

Design and Implementation of Tempe Sanan Industrial Village Brand Guidelines Edu-Futurism as A Strategic Step Towards Go International Branding

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ARTICLE INFO

Keywords:

brand guidelines;
Edu-Futurism;
Kampung Industri Tempe Sanan;
international branding;
communication strategy

Article history:

Received 2024-03-23

Revised 2024-05-26

Accepted 2024-06-28

ABSTRACT

The design and implementation of Edu-Futurism brand guidelines for Kampung Industri Tempe Sanan represent a strategic step to enhance the image and competitiveness of local tempe products in the international market. This project involves a deep analysis of the cultural values and unique features of Sanan tempe, which are then translated into comprehensive brand guidelines. These guidelines encompass visual elements, brand messaging, and consistent communication strategies. The implementation results show increased brand awareness and global consumer interest in Sanan tempe products. This initiative is expected to support international branding efforts and strengthen Kampung Industri Tempe Sanan's position in the global market.

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1. INTRODUCTION

In the era of growing globalization, branding has become an important element for local products that want to compete in international markets. Branding not only functions as the visual identity of a product, but also as a representation of the values and quality promoted by the product (Sudianing & Sandiasa, 2020). Sanan Tempe Industrial Village, as one of the largest tempe production centers in Indonesia, has great potential to develop its brand in the international market. To achieve this goal, designing and implementing brand guidelines that carry the Edu-Futurism concept is a very relevant strategic step. Sanan Tempe Industrial Village has long been known as a center for producing tempeh with high quality and distinctive taste (Linggarwati et al., 2022). Tempeh products from Sanan are not only popular among local consumers but are also starting to attract the attention of international

consumers (Sakti, 2021). However, to strengthen the position and competitiveness of Sanan tempeh products in the global market, a comprehensive and integrated branding strategy is needed. Brand guidelines are one important tool that can be used to achieve this goal.

Brand guidelines are documents that contain guidelines on how to use visual elements and brand messages consistently. This guide covers various aspects, such as logos, colors, typography, photography style, and tone of voice (Hutagalung & Hermawan, 2020). By having clear and comprehensive brand guidelines, a brand can ensure that all its visual and verbal communications are consistent, thereby building a strong identity that is easily recognized by consumers. In the context of the Tempe Sanan Industrial Village, brand guidelines that carry the Edu-Futurism concept are expected to create a modern, innovative and forward-looking image, while respecting traditional values and local culture (Abbas & Sutrisno, 2022). The Edu-Futurism concept is a combination of education and the future which emphasizes the importance of innovation, technology and education in building a better future. In the context of branding, this concept can be translated into visual elements and messages that reflect the spirit of innovation, continuous learning and commitment to quality. Edu-Futurism can also reflect how the Tempe Sanan Industrial Village adapts to current developments without forgetting its cultural roots.

The process of designing Edu-Futurism brand guidelines for the Tempe Sanan Industrial Village involves several important stages (Wulandari et al., 2021). First, an in-depth analysis was carried out on the cultural values and uniqueness of Sanan tempeh products. This analysis includes research on the history, production process, and values promoted by the tempe producing community in Sanan. The results of this analysis are then used as a basis for designing the visual elements and brand messages that will be included in the brand guidelines. The next stage is designing visual elements, such as the logo, colors, typography and photography style. The logo must reflect the brand identity and be easily recognizable. Colors and typography must be consistent with the values and image you want to build. The photography style must be able to display tempe products in an attractive and appetizing way (Nurgiartha & Rosdiana, 2019; Nurmianto & Anzip, 2022). All of these elements must be designed taking into account the Edu-Futurism concept, thereby creating a modern, innovative and educational impression.

