



## ROLE OF VISUAL LANGUAGE IN MARKETING: BUILD AND IMPLEMENT BRANDING IDENTITY ON MINI MARKET

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### ABSTRACT

This study aimed to gain a deeper understanding of the impact of visual language on building and sustaining a strong brand in the mini-market industry. Qualitative research has shown that visual language can have a powerful impact on consumer behavior and purchasing decisions. For example, the choice of colors, images, and symbols can evoke specific emotions and associations, influencing how consumers perceive and interact with the brand. This, in turn, can impact brand loyalty, as consumers are more likely to return to brands that they perceive as being trustworthy and consistent. The use of visual language in branding is particularly important for mini markets, as these businesses compete in a crowded and highly competitive industry. By using visual language to create a strong brand image and establish brand associations, mini-markets can differentiate themselves from competitors, build a loyal customer base, and establish a strong reputation in the marketplace. Moreover, Mini-markets can develop a visually appealing brand that connects with their target audience and distinguishes them from the competition by carefully evaluating the components of visual language and how they can be used to achieve particular brand goals.

**Keywords:** Branding; Identity; Marketing; Visual Language.

### ABSTRAK

Penelitian ini bertujuan untuk mendapatkan pemahaman yang lebih mendalam tentang dampak bahasa visual dalam membangun dan mempertahankan merek yang kuat di industri minimarket. Penelitian kualitatif telah menunjukkan bahwa bahasa visual dapat berdampak kuat pada perilaku konsumen dan keputusan pembelian. Misalnya, pilihan warna, gambar, dan simbol dapat membangkitkan emosi dan asosiasi tertentu, memengaruhi cara konsumen memandang dan berinteraksi dengan merek. Hal ini, pada gilirannya, dapat memengaruhi loyalitas merek, karena konsumen cenderung kembali ke merek yang mereka anggap dapat dipercaya dan konsisten. Penggunaan bahasa visual dalam branding sangat penting untuk minimarket, karena bisnis ini bersaing dalam industri yang ramai dan sangat kompetitif. Dengan menggunakan bahasa visual untuk menciptakan citra merek yang kuat dan membangun asosiasi merek, minimarket dapat membedakan dirinya dari pesaing, membangun basis pelanggan yang setia, dan membangun reputasi yang kuat di pasar. Selain itu, Minimarket dapat mengembangkan merek yang menarik secara visual yang terhubung dengan audiens target mereka dan membedakan mereka dari pesaing dengan mengevaluasi secara cermat komponen bahasa visual dan bagaimana komponen tersebut dapat digunakan untuk mencapai tujuan merek tertentu.

**Katakunci :** Branding; Bahasa Visual;., Identitas; Pemasaran

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## **INTRODUCTION**

Visual language is a powerful method of conveying information, ideas, and emotions through the use of visual elements such as images, symbols, and typography. These visual elements are employed not only in graphic design (Wei & Lian, 2021) but also in advertising (Shoji et al., n.d.) and other forms of visual communication. Visual language is a fundamental aspect of visual communication and greatly influences how an audience perceives and understands information. A well-constructed visual language helps to establish a consistent, recognizable brand identity and is a valuable tool for conveying complex information simply and intuitively. In addition, visual language effectively evokes emotions (Landis & Duscher, n.d.) and makes messages memorable, making it a critical component of successful marketing campaigns.

Previous findings show that visual language is a powerful tool in marketing and promotion because it can quickly and effectively communicate complex information, ideas, and emotions to an audience (Soedarsono et al., 2020). In today's world, people are bombarded with information from multiple sources, and attention spans are short. Visual language helps to cut through the noise and grab people's attention (Teletov et al., 2019), making it an essential aspect of any successful marketing campaign. In marketing, visual language is used to create a consistent brand identity by using specific visual elements, such as logos (Luffarelli et al., 2019), typography (Gretzel & Collier de Mendonça, 2019), and color schemes (Jin et al., 2019). These elements work together to create a recognizable and memorable brand that consumers can easily identify. For example, iconic red, blue, and white mini-market color schemes, along with its stylized logo, are easily recognizable and evoke strong emotions of product availability and ease of consumer shopping. From a linguistic perspective, visual language in a mini-market can be analyzed through the lens of semiotics and discourse analysis. Semiotics focuses on the study of signs and symbols and their meaning-making processes. Discourse analysis, on the other hand, examines how language and visual cues are used to construct meaning within a specific context.

