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Penerbit	:	Universitas Tarumanagara
Volume/Tahun	:	Vol.1, No.4, tahun 2023
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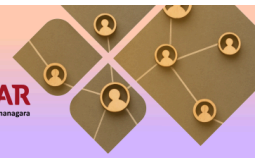Print Security : 0094824b23d0e512c9ee3484f8593c38

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Oxana Annabela
Visual Communication Design Study Program, Tarumanagara University, Jakarta

Budi Darmo
Faculty of Art and Design, Tarumanagara University, Jakarta

Abstract

Quality company certainly knows that workers are the main key to success. By building success, every company held a variety of internal activities. PT Saka Farma Laboratories or better known as Kalbe Consumer Health (KCH) is a company engaged in the pharmaceutical and health sector since 1966, one of the company's internal events held by Kalbe Consumer Health is the Sales Excellence Forum which is an innovation competition that has problems with the visual identity that has not been owned so far. This design aims to produce a visual identity by showing and introducing the Sales Excellence Forum event to internal employees and the outside community. The process of designing a visual identity uses Robin Landa's 5 design stages. The concept used in designing a visual identity is to describe every word of the Sales Excellence Forum which will produce keywords that will be combined with a simple and modern design concept. The result of this design is a visual identity for an internal company event that will be used for the next 1 year with another result, namely its application to promotional supporting media as outlined in the Graphic Standard Manual (GSM) Book from the KCH Sales Excellence Forum.

ISSUE

Vol. 1 No. 4 (2023): November 2023 (https://journal.untar.ac.id/index.php/ijassh/issue/view/596)

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 (https://sinta.kemdikbud.go.id/authors/profile/5991252)

Sri Tiatri, Universitas Tarumanagara, Indonesia

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VISUAL IDENTITY DESIGN FOR INTERNAL EVENTS OF A PHARAMACEUTICAL COMPANIES

Oxana Annabela[1] & Budi Darmo[2]

[1]Visual Communication Design Study Program, Tarumanagara University, Jakarta
Email: oxana.625200064@stu.untar.ac.id
[2]Faculty of Art and Design, Tarumanagara University, Jakarta
Email: budid@fsrd.untar.ac.id

ABSTRACT

Quality company certainly knows that workers are the main key to success. By building success, every company held a variety of internal activities. PT Saka Farma Laboratories or better known as Kalbe Consumer Health (KCH) is a company engaged in the pharmaceutical and health sector since 1966, one of the company's internal events held by Kalbe Consumer Health is the Sales Excellence Forum which is an innovation competition that has problems with the visual identity that has not been owned so far. This design aims to produce a visual identity by showing and introducing the Sales Excellence Forum event to internal employees and the outside community. The process of designing a visual identity uses Robin Landa's 5 design stages. The concept used in designing a visual identity is to describe every word of the Sales Excellence Forum which will produce keywords that will be combined with a simple and modern design concept. The result of this design is a visual identity for an internal company event that will be used for the next 1 year with another result, namely its application to promotional supporting media as outlined in the Graphic Standard Manual (GSM) Book from the KCH Sales Excellence Forum.

Keywords: *Internal events, visual identity, corporate*

1.   PREFACE

A company is an institution in the form of an organization that is run based on the aim of providing goods or services to the wider community. Starting from labor, capital, natural resources, and entrepreneurship. In another definition, a company is an institution or organization that provides goods or services for sale to the public with the aim of making a profit or profit.

According to Benefita (2022) quality companies know that employees are an important part of the company's key to success. That is why, companies try to create the best work culture for their workers. But not only by creating a good work culture, but also by strengthening relationships with fellow colleagues, both with superiors and subordinates. In today's developed era, there are many things that can be done to strengthen relationships with each other, one of which is by holding internal activities / internal events in the company.

An internal company event is an activity held within the internal environment of a company with the aim of strengthening relationships between employees, improving morale, and strengthening corporate identity. The purpose of internal events is to maintain and strengthen the kinship among employees and company management such as gathering (Puspita, 2019). These events are usually organized on a regular basis, such as monthly, trimester, or annually, and involve all or most members of the company.