Apart from visual elements, brand guidelines must also include guidelines regarding brand messaging. The brand message must be able to convey the values and advantages of Sanan tempeh products in a clear and attractive way. The tone of voice, or language style used in brand communications, must be consistent and reflect the brand's character (Dwiningwarni et al., 2023). For example, if a brand wants to create a friendly and inclusive impression, the language used should be relaxed and easy to understand. After all the visual elements and brand messages have been designed, the next step is to develop brand guidelines in the form of a structured and easy-to-follow document. This document should include all guidelines on how to use visual elements and brand messages, as well as examples of their practical application in various communication media. This document should also include guidance on how to maintain brand consistency in all communications and marketing activities.

Implementing brand guidelines is the next important stage. This involves training for all parties involved in communication and marketing activities for Sanan tempe products, such as the marketing team, graphic designers and advertising agencies. This training aims to ensure that all parties understand and are able to follow the guidelines set out in the brand guidelines. Apart from that, regular monitoring and evaluation is also needed to ensure that the implementation of brand guidelines goes according to plan and produces the desired impact (Sartika, 2022). The results of designing and implementing the Edu-Futurism brand guidelines for the Tempe Sanan Industrial Village are expected to provide various benefits (Ratnawati et al., 2023). First, increasing brand awareness among local and international consumers. By having a strong and consistent brand identity, Sanan tempeh products will be more easily recognized and remembered by consumers. Second, increasing consumer interest and trust in Sanan tempe products. Good brand guidelines can help build a positive image and good reputation in the eyes of consumers. Third, increasing the competitiveness of Sanan tempe products in the international market.

By having a strong and professional brand, Sanan tempeh products will be more competitive in the global market.

Apart from the direct benefits for the Tempe Sanan Industrial Village, this project also has a wider positive impact. In the educational context, the Edu-Futurism concept promoted in the brand guidelines can be an example for the development of other brands in Indonesia (Purnamasari et al., 2023). This project shows how innovation and technology can be used to strengthen cultural identity and local values, while creating new opportunities in international markets. In an economic context, increasing the competitiveness of Sanan tempeh products in the international market is expected to encourage local economic growth and improve the welfare of the tempeh producing community in Sanan (Prasetyo et al., 2024). To achieve this goal, support from various parties is very necessary. The government can play a role in providing funding and policies that support the development and promotion of local products in international markets (Iriaji et al., 2023). Industry can contribute by providing the technology and resources necessary for the development of brand guidelines and marketing activities. The community can also play a role in supporting and promoting Sanan tempe products, as well as providing constructive feedback to improve and perfect products and brands. Overall, the design and implementation of the Edu-Futurism brand guidelines for the Sanan Tempe Industrial Village is a very relevant strategic step in efforts to improve the quality and competitiveness of Sanan tempe products in the international market. By carrying out the Edu-Futurism concept, this project not only creates a strong and modern brand identity, but also integrates cultural and educational values that are important for future development. It is hoped that this initiative can become a model that can be replicated and developed further to support improving the quality and competitiveness of local products in various fields and market levels.

2. METHODS

The Participatory Rural Appraisal (PRA) method is a participatory approach that aims to involve the community in the process of identifying needs, planning programs, implementing, organizing, as well as evaluating and monitoring programs (Nugroho et al., 2022). In the context of designing and implementing Edu-Futurism brand guidelines for the Tempe Sanan Industrial Village, the PRA method provides a comprehensive and inclusive framework. This is important in strategic efforts to achieve branding going international. This image shows the stages in the PRA method applied in this project.

