



Dr. Wandah Wibawanto, M.Ds

2005

S1 DKV UM



2012

S2 GAME TECH
ITB



2014

DOSEN DKV UNNES



2022

S3 Pend Seni



2005-2012

Game Developer

FreeOnlineGames.com, UAE
GameNinja.com, US
Jaludo, NED
Armorgames.com, UK

2012-2023

Desain

Game Developer
Multimedia Developer
Web Developer
Branding & Graph Designer

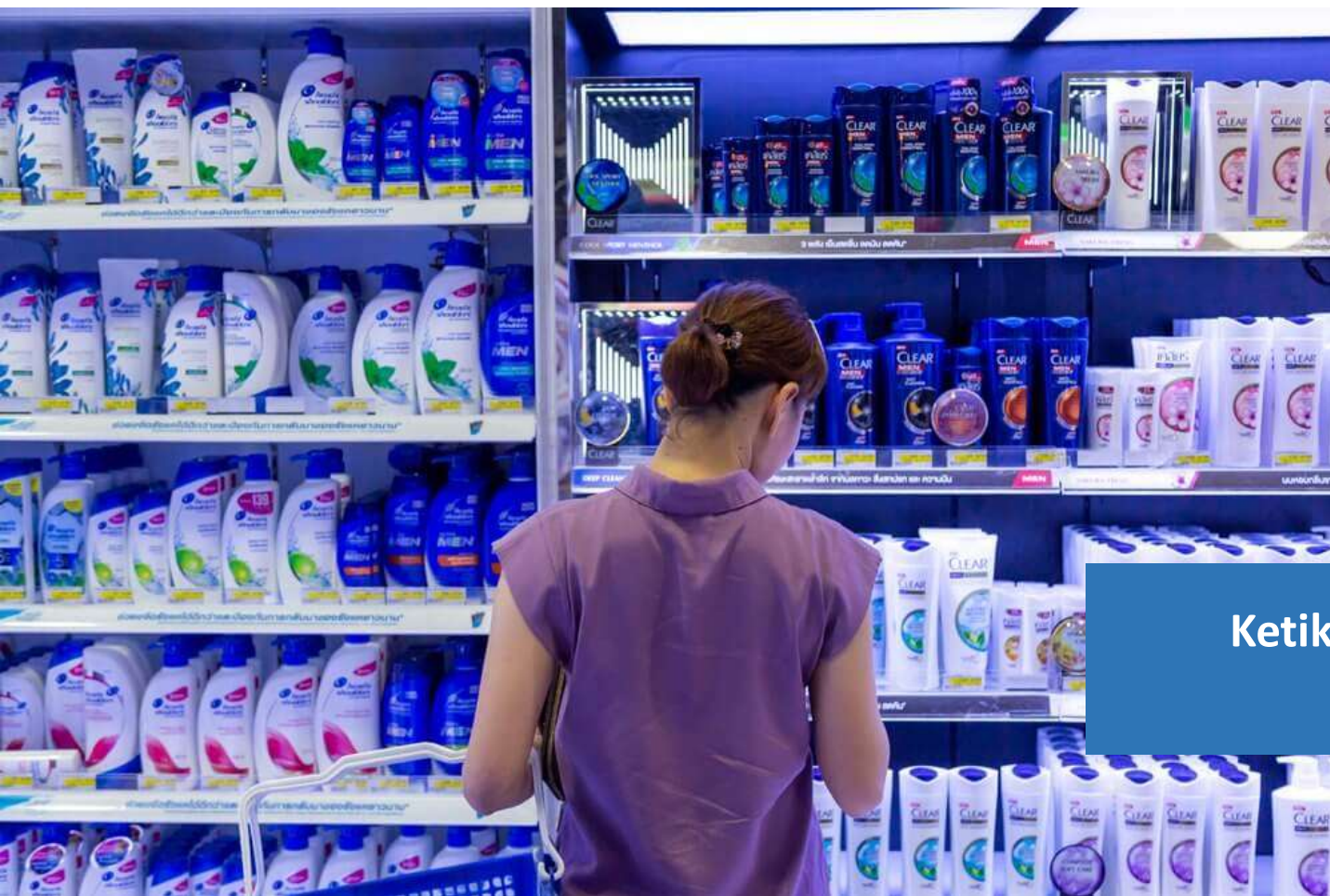
2014-2023

Ekonomi Kreatif

Asesor BEKRAF
Komite Ekonomi Kreatif
Kepala Pusat Inovasi UNNES



Ketika ke toko sepatu apa yang anda pilih pertama kali ?