Visual language is also used in advertising and promotional materials to communicate specific messages to consumers (Brennan & O'Rourke, 2019). In a mini-market, visual language can be utilized in a variety of ways to communicate with consumers effectively. For example, the use of eye-catching images, bold typography, and bright colors can grab the attention of consumers and convey specific messages about the mini-market offerings and promotions. For instance, images of fresh produce and food items can be used to emphasize the quality and variety of available products. At the same time, pricing information can be highlighted using graphics and typography to emphasize the affordability and value of the mini-markets offerings. Another way visual language can be used in a mini-market is through the store's design. A well-designed store with consistent visual language can create a welcoming and memorable atmosphere for customers, and help to reinforce the mini-market brand identity. The use of consistent color schemes, signage, and display arrangements can help create a cohesive brand image (Yu et al., 2020) that customers will easily recognize and associate with the mini-market.

Additionally, visual language can also be used to create a sense of differentiation from competitors (Rietveld et al., 2020). For example, the mini-market may use unique visual elements, such as a distinctive color scheme or custom graphics, to create a distinct brand image that sets it apart from other mini-markets. This differentiation can help to attract new customers and build a loyal following for the mini-market. In terms of promotional materials, visual language can also be used to create effective and engaging ads, flyers, and posters. The mini-market may use eye-catching images of its products, as well as bold typography and graphics, to draw attention to specific promotions and offerings. These materials can be distributed online, through social media, or in-store and can help to create a sense of excitement (Anselmsson & Tunca, 2019) and anticipation (Nguyen et al., 2020) around the mini-market promotions. Given the high competition in the mini-market industry in Ambon, it is crucial for businesses to stand out from the crowd and differentiate themselves from their competitors. Visual language can play a significant role in achieving this. This case study aims to explore the utilization of visual language in the mini-market and its impact on the brandscape. The study focuses on understanding how visual language has been planned and implemented by the mini-market and its effect on building and sustaining the brand.

Unlike many previous studies that have examined the use of visual language for brand promotion, this study will try to gain a deeper understanding of how visual language can be used to create and maintain a strong brand. In addition, the study will examine the impact of visual language on consumer behavior, including how it affects their purchasing decisions, brand recognition and loyalty, and overall perception of the mini-market brand. This will help to understand better the role that visual language plays in shaping consumer behavior and creating a memorable and compelling brand.

## **LITERATURE REVIEW**

### **1. Branding**

A brand is more than a logo, a name, or a slogan (Wilson, 2021). It is the sum total of a customer's experience, perception, and relationship with a company and its products or services. A strong brand has the power to differentiate a company from its competitors (Zameer et al., 2020), create customer loyalty (Akoglu & Özbek, 2022), and influence purchasing decisions (Sivaram et al., 2019). Building a brand requires careful strategy and execution, and there are several key elements to consider in terms of visual language.



First, a brand must have a precise, distinctive positioning. This involves understanding what sets the company and its products or services apart from its competitors and defining the unique value that it provides to its customers. A well-defined positioning can help to guide all

aspects of the brand, including product development, marketing, and customer experience (Coffie, 2020).

Second, a brand must have a consistent, recognizable visual identity. This includes elements such as logo design, packaging design, and website design, and it is essential for creating a strong, recognizable brand (Erjansola et al., 2021). A consistent visual identity helps to reinforce the brand's positioning and makes it easier for customers to recognize and remember the brand.

Third, a brand must have a compelling story. People respond to stories and are more likely to connect emotionally with a brand that has a relatable, human story (Kim & Sullivan, 2019). Brands must find a way to tell their story authentically and compellingly that resonates with their target audience.

Fourth, a brand must have strong customer relationships. Brands must make it a priority to understand their customers and build strong, meaningful relationships with them (Boukis, 2020). This can be done through activities such as customer research, customer service, and customer engagement.

Finally, a brand must have a strong reputation. Brands must work hard to earn and maintain a positive reputation through consistent, high-quality products or services, responsible business practices, and effective crisis management (Foroudi, 2019). A strong reputation can help build customer trust and increase brand loyalty.

## **2. Building Brand**

Building a strong brand is essential for any business looking to establish a lasting and recognizable presence in the market. There are several key components to consider when building a brand, including brand identity, brand strategy, and brand implementation. Brand identity is the visual representation of a brand, including logos, typography, imagery, and color schemes (Gretzel & Collier de Mendonça, 2019). It is important to develop a consistent and cohesive visual identity that accurately reflects the brand's values and messaging. This can include creating a brand guide to ensure the visual identity is used consistently across all touchpoints.