According to Mardiasari (2018) internal activities it is expected to meet the needs and interests of the internal public of the organization/company. The main purpose of the company's internal events is to create a strong bond between employees and the company as well as between fellow employees. In a competitive work environment, it is important for companies to create a positive,

collaborative and supportive atmosphere. Internal events can involve a variety of activities, such as seminars, workshops, meetings, presentations, social activities, competitions and special celebratory events. Through internal events, companies can provide opportunities for employees to interact, share experiences and expand their social networks. This can lead to better collaboration among departments, more solid work teams, and improved communication between management and employees. In addition, this event can also serve as a place to recognize and appreciate outstanding employees, motivate them to continue to perform at a high level, and provide psychological support for all members of the company.

It is a proven fact that office events can engage employees on the core values and culture of the company. When employees feel involved in internal company events, survey reports say that engaged employees are less likely to resign or leave their company. Indirectly, exciting office events make employees feel happier and more comfortable to work for the company in question. (Studiilmu, 2023).

PT Saka Farma Laboratories or better known as Kalbe Consumer Health (KCH) is a company engaged in the pharmaceutical and health sector since 1966. The year 2023 can be said to be the year of innovation at Kalbe Consumer Health. As is being promoted in the sales operation division, the culture of innovation needs to be improved in terms of quality. Hence, the Sales Excellence Forum (SEF), which is an internal company event in the form of an innovation competition aimed at the Sales team in Kalbe Consumer Health Branches with the aim of exploring the best innovations. Through SEF, each branch will submit at least 1 idea every month to be competed and the best 3 ideas will be drawn every 2 months. The innovation ideas will go through several stages of assessment by covering innovation areas such as marketing strategy, operational strategy, distribution strategy, and collaboration project. At the end of the year, there will be 5 best ideas from the SEF bi-monthly competition that will enter the SEF grandfinal. The champion of the grand final will get a golden ticket to participate in the KCH Innovation Award in 2024.

However, the event held does not yet have a visual identity to show and introduce the internal event held by Kalbe Consumer Health. According to Calvalie (2021) visual identity helps manage businesses from different perspectives perceived from competitors. Logos as an effort to recognize a company are indispensable, especially in the current era of globalization, where competition is getting tougher due to the large number of companies competing for the same market segment, thus requiring companies to create different logos (Angela, 2022). According to Ivon Natalia (2019), visual identity is an important thing that must be owned by the company or only limited to internal events, because a strong visual identity is an important key to achieving long-term success. Visual identity plays a role in distinguishing one brand from another so that it can be identified, recognized and easily remembered by the public (Mulyadi, 2019). According to Luzar & Monica (2013), the role of visual identity is used as a tool to communicate a company, organization, institution or certain activities. The usefulness of identity is not just a mere identity, but also a promotional media and face for the company, but can be for the company's inventory as promotional material. According to David E. Carter, a visual identity must have several supporting things such as being unique, easy to read, simple, easy to remember, and easy to apply in various media (Diana et al., 2023).

One of the initial efforts that can be made to support this design is to create a visual identity for the KCH Sales Excellence Forum internal event at Kalbe Consumer Health, because the visual identity is the first face that will be recognized by the public when it appears on promotional

media (Adhitya et al., 2023). According to de Riandra & Islam (2021) visual identity is useful as a means to recognize a product or company.

Therefore, the author conducted a visual identity design with an effort to show and introduce the Sales Excellence Forum event to employees outside the Kalbe Consumer Health branch and also increase the number of participants and viewers of the Sales Excellence Forum.

2.   RESEARCH METHOD
The design method for the visual identity for internal corporate events at Kalbe Consumer Health uses the design concept described with 5 design steps by Robin Landa, as follows:

Figure 1
Design method
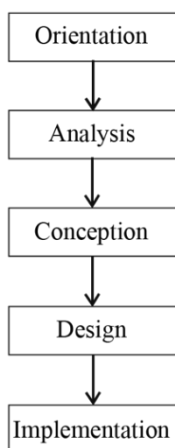
The stage of searching and collecting information and data by asking questions or by conducting interviews. Interviews are conducted in an unstructured manner or by conducting direct meetings with event organizers to better understand the series of events. The purpose of holding interviews is to collect information about the event to be held. After conducting interviews, then continue to collect data via the internet, web and so on. Is the stage of examining the results of observations. At this stage the data that has been obtained can be analyzed and compiled to form a strategy.