**Ketika anda butuh shampoo anti ketombe
Anda harus mengambil apa ?**



Anda Tim Aqua atau Tim Le Minerale?



Atau malah gallon isi ulang?



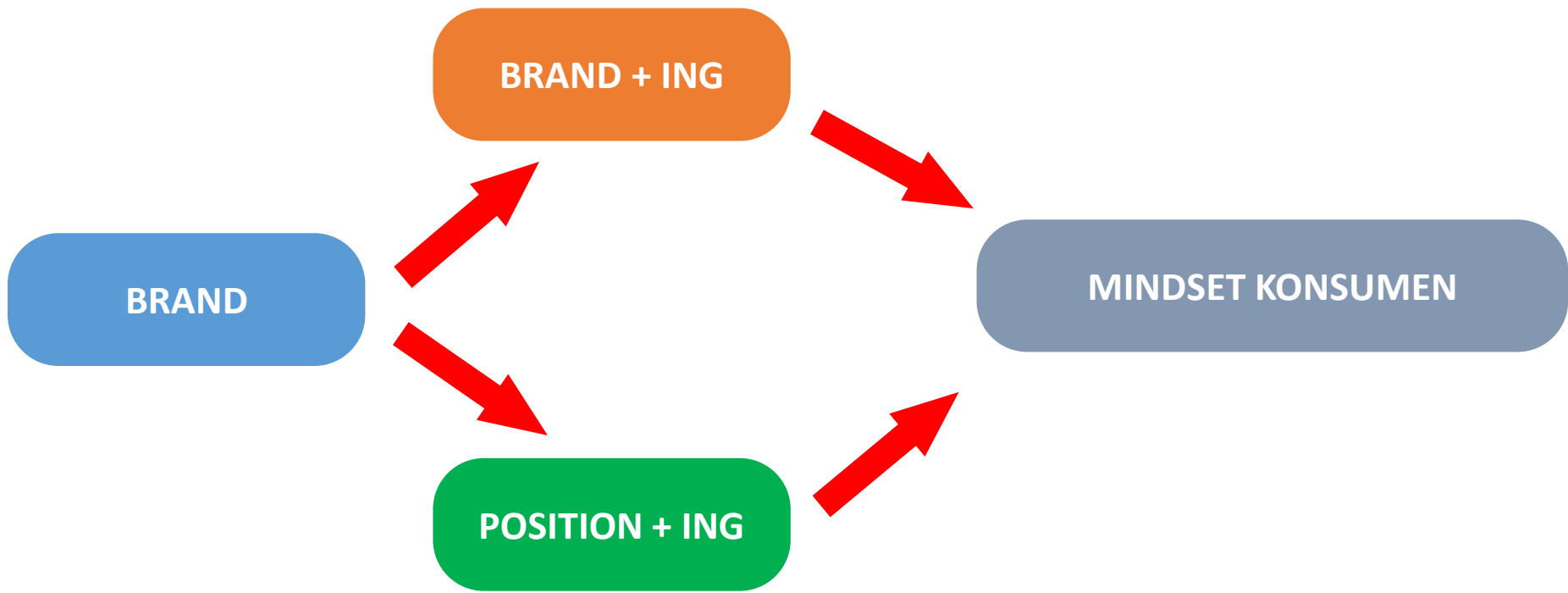
Kenapa harus ada barang palsu?