The brand strategy involves defining the brand's purpose, target audience, positioning, and unique value proposition. This includes determining what sets the brand apart from its competitors, and what the brand stands for. The brand strategy should be based on market research and a deep understanding of the target audience's needs, behaviors, and motivations (Iyer et al., 2019). Brand implementation involves consistently applying the brand's identity and strategy across all touchpoints, including advertising, packaging, website, and customer interactions. This requires a well-coordinated effort between departments and close attention to detail to ensure that the brand is being represented consistently and accurately.

## **3. Sustaining Brand**

Sustaining a strong brand is crucial for any business in today's highly competitive market. A strong brand can help a business differentiate itself from its competitors and create a positive

perception in the minds of consumers and build consumer loyalty. Three key strategies that can help businesses sustain their strong brand over time are:

First, it's important to consistently communicate the brand's values, messaging, and personality (Dressler & Paunovic, 2021). This includes creating a strong brand identity that includes elements such as a unique logo, tagline, and visual style. Consistent use of these elements across all touchpoints, such as advertisements, packaging, and customer service, will help reinforce the brand's image in the minds of consumers.

Second, it's crucial to maintain a consistent brand experience for customers. This means ensuring that all interactions with the brand, whether through customer service, product quality, or the company's physical presence, align with the brand's values and messaging. By providing a consistent, positive brand experience, businesses can help build and sustain brand loyalty among their customers (Safeer et al., 2021).

Third, staying relevant and adapting to changing market conditions and customer needs is important. This means constantly evaluating the brand's positioning and messaging, and making changes as needed to stay current and relevant (Iyer et al., 2019). For example, if a brand's target audience changes, it may be necessary to adjust the brand's messaging to better resonate with this new group. After these three steps, it's important to continuously engage with customers and gather feedback on their experiences with the brand. This information can be used to make informed decisions about improving the brand and meeting customer needs.



Businesses can build and sustain a strong brand by consistently communicating their brand's values and messaging, providing a consistent brand experience, staying relevant and adapting to change, and engaging with customers.

#### **4. Utilization of Visual Language in Branding**

Language plays a crucial role in human communication, as it enables people to convey ideas, thoughts, and emotions. Language is not only a means of communicating information, but it also has the power to shape attitudes, beliefs, and behavior. Language can be spoken, written, or gestured, which is an essential tool in our daily lives. In marketing, language is used as an advertising tool to promote products, services, and brands. Advertisers use language to create a message that connects with their target audience and conveys the product's or service's key benefits. Language becomes a crucial component of the advertising mix, whether through print, digital, or broadcast media. Advertisers use language to tell a story, create an emotional connection, and ultimately persuade the target audience to take action (Pejic-Bach et al., 2020). The choice of words, tone, and style are important in creating an effective marketing message. A

marketing message that resonates with the target audience can generate a positive response, build brand awareness, and drive sales.

Language is not only a tool for promoting products but also a key component in creating a brand's identity. The language used in marketing materials, such as advertisements, brochures, and websites, helps to establish the brand's image, values, and personality. Visual language is one of the crucial aspects of marketing and promotion, and it encompasses the use of visual elements to communicate ideas, information, and emotions to a target audience. It plays a fundamental role in how information is perceived and understood and helps create a consistent and recognizable brand identity. Visual language is used in various forms, including graphic design, advertising, and other forms of visual communication. Brands use visual language to differentiate themselves from their competitors and stand out in a crowded marketplace. This consistent use of visual language helps build and sustain the brand, making it easier for consumers to identify and remember it.

Marketing campaigns often use visual language to communicate specific messages to consumers. In advertising, visual language is used to convey a product's or service's key selling points. In addition to advertising, visual language is also used in packaging design, point-of-sale displays, and other promotional materials (Fan & Li, 2020). Using visual language in these materials helps reinforce the brand message and create a consistent brand experience for consumers. Visual language has become even more important for brands in the digital age. With the rise of social media and other digital platforms, consumers are exposed to a constant stream of visual information, and attention spans are shorter than ever. Brands need to use visual language that is both impactful and easily understood in order to stand out and capture consumer attention. One of the theories surrounding visual language and its role in creating a strong brand is the concept of semiotics. Semiotics refers to the study of signs and symbols and how they are used to communicate meaning (Tri et al., 2022). In the context of visual language, this refers to the way visual elements, such as colors, shapes, and typography, are used to convey meaning and evoke emotions.

Color is a crucial component of visual language in marketing and promotion. Different colors evoke different emotions and associations, and brands often choose specific colors to align with their brand values and messaging (Jin et al., 2019). For example, red is often associated with energy, excitement, and urgency, which makes it a popular choice for brands that want to convey these emotions. Blue is often associated with calmness, trust, and stability, making it a popular choice for brands that want to convey a sense of reliability and dependability. Green is often associated with nature, growth, and health, making it a popular choice for brands promoting environmentally-friendly products or services. The use of color in the visual language is not only important for creating a strong brand image, but it also helps to communicate specific messages and information to consumers. For example, in a print ad for a product, using bright colors and bold graphics can help convey the product's performance. In contrast, a soft color palette and more

subtle imagery might be used to promote a luxury product, emphasizing the comfort and elegance of the product.

