changing times and contemporary market preferences. The design harmonizes both traditional identity and modern appeal.
d. Design Criteria
- General Criteria
  The redesigned logo emphasizes simplicity and clarity, making it easy to remember. Contextual relevance is embedded to express themes of mobility, freedom, and exploration—aligned with the philosophical essence of the brand. Readable typography reinforces the visual clarity, while the Gliker typeface supports a welcoming and inclusive image, reflecting Warung Pejalan's open and hospitable nature.
- Specific Criteria
  The specific design criteria prioritize symbols that deeply reflect the brand's identity. Key elements such as coffee beans, footprints, a house roof, and an upside-down book are inspired by the literal and metaphorical interpretation of the name Warung Pejalan. These components combine to express both the physical product (coffee) and the experiential journey (movement, travel, and refuge).

2. Logo Desain Stage
a. Visual Asset Presentation
    The redesigned logo incorporates visual elements such as coffee, a house roof, an upside-down book, and footprints, which collectively represent Warung Pejalan as a walking traveler's coffee shop. To enhance conceptual strength, toe accents were added to the footprint, reinforcing the symbolic representation of a human foot, giving it a distinctive and recognizable mark.

Figure 3. Visual Asset Sketch

b. Symbol And Logotype Development

Refining proportions and visual balance, Harmonizing the symbol and typography, Validating the symbolic meanings aligned with the brand's core identity.

The key visual components—including the roof, book, coffee bean, and footprint—were polished in terms of proportion, consistency, and form integration. The selected typography was fine-tuned to complement the logo mark, ensuring a coherent visual relationship.

The resulting logo is not just a visual element, but also a narrative medium, encapsulating the philosophy of travel, rest, and human encounters. Through this comprehensive finalization process, the logo emerges as a meaningfuThe developed symbol was further refined and paired with typographic treatment placed underneath the icon. This pairing creates a unified and strong visual identity with high legibility. The clean and minimalist typography brings a simple yet elegant impression, enhancing brand recognition across various media.

Figure 4. Logo Combination

c. Final Logo Design

Figure 5. Final logo Design

The final stage of the logo redesign process is a pivotal phase in which all conceptual, aesthetic, and functional elements are integrated into a cohesive visual representation. This stage involved: l, adaptive, and communicative identity, responsive to the dynamics of contemporary visual media and branding platforms.

B. SURVEY ON BRAND IMAGE PERCEPTION

An evaluation of the redesigned logo was conducted through a survey involving 28 respondents, consisting of the business owner, loyal customers, and local residents of Solo. A questionnaire was distributed, containing questions regarding the previous logo, general awareness of Warung Pejalan, and feedback on the effectiveness of the new logo.

Key Findings:
1. Age Distribution: The highest respondent demographic (60.7%) was within the youth age range (12–25 years old).
2. Gender: Gender distribution was evenly split (50% male, 50% female).
3. Domicile: The majority of respondents (67.9%) resided in Surakarta, indicating strong local relevance.

Brand Awareness:
1. 82.1% of participants were familiar with Warung Pejalan, indicating it is widely recognized within the Surakarta area.
2. 42.9% learned about Warung Pejalan through friends or family, highlighting the importance of word-of-mouth marketing.

Logo Recognition:
1. 60.7% of respondents were familiar with the old logo, but only 46.4% found it easily recognizable, suggesting room for improvement in visual clarity.
2. Regarding whether the old logo reflected the "Pejalan" (traveler) concept:

- 25% felt it strongly represented the concept,
- 28.6% said it did not represent the concept,
- 17.9% stated it strongly failed to reflect it,
- The rest gave neutral responses.

Response to New Logo:
1. A striking 92.8% of respondents expressed high interest in visiting Warung Pejalan after seeing the redesigned logo.
2. Feedback was also gathered: out of 28 respondents,
   - 8 people chose not to give any suggestions,
   - 19 others provided constructive feedback, which suggests attached in the following table:

Table 2. Consumer Advice

Respondents	Suggestion
Respondents 1	"You can create a design that better fits the concept of the shop. The name is unique, but the logo doesnt's yet represent the shop's concept and it's original visuals".
Respondents 2	"For the visual of the logo, perhaps is could be improved to make it more lively".
Respondents 3	"Made a logo shape to suit the shop".
Respondents 4	"Does not change the iconic logo of the warung pejalan, for example if there is an update later".
Respondents 5	"Maybe the layout and color selection could be improved to make it more comfortable and pleasing to the eye".
Respondents 6	"Create a neater and more appropriate social media branding".
Respondents 7	"Maybe something newer and fresher".
Respondents 8	"Change to something more interesting among young people".
Respondents 9	"More prominent identical from the pedestrian".
Respondents 10	"Adapting to market due to changing location, of course, also changes the market. Because there are inevitably cultural differences that influence motifs. While it may be too iconic, it's less visually appealing, but historycally it's quite memorable. Even if there are changes, they're probably not significant".
Respondents 11	"For the logo it's very good, more adapted to it's purpose".
Respondents 12	"Improved illustration design to be more creative and simple".
Respondents 13	"Background color change"
Respondents 14	"It's better to focus on just one theme or concept".
Respondents 15	"Perhaps the design could be further improved to attract visitors".
Respondents 16	"Maybe the design can be improved to make it more attractive".
Respondents 17	"For visual improvement, it would be better to change the design of the place and logo to make it attractive and unique, so that many people are interested in visiting".
Respondents 18	"Further improved to make it easier to find".

CONLUSIONS

The redesign of the Warung Pejalan logo represents a strategic effort to build a stronger, more cohesive, and more relevant visual identity, aligned with the brand's character and the behavior of its target audience. Using a qualitative approach—including observation, interviews, literature studies, documentation, and supported by a SWOT analysis—the process successfully identified the brand's weaknesses and opportunities that informed the visual strategy.

The new logo integrates symbolic elements such as a roof, upside-down book, coffee bean, and footprint, conceptually representing Warung as a place of rest and Pejalan as the idea of journey and movement. These visual elements were systematically developed with emphasis on simplicity, typographic readability, and symbolic relevance to the brand's values.

The final design not only delivers an aesthetically pleasing and adaptable visual mark, but also serves as a narrative tool, communicating the brand's philosophy of journey, gathering, and storytelling on both emotional and conceptual levels.

Survey results revealed a positive public perception, with most respondents viewing the new logo as more representative, attractive, and encouraging of consumer interest in visiting Warung Pejalan.

Therefore, this logo redesign not only addresses the limitations of the previous identity but also contributes significantly to strengthening brand awareness amidst growing competition in the coffee industry in Surakarta. This process offers a strategic model for other micro and small enterprises (MSME) facing similar challenges in the era of digital visual communication.

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