The third stage is the creation and determination of concepts by setting a framework or design by making mind mapping and design concepts starting from preparing materials and designs. The design concept will begin by searching for keywords, looking for references, brainstorming and discussing directly with the event organizer. After making the design concept, the author makes several alternative designs. The stage after the concept is designing. This stage visualizes the concept that has been made and then formed into a visual form from the results of alternative sketches until the best one will be developed and digitized. The last stage is carried out by executing the visualization of the design concept to enter the final stage.

3.   RESULT AND DISCUSSION
Based on this section, we will discuss the results of orientation, analysis, conception, design, and implementation. Data collection in this design is done by unstructured interviews or conducting meetings as well as discussing directly with the event organizer. The results of these interviews and discussions state that currently an identity is needed for this internal event activity so that it can be known and recognized. The identity that will be designed is expected to represent the event well.

SWOT Analysis

Strength

The strength of the visual identity is that the Sales Excellence Forum internal event can be easily remembered and recognized, this competition event can be well-known by the wider community because its employees always have creative ideas.

Weakness

The main weakness is not having a visual identity so it is not known by many people, audience participation is only followed by a small number.

Opportunity

The main opportunity is that with an attractive visual identity, it can improve the company's image and branding, a successful Sales Excellence Forum event program needs visual identity in order to be widely recognized.

Threat

Threats that can be obtained due to other competitors by holding the same innovation activities and with the same name.

Based on the SWOT analysis data, it can be concluded that this internal Sales Excellence Forum event has many positive things, especially in strengthening relationships between employees. In addition, this activity can build ideas and encourage employees to produce creative works. The Sales Excellence Forum event also does not have a visual identity so it cannot be applied when they hold events. The use of visual identity is important for corporate events.

Based on the results and data collection that has been done with interviews and discussions, the author formulates a visual design concept starting from describing each word from the Sales Excellence Forum with visuals/elements that can represent which will produce several keywords.

Visual Concept

Sales Excellence Forum which aims to build inspiration and excellence in the field of sales formed in a forum. In some visual explorations, the word Sales can be represented by visual bar charts, the word Excellence can be represented by arrow flow and stars, and the word Forum can be represented by flat shapes such as square/trapezoid. From the description of the word above, keywords such as bar chart, innovation, arrowflow, star, rectangle, trapezoid are formed. Keywords that can produce visual concepts for the Sales Excellence Forum logo are by displaying bar charts arranged upwards with the understanding that the Sales Excellence Forum event can continue to grow with the ideas and innovations developed by different teams from this innovation event to achieve success. Because the Sales Excellence Forum is an internal event of Kalbe Consumer Health, the word KCH will be added to the logo which stands for Kalbe Consumer Health. In the concept creation stage, the type of visual identity design concept that will be used is using a combination logo by combining logograms and logo types into one logo.

Figure 2

Logo type

Color Concept

The color selection for the visual identity uses the main colors of Kalbe Consumer Health, namely dark green, light green and yellow, which have the meaning of growth and renewal and success. These colors are colors that are commonly used in making other designs.