In addition to color, visual language also includes the use of typography, images, and symbols. Brands use typography to create a consistent and recognizable look and feel, with specific font styles and sizes often used to reinforce the brand's messaging (Catanzaro & Collin, 2023). For example, a bold sans-serif font might be used to convey a modern and innovative brand, while a traditional serif font might be used to reinforce a sense of heritage and sophistication. Images are also crucial in visual language, as they can quickly and effectively communicate complex information and ideas to consumers. Brands often use images to showcase their products and services, demonstrating their features and benefits engagingly and memorably. For example, a food brand might use images of its products being prepared or served in an appealing way to encourage consumers to try the product.

Symbols are also an important part of visual language, as they can quickly and easily communicate complex ideas and emotions. Brands often use symbols to create a strong brand image and to reinforce their messaging. For example, the Nike swoosh is a symbol of movement, athleticism, and success, and is easily recognizable by consumers worldwide. Brands that master the use of visual language in their marketing and promotion efforts are likely to have a competitive edge in the marketplace. By using visual elements that align with their brand values and messaging and evoke the right emotions in consumers, they can create a memorable and recognizable brand that stands out from the competition.

## **RESEARCH METHOD**

The study adopts a qualitative case study approach and uses qualitative research methods to gain insights from consumers. This may involve conducting focus groups, in-depth interviews, and customer surveys to gather information about their perceptions and experiences with the mini-market brand and visual language. By analyzing the data collected through qualitative research methods, the study will aim to provide a comprehensive understanding of the impact of visual language on the mini-market brands cape. The study's findings will shed light on the effectiveness of visual language in building and sustaining the brand, and provide valuable insights into the role of visual language in creating a memorable and recognizable brand identity.

Moreover, the study will contribute to the body of literature on the use of visual language in marketing and promotion by providing insights into how visual language can impact consumer behavior, brand recognition and loyalty, and overall brands cape. This information can be used by other businesses and organizations to inform their own marketing and promotional strategies and to understand better the importance of visual language in creating a strong brand.

## **FINDING AND DISCUSSION**

## **1. Use of Visual Language in Building Brand**

Building a strong brand requires a consistent, strategic, and holistic approach that leverages various marketing and communication tools, including visual language. In the context of a mini-market, visual language can be used in several ways to create a strong brand image and build customer loyalty. One way to use visual language to build a mini-market brand is by creating a consistent visual identity. This includes using a consistent color palette, typography, and imagery across all marketing materials, such as brochures, posters, and websites. This helps to create a recognizable and memorable brand image that customers can easily associate with the mini-market. Another way visual language can be used to build a brand is through the use of logos and symbols. A well-designed logo can serve as the centerpiece of a brand's visual identity and help to communicate the brand's values and message to consumers. In the case of a mini-market, the logo can be used on all marketing materials, packaging, and store signage to create a consistent and recognizable brand image.

In brand building, semiotics helps create associations and establish connections between the brand and its desired values, attributes, and emotions. Signs and symbols act as triggers that evoke certain meanings and cultural references, allowing consumers to interpret and make sense of the brand's identity. One way semiotics influences brand building is through the creation of brand logos. Logos are visual representations of a brand and serve as powerful symbols that encapsulate its essence. Through careful design and choice of signs and symbols, logos can communicate a brand's personality, values, and positioning. For example, the Apple logo with its bitten apple shape signifies innovation and simplicity, aligning with the brand's identity and core values.

Visual language can also be used to communicate specific messages to customers. For example, in-store displays and signage can be used to promote new products, special deals, and events. By using visually appealing and attention-grabbing designs, mini-markets can effectively communicate these messages to customers and encourage them to make a purchase. Additionally, visual language can be used to create an emotional connection with customers. For example, using imagery and typography that evoke feelings of warmth, comfort, and community can help create an emotional connection with customers, who may be more likely to become loyal to the brand.