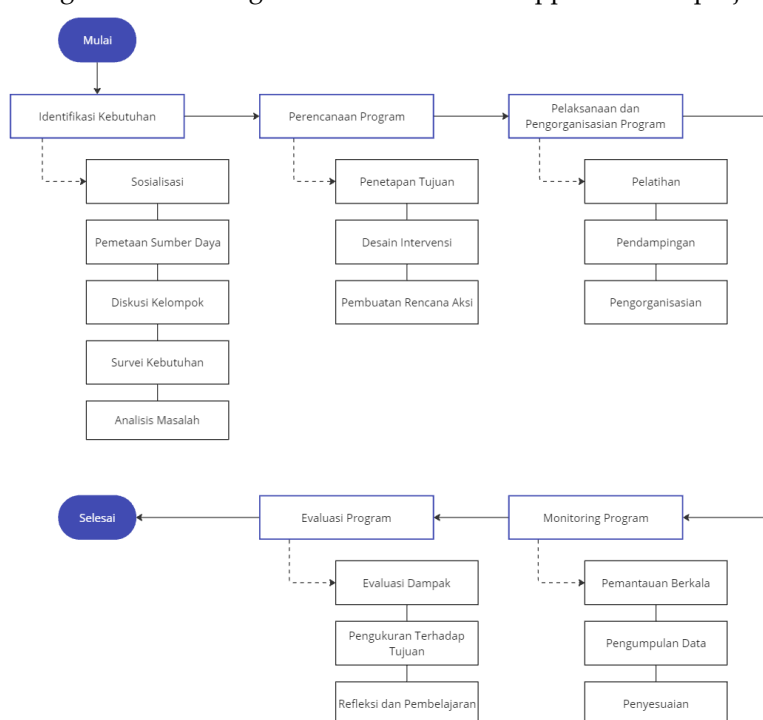


Figure 1. Participatory Rural Appraisal (PRA) Method.

The first stage in the PRA method is identification of needs. This process began with outreach to the people of Tempe Sanan Industrial Village regarding the importance of brand guidelines in reaching international markets (Triani, 2022). Through outreach, the community is given an understanding of the aims and benefits of this project, as well as how their involvement is needed. Resource mapping is the next step, where the potential and capacity of the tempe community and industry is identified. Group discussions involving tempe producers, community leaders and other related parties were held to gather in-depth information regarding the needs and challenges faced. A needs survey was also carried out to identify specific aspects that need to be considered when designing brand guidelines. Problem analysis was carried out to understand the obstacles and opportunities in branding Sanan tempeh (Osei et al., 2018). In this process, data that has been collected from outreach, resource mapping, group discussions, and needs surveys is analyzed to identify the main issues that need to be addressed. Based on the results of identifying needs, the program planning stage begins with setting clear and specific goals. The main goal is to create Edu-Futurism brand guidelines that can strengthen the image and competitiveness of Sanan tempeh in the international market. The intervention design is designed to achieve these goals. This includes planning brand guidelines elements such as logos, colors, typography, and other visual elements that reflect educational and futuristic values. Making an action plan is a further step, where specific activities are planned in detail, including implementation schedules, required resources, and success indicators.

Program implementation involves a series of pre-planned activities. Training is an important component in this stage. Community members, especially tempe producers, are given training on the importance of branding, how to use brand guidelines, and international marketing strategies (Izza et al., 2024). This training is designed to increase the community's knowledge and skills in managing and promoting their brand. Mentoring is also needed to provide technical support and motivation to the community during program implementation. This assistance can be provided by a team of branding and marketing experts who will assist the community in implementing brand guidelines effectively. Organization is an aspect that is no less important, ensuring that all activities are carried out well and in accordance with the plans that have been made. Organizing includes coordination between various parties involved, including local governments, tempe producers associations, and private parties who support this program. After the program is running, a program evaluation is carried out to assess the impact and effectiveness of the activities that have been implemented. Impact evaluation measures the extent to which a program has achieved its stated objectives. Measurement of objectives is carried out using previously determined indicators. Reflection and learning become an important part of evaluation, enabling participants to understand what has been achieved and what needs to be improved in the future (Januarti & Haris, 2021). Reporting is the final step in evaluation, where the evaluation results are documented and disseminated to stakeholders. This report includes not only the results achieved but also recommendations for future improvements.