Figure 3

Color concept

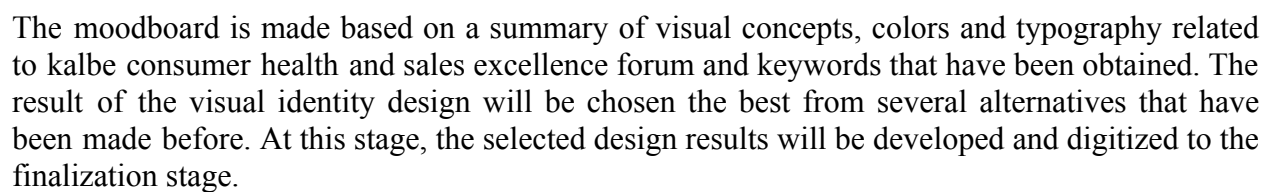*Typography Concept*

The type of font used in this visual identity is using sans-serif, namely gotham. San-serif fonts also make the recipient's eyes not tired and bored so they don't seem stiff like serif typography. The selection of this font type is always used in every content creation and poster at Kalbe Consumer Health during the 2023 innovation event.
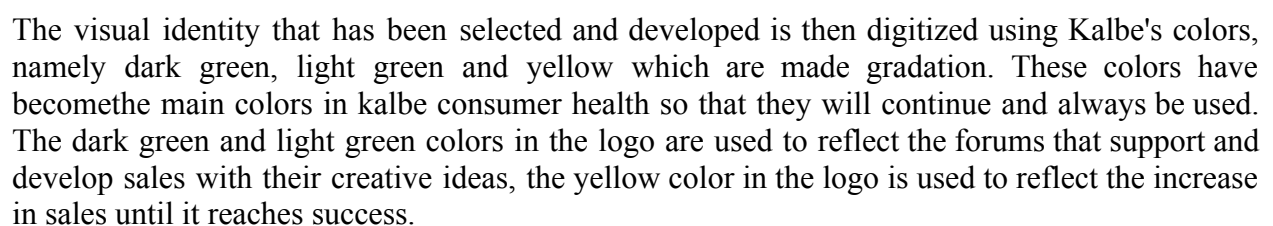
Figure 4

Typography concept

Figure 5

Summary of visual concepts, colors and typography

The moodboard is made based on a summary of visual concepts, colors and typography related to kalbe consumer health and sales excellence forum and keywords that have been obtained. The result of the visual identity design will be chosen the best from several alternatives that have been made before. At this stage, the selected design results will be developed and digitized to the finalization stage.

Figure 6

Design

The visual identity that has been selected and developed is then digitized using Kalbe's colors, namely dark green, light green and yellow which are made gradation. These colors have becomethe main colors in kalbe consumer health so that they will continue and always be used. The dark green and light green colors in the logo are used to reflect the forums that support and develop sales with their creative ideas, the yellow color in the logo is used to reflect the increase in sales until it reaches success.

The font usage in this logo uses the gotham font, a san-serif typeface that is formal but still simple. The Gotham typeface was originally commissioned by GQ magazine, whose editors wanted to feature a sans-serif with a "geometric structure" that would look "masculine, new and fresh". It aims to fulfill the requirements of a good logo which is easy to read and memorable.

The logo that has been selected and refined the next stage is that the logo is applied to several supporting medias the sales excellence forum event. The application on each media is also given a brief guide in order to maintain consistency in the application of the brand's visual identity. The guidelines are incorporated in the GSM KCH Sales Excellence Forum. Brand guidelines or Graphic Manual (Andina, 2022) contains logo rules, fonts, layouts, patterns, and all elements used by a company to build a strong identity. Usually, these rules are used as a basic guide for designers so as not to get off track or consistent from what a brand looks, sounds, and feels.

Figure 9
Graphic manual

The logo is also applied to various media. The following are the visual identity media of KCH Sales Excellence Forum: (a) Shirts. The shirt design that has been made will be used by the committee during the event; (b) ID Card. The ID card that has been made will be given to the committee as an identification so that participants and other committees can recognize who the committee is in charge of the event being held. The ID card is made in B2 size which will be attached with a strap and card folder; (c) Poster; (d) Standing Banner; (e) Glass; (f) Live Streaming Background; (g) Tumblr.

Figure 10
Merchandise

4.   CONCLUSIONS AND RECOMMENDATIONS

The results of the Sales Excellence Forum visual identity design concluded that a strong visual identity can support and build the company's image as well as the Sales Excellence Forum's internal activities. With the visual identity, both participants and audiences will be more interested in participating in this event. Visual identity is also a representation of ideas into reality, and plays an important role as a promotional media and face for the company.

This design process is carried out by creating a visual identity for the company's internal event, the Sales Excellence Forum held by Kalbe Consumer Health, which has been adjusted to the target audience. The visual identity that has been created is then applied to several media as supporting media. The visual concept that will be used is taken through keywords that have been found in the visual concept that will be combined with a simple and modern design concept so that it can be recognized and remembered easily. This is also supported by the use of color concepts that have been determined in this design, namely dark green, light green and yellow which has the meaning of growth and renewal and success which is also the main color of Kalbe Consumer Health. In addition, the font used also has strong characteristics. The resulting media is a new visual identity and application to several media as outlined in the Graphic Standard Manual (GSM) KCH Sales Excellence Forum.

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