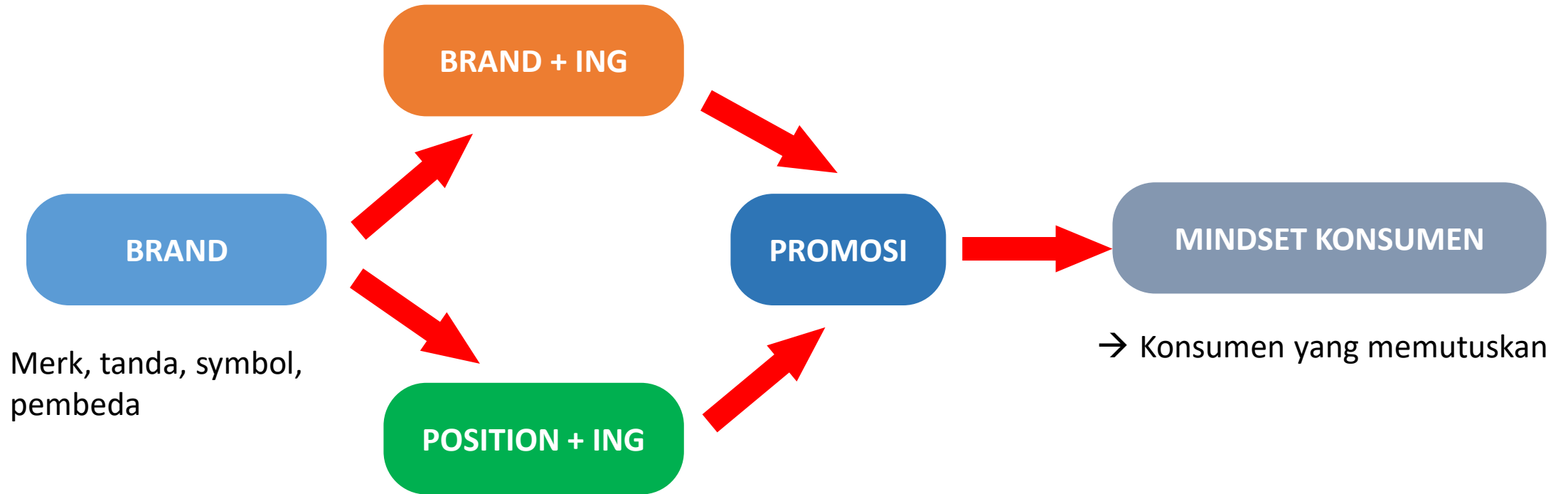
Konsumen mudah mengidentifikasi
mana yang benar?



Apakah Merk / Brand itu hanya soal logo?



- Cara mengomunikasikan brand
- Apa yang dikatakan konsumen ketika tidak ada anda
- Dibuat oleh produsen, disimpulkan oleh konsumen



Merk, tanda, symbol, pembeda

→ Konsumen yang memutuskan

- Dibentuk oleh produsen untuk menempatkan diri di antara para competitor
- Apa ke-khas-an yang akan dijual

1



2



3



4



5



6



7



8



9

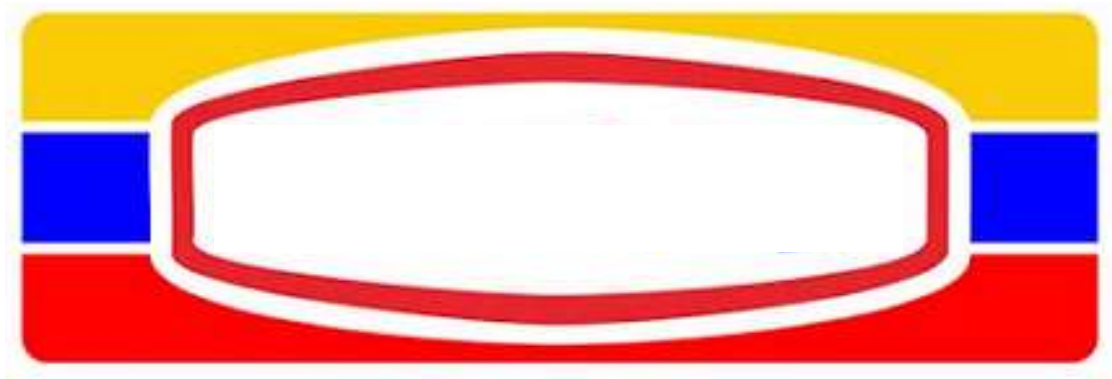




Kenapa anda mudah sekali menyebutkan merk tersebut?