Program monitoring is carried out on an ongoing basis to ensure that the program runs according to plan and can achieve its objectives. Regular monitoring involves collecting data regularly to assess program progress. The data collected is used to make adjustments where necessary, ensuring that the program remains relevant and effective. In the context of Sanan tempeh branding, monitoring can include evaluating the implementation of brand guidelines, the effectiveness of marketing strategies, and market responses to tempeh products that have been branded (Hayati et al., 2023). The results of this monitoring are important to ensure that branding efforts run well and have a positive impact on increasing sales and product recognition in international markets. By applying the PRA method in designing and implementing the Edu-Futurism brand guidelines for the Tempe Sanan Industrial Village, various benefits can be obtained. A participatory approach ensures that each stage of development is based on community needs and potential. Active community involvement in the planning and implementation process increases the sense of ownership and commitment to the success of the program. Designing good brand guidelines and implementing them effectively can strengthen the image of Sanan tempe as a quality product with educational and futuristic value. The right branding

strategy will open up new opportunities in international markets, increasing competitiveness and community income. Successful implementation of this program can become a model for other local product branding efforts, making a significant contribution to improving community welfare and promoting local culture on the international stage.

3. FINDINGS AND DISCUSSION

3.1. Analysis of Needs and Goals for Designing Edu-Futurism Brand Guidelines

This discussion will explain why Tempe Sanan Industrial Village requires the development of brand guidelines with the Edu-Futurism concept. This includes how these guidelines can help strengthen the identity of the tempeh industry in international eyes and prepare this industry with relevant expertise and in line with global market trends. The main aim is to increase local industrial knowledge and skills so that they are able to compete in international markets. Sanan Tempe Industrial Village, located in Malang, East Java, is one of the largest tempe production centers in Indonesia. With a long history and strong tradition in making tempe, this village has great potential to develop its products to the international market. However, to achieve this, a branding strategy that is effective and relevant to current developments is needed. One of the concepts chosen is Edu-Futurism which combines tradition and innovation.

One of the key elements of Edu-Futurism is education. By educating consumers about the health benefits of tempeh, the process of making it, and the cultural values behind it, Kampung Sanan can build stronger relationships with consumers. This education not only increases awareness and appreciation for the product but also differentiates Sanan tempeh from similar products on the market. The Edu-Futurism concept also focuses on empowering local communities through education and training. By providing new knowledge and skills to tempeh producers, this village can improve product quality and production efficiency. In addition, training on brand guidelines helps producers understand the importance of consistency and quality in building a strong brand image. The guidelines designed cover all visual and verbal aspects of the brand, such as logo, colors, typography, packaging design and brand narrative. By consistently implementing these guidelines, Kampung Sanan can create a professional image that is easily recognized by international consumers. Brand guidelines with the Edu-Futurism concept do not only focus on visual elements but also on brand narrative. This includes telling the unique and authentic story of Kampung Sanan, the traditional process of making tempeh, and local cultural values. This story can be integrated into marketing and communications materials, providing emotional depth that can capture the hearts of global consumers and differentiate Sanan tempeh from similar products.

These brand guidelines also include training and skills development programs for tempe producers in Kampung Sanan. This training includes the use of the latest technology in tempe production, digital marketing techniques, and quality management. Thus, manufacturers can increase production efficiency and the quality of their products in accordance with international standards. By positioning tempeh as a healthy food that is rich in protein and environmentally friendly, Kampung Sanan can attract this market segment. The guide also helps manufacturers understand global consumer needs and preferences, so they can develop more relevant and engaging products. The development and implementation of brand guidelines with the Edu-Futurism concept is a strategic step that can strengthen the identity of Tempe Sanan Industrial Village in international eyes. By creating a consistent image, telling a unique story, and increasing credibility through education, Kampung Sanan can build a strong, globally recognized brand. In addition, through training and improving skills, adapting to market trends, and using digital technology, tempe producers in Kampung Sanan can prepare themselves with skills that are relevant and in line with global market needs. In this way, Kampung Sanan not only maintains its cultural heritage but is also poised for long-term growth and sustainability in the international market.

3.2. The Role and Benefits of Brand Guidelines in Improving the Industrial Image

This section will discuss the function of brand guidelines which are integrated with the Edu-Futurism concept in building a positive image of the Sanan tempeh industry on the international stage. It will be explained how consistent and innovative implementation of brand guidelines can increase product sales value, as well as the benefits obtained by the industry in expanding networks and business partnerships. Sanan Tempe Industrial Village, which is known as the largest tempeh production center in Malang, East Java, has a long history of making tempeh. With high product quality and traditional manufacturing processes, this village has great potential to penetrate the international market. To realize this vision, a strong and effective branding strategy is needed. Developing brand guidelines that are integrated with the Edu-Futurism concept is a strategic step that can help build a positive image of the Sanan tempeh industry on the international stage.

Brand guidelines provide clear guidelines regarding brand visual elements, such as logos, colors, typography, and packaging design. By consistently applying these guidelines, Kampung Sanan can create a visual identity that is professional and easily recognized throughout the world. These brand guidelines also include a brand narrative that tells a unique and authentic story from Kampung Sanan. A strong and authentic narrative can build an emotional connection with international consumers, making Sanan's tempe products more interesting and meaningful. Brand guidelines with the Edu-Futurism concept emphasize the importance of education in marketing. By providing educational information about products, Kampung Sanan can differentiate its products from competitors and increase sales value. By educating international consumers about their products, Kampung Sanan can build trust and credibility. Educated consumers tend to be more appreciative and loyal to the products they buy.

The innovative brand guidelines also include digital marketing strategies, enabling Kampung Sanan to reach a global audience effectively. The use of social media, e-commerce and digital content helps increase product visibility and selling value. By utilizing digital technology, Kampung Sanan can reach a global audience, promote their products effectively, and build a loyal community throughout the world. The consistent and innovative implementation of brand guidelines has a big impact in increasing the selling value of tempeh products from Kampung Sanan. By creating a strong brand identity, increasing credibility and consumer trust, communicating added value through education, attracting attention with innovative designs, improving customer experience, and utilizing digital technology for marketing, Kampung Sanan can strengthen its position in the global market. Through this approach, Sanan tempeh is not only known as a high quality product but also as a modern, sustainable and relevant brand in the era of globalization.