Apakah bias diidentifikasi ?



Apakah warna saja bisa jadi identitas yang kuat ?



Konsistensi terhadap brand → membentuk identitas yang kuat

Sebuah logo tidak bisa berdiri sendiri membentuk
BRAND



Thana



Banyak Desainer Pemula yang menganggap
Dengan logo baru → langsung diketahui konsumen



Thana



Butuh strategi dalam branding

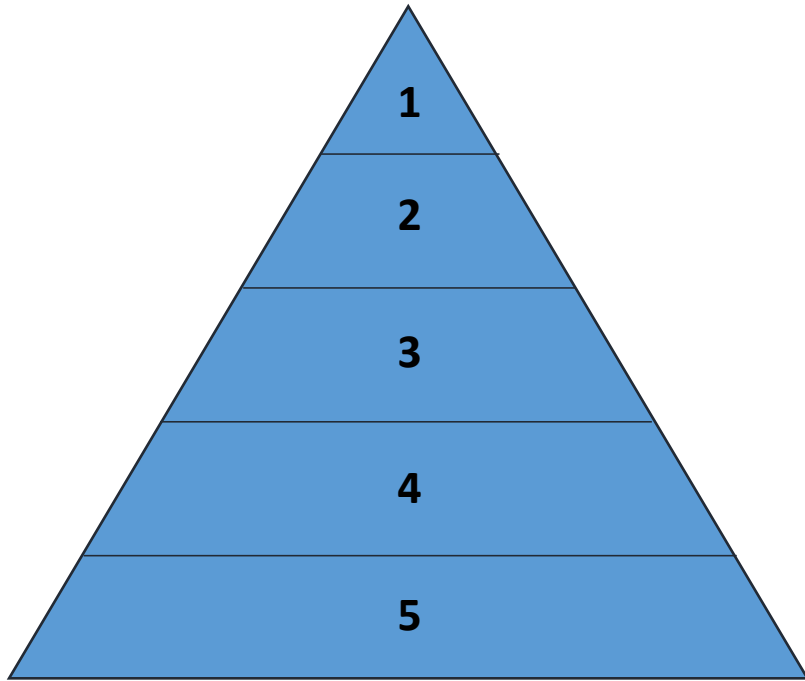
Strategi yang digunakan untuk menentukan langkah
Branding & positioning



Siapa yang akan disasar oleh brand tersebut ?



**“mengelompokkan sesuai dengan kesamaan, kemiripan,
serta kekerabatan dalam satu segmen”**



1. Yang penting **Merk**-nya (**Top of Mind**)
2. Jika sudah pernah membeli produk, dan puas maka akan membeli lagi → **loyal** (**Brand Recall**)
3. Jika pernah membeli namun ada alternatif lain → **mencoba** (**brand recognition**)
4. Jika belum pernah membeli dan melihat banyak alternatif → cari yang paling **menguntungkan** (**brand recognition**)
5. Jika belum pernah membeli dan melihat banyak alternatif → cari yang paling **murah** (**unaware brand**)

Contoh



Price minded



Functional Value



Critical Value



Reasonable Value



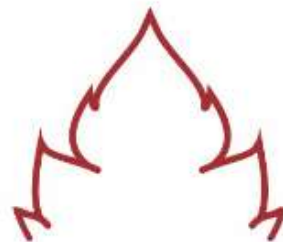
Brand Minded

Masing-masing segmen memiliki desain yang berbeda

Studi Kasus Brand
numthai tea



numthai
ของ กุญแจพาตี



numthai

Dibaca: *Nam + Thay*

Arti:

num: น้ำ: Air

Diambil dari kata dari bahasa Thailand yang berarti Air, dan apabila ditulis dalam bahasa thailand adalah น้ำ.

thai: Thailand: ไทย

Diambil dari bahasa inggris yang bermakna "berkaitan dengan Thailand, orang-orangnya, darimana mereka berasal atau bahasa mereka" dan apabila di ucapkan dalam bahasa inggris tertulis Thai atau Thay.