3.3. Strategy and Implementation of Edu-Futurism Brand Guidelines Development

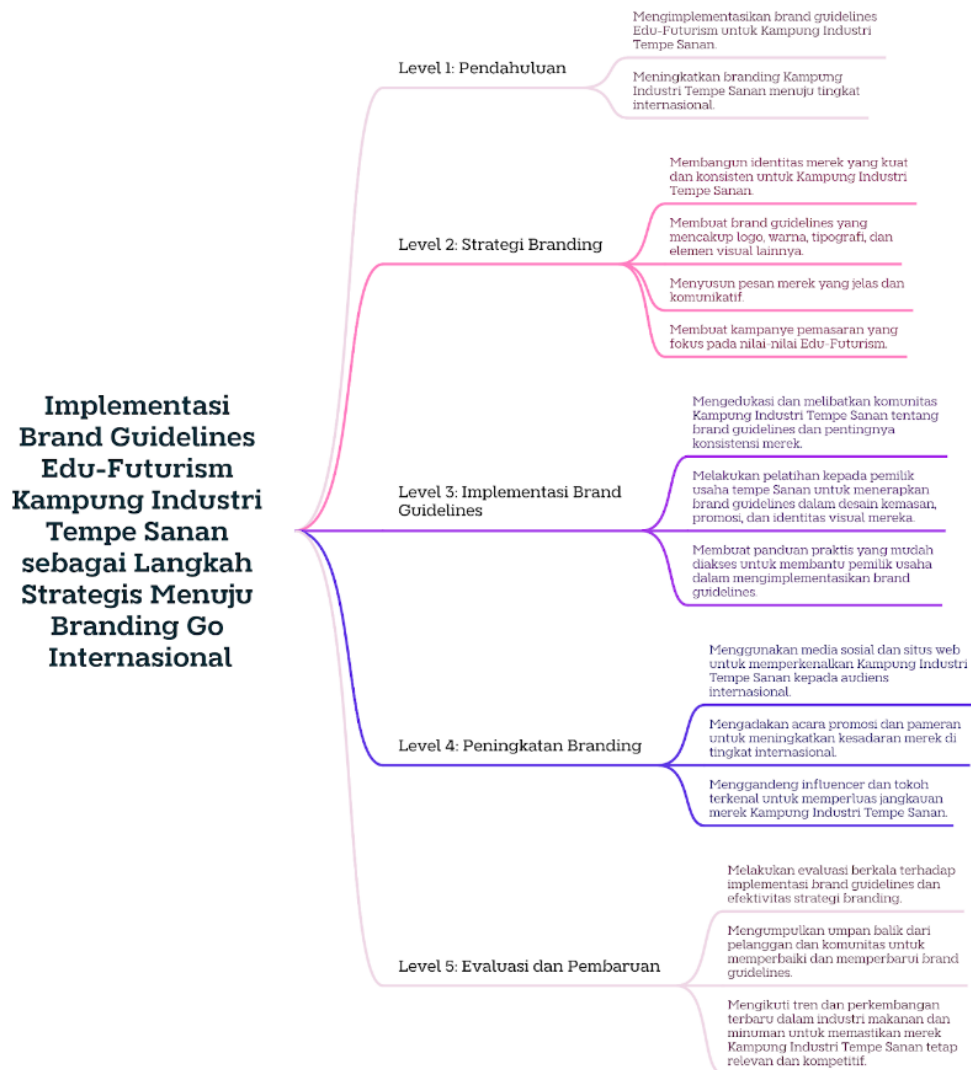


Figure 2. Brand Guidelines Strategy.

The design and implementation of Edu-Futurism brand guidelines for the Tempe Sanan Industrial Village is a strategic step aimed at increasing the branding of this village to an international level. This step begins with a deep understanding of the importance of brand guidelines in creating a strong and consistent identity. A strong brand identity is the foundation for building a positive image in the eyes of a global audience. With a clear and uniform identity, Tempe Sanan Industrial Village can highlight the Edu-Futurism values it wants to promote. Branding strategy is a crucial second stage in this process. This stage involves creating brand guidelines that include logos, colors, typography, and other visual elements. The brand guidelines created must be able to convey a clear and communicative message, so that it can be easily understood by international audiences. Apart from that, a marketing campaign that focuses on Edu-Futurism values is also designed to strengthen the brand image of Tempe Sanan Industrial Village. This campaign not only aims to introduce the product, but also to emphasize the village's commitment to education and innovation in the tempeh industry.

The brand guidelines implementation stage is the next step which involves the Tempe Sanan Industrial Village community directly. Education for tempe business owners in this village about the importance of brand guidelines and how to apply them in every aspect of their business is the main focus. Trainings are held to help entrepreneurs understand how to use brand guidelines in their packaging design, promotions and visual identity. Creating practical guides that are easy to access is

also part of this strategy, to ensure that every business owner can implement brand guidelines consistently. Next, the branding enhancement stage focuses on expanding the reach of the Kampung Industri Tempe Sanan brand to an international audience. The use of social media and websites is the main tool for introducing tempe products to the global market. Promotional campaigns and exhibitions are held to increase brand awareness among international consumers. Inviting influencers and well-known figures to promote tempeh products is also part of this strategy, with the hope of reaching a wider audience and increasing brand appeal.

Evaluation and renewal are the final stages in this process. Periodic evaluation of the implementation of brand guidelines is carried out to assess the effectiveness of the branding strategy that has been implemented. Feedback from customers and the community is used to improve and update brand guidelines according to evolving market needs. Apart from that, following the latest trends and developments in the food and beverage industry is also important to ensure that the Tempe Sanan Industrial Village remains relevant and competitive in the international market. In this entire process, the design and implementation of Edu-Futurism brand guidelines for Tempe Sanan Industrial Village not only aims to increase brand visibility, but also to create a strong and consistent identity that can be recognized by a global audience. By utilizing digital technology and appropriate marketing strategies, Tempe Sanan Industrial Village is expected to expand their market reach and gain recognition on the international stage. Effective implementation of these brand guidelines will help this village to compete in the global market and increase the added value of the tempeh products produced.

3.4. Impact on Business Development and International Cooperation

This point will explain how the implementation of the Edu-Futurism brand guidelines affects the prospects for cooperation and business expansion at the international level. It can also be discussed how the skills and innovation obtained through implementing these guidelines become valuable assets for winning the global market. In addition, it will be analyzed how wider exposure through international branding can increase professional networks and opportunities for cooperation between countries. Implementing innovative and consistent brand guidelines is an important strategy in building a positive image and expanding the market reach of a product. For the Tempe Sanan Industrial Village, implementing brand guidelines with the Edu-Futurism concept can have a significant impact on the prospects for cooperation and business expansion at the international level. Edu-Futurism, which combines elements of education and futurism, offers a unique approach to branding that can attract the attention of global business partners and open up wider expansion opportunities.

These guidelines not only help build a strong brand identity but also provide skills and encourage innovation that become valuable assets in competition in international markets. Business actors in Kampung Sanan gain skills in managing brand identity, understand the importance of consistency, and how to communicate brand values effectively. Business actors in Sanan Village also learned how to communicate the health benefits of tempeh, its production process, and the underlying cultural values. By creating educational content such as videos, articles and infographics about tempeh, businesses can increase international consumers' awareness and understanding of their products. These skills are critical in building consumer trust and loyalty. Brand guidelines with the Edu-Futurism concept encourage innovation in products and packaging. This concept also emphasizes the importance of sustainable production practices. By adopting environmentally friendly and socially responsible production methods, businesses in Kampung Sanan not only meet international standards but also attract consumers who care about sustainability issues.

The application of environmentally friendly packaging technology and the use of sustainable local raw materials shows Kampung Sanan's commitment to sustainability. This provides significant added value and is an important asset in attracting increasingly environmentally conscious global consumers. The skills and innovation obtained through implementing the Edu-Futurism brand guidelines have become valuable assets for the Tempe Sanan Industrial Village in winning the global market. Wider exposure through international branding provides many benefits for the Tempe Sanan Industrial

Village, including increased professional networks and opportunities for collaboration between countries. By building a global reputation, increasing collaboration opportunities, opening access to new resources and technologies, presenting investment opportunities, increasing professional networks, providing access to new markets, and strengthening intercultural relations, Sanan tempe can strengthen its position in the international market. Through this strategy, Kampung Sanan is not only able to compete globally but also ensure long-term growth and sustainability on the international stage.

4. CONCLUSION

The design and implementation of Edu-Futurism brand guidelines for the Sanan Tempe Industrial Village succeeded in increasing brand awareness and competitiveness of tempe products in the international market. The integration of local cultural values with the innovative Edu-Futurism concept produces a strong, modern and educational brand identity. This strategic step not only strengthens the position of Sanan tempeh in the global market but also supports local economic growth and the welfare of the tempeh producing community.

Acknowledgments: We would like to thank the State University of Malang for its full support and funding through Non-State Budget sources with contract number 4.4.1222/UN32.14.1/PM/2024. This support is very meaningful in realizing educational innovations that have a positive impact. Hopefully the results of this program will provide sustainable benefits for the world of education and the tempeh industry in Indonesia.

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