Its Tea Time

Saatnya Minum Teh

เวลาน้ำชา

Tagline berupa kata "Its Tea Time", Diartikan dari bahasa Inggris yang apabila diartikan ke bahasa Indonesia yaitu "Saatnya Minum Teh". Tagline memiliki misi yang sederhana, yaitu menjelaskan bahwa numthai adalah produk teh, dan diharapkan apabila konsumen ingat kata teh, maka Numthai adalah tempat yang tepat untuk dituju untuk minum teh.







Date: 14/06/2019

Invoice To: **Ny. Diah Putri P** Alamat: Jl. Raya 1001 No. 100, 10000, Jakarta Selatan

Items	Price	Amount	Subtotal
Numthai Franchise	15.000.000		15.000.000

All Package Include:

<ul style="list-style-type: none"> - 1 Year Brand - 1 Year 2000 pcs - 1 Year 1000 pcs - 1 Year 500 pcs - 1 Year 250 pcs - 1 Year 125 pcs - 1 Year 62.5 pcs - 1 Year 31.25 pcs - 1 Year 15.625 pcs - 1 Year 7.8125 pcs - 1 Year 3.90625 pcs - 1 Year 1.953125 pcs - 1 Year 976.5625 pcs - 1 Year 488.28125 pcs - 1 Year 244.140625 pcs - 1 Year 122.0703125 pcs - 1 Year 61.03515625 pcs - 1 Year 30.517578125 pcs - 1 Year 15.2587890625 pcs - 1 Year 7.62939453125 pcs - 1 Year 3.814697265625 pcs - 1 Year 1.9073486328125 pcs - 1 Year 953.67431640625 pcs - 1 Year 476.837158203125 pcs - 1 Year 238.4185791015625 pcs - 1 Year 119.20928955078125 pcs - 1 Year 59.604644775390625 pcs - 1 Year 29.8023223876953125 pcs - 1 Year 14.90116119384765625 pcs - 1 Year 7.450580596923828125 pcs - 1 Year 3.7252902984619140625 pcs - 1 Year 1.86264514923095703125 pcs - 1 Year 931.32257461547890625 pcs - 1 Year 465.661287307739453125 pcs - 1 Year 232.8306436538697265625 pcs - 1 Year 116.41532182693486328125 pcs - 1 Year 58.207660913467431640625 pcs - 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2 Gelas



4 Gelas





Belakang

Depan



Isi

Isi





Nama : Perkenalan Menu Baru



Nama : Perkenalan Tumbler



Nama : Giveaway Tumbler



numthai.tea

Follow

Message



437 posts

2,120 followers

453 following

Numthai Thaitea

"Quality Thaitea" Since 2017

/namthay/ is a project by @kraf.studio

Kemitraan: +(62) 8564 0303 460 (WA) no call / dm

Based in Atlas City SMG

www.kraf-studio.id/numthai

Followed by andiecrev, niend_anindya, suryaafeby + 30 more



numthai.tea

Numthai Thaitea • Followed by andiecrev + ...



numthai.sragen

THAITEA SRAGEN START FROM 5K!



numthai.ngaliyan

Numthai Tea Ngaliyan • Followed by aw_lin...



numthaiteklaten

Numthai Klaten



numthai.ungaran

Numthai.Ung



numthai.kudus

Numthai Kudus



numthai
TRADITIONAL THAI TEA

INTRODUCING

es teh wangi

Tall Size

22oz

only 4.000

only available for in-store purchases, not available on food delivery apps



Adaptasi ketika ada serangan dari Teh murah



Terimakasih

Dr. Wandah Wibawanto, M.Ds

www.wandah.org