## **2. Branding by Visual Language to Consumer Behavior**

Consumer behavior refers to individuals' actions and decisions when purchasing and using products and services (Qazzafi, n.d.). It is a crucial aspect of marketing as it helps businesses understand their target market and develop strategies to meet their needs and preferences. In order to build and sustain a strong brand, businesses need to have a deep understanding of consumer behavior. There are several key factors that influence consumer behavior, including personal (Giovanis et al., 2019), psychological (di Crosta et al., 2021), and social aspects (Hu et al., 2019). Personal factors, such as income, age, and education, play a significant role in determining the purchasing decisions made by individuals. Psychological factors, such as motivation, perception,

and attitudes, also significantly shape consumer behavior. Finally, social factors, such as family, friends, and cultural influences, can also impact consumer behavior.

In order to effectively utilize visual language in building a brand, businesses need to have a deep understanding of consumer behavior. By understanding their target market, businesses can tailor their visual language to evoke specific emotions and associations, thereby increasing brand recognition and recall. For example, a mini-market targeting young families might choose to use bright, playful visuals to appeal to this demographic, while a mini-market targeting older adults might decide to use more refined, sophisticated visuals. Findings show the use of visual language in advertising and promotional materials can also impact consumer behavior. By using visuals that are consistent with their brand messaging, businesses can help to create a more memorable brand experience for consumers. This, in turn, can help to increase brand recognition and foster a positive relationship between consumers and the brand.

Moreover, visual language can also be used to convey information and communicate key benefits of products and services. By using clear, simple visuals, businesses can help to convey complex information in a way that is easy for consumers to understand. This, in turn, can help to build trust and credibility with consumers and increase the likelihood of them making a purchase. Overall, visual language plays a critical role in building and sustaining a strong brand. By using visual language to understand consumer behavior and tailor their branding efforts, businesses can effectively reach and engage their target market, increase brand recognition, and drive sales.

### **3. Purchasing Decision**

Understanding consumer behavior is crucial for businesses to be able to make informed decisions about their marketing strategies, including how they use visual language to build their brand and influence purchasing decisions. Consumer behavior and purchasing decisions are two interrelated concepts in marketing and economics. In order to understand how branding through visual language can influence these factors, it's important first to understand what consumer behavior and purchasing decisions are. Consumer behavior is a decision when a consumer purchases goods and services. This includes things like their motivations for purchasing, the way they perceive and evaluate different brands, and the factors that influence their final decision. On the other hand, purchasing decisions refer to the specific act of buying a product or service.

When it comes to purchasing decisions, visual language has a powerful impact on consumers. Research has shown that color significantly impacts consumer behavior, with certain colors evoking certain emotions and associations. Visual language can also help to communicate the brand's values and messaging, which is essential in building brand awareness and trust. This can be achieved through the use of typography, imagery, and iconography, all of which work together to create a consistent and recognizable brand experience for consumers.

One of the key benefits of visual language in branding is its ability to create a strong emotional connection with consumers (Argyris et al., 2020). This emotional connection can be used to influence purchasing decisions by appealing to consumers' emotions, values, and

motivations. For example, a brand that uses the imagery of families and children can evoke feelings of warmth and security, making it more appealing to consumers who are looking for products that align with their family values.

#### **4. Loyalty**

One of the key ways that visual language can influence consumer behavior and purchasing decisions is by creating brand associations. This refers to the mental and emotional connections that consumers make between a brand and its products or services. This connection can be created through various marketing activities, including advertising, packaging, and customer service. Visual language is key in creating brand associations because it is a highly memorable and powerful form of communication. For example, a mini-market can use a specific color palette or typeface in its marketing materials to create a consistent brand image and reinforce its brand values and messaging. Based on the brand association, consumers who shop at mini-markets form a feeling toward the brand based on visual language stimulants in the form of consumer loyalty.

The use of visual elements, such as images, symbols, and shapes, can help to create a strong and memorable brand image (Marques et al., 2020). In the context of the mini-market, visual language can be used to communicate the values, attributes, and benefits of the brand to consumers, thereby creating a positive association with the brand. One of the main benefits of using visual language to create a strong brand image and association is that it can lead to increased customer loyalty. Loyalty refers to the degree to which consumers are committed to a brand and continue to purchase its products or services over time. A strong brand association can create a sense of trust and emotional attachment between consumers and the brand, leading to increased loyalty. For example, a mini-market that uses visual language to communicate its commitment to quality and affordability may be able to establish a loyal customer base.

In addition to creating a strong brand image and association, visual language can also be used to differentiate the mini-market from its competitors. Differentiation refers to the process of creating a unique and compelling brand image that sets the brand apart from its competitors. By using visual language distinctively and memorably, a mini-market can differentiate itself and communicate its unique value proposition to consumers

#### **CONCLUSION**

In conclusion, visual language is a crucial aspect of building and sustaining a strong brand, especially in the competitive mini-market industry. Through the use of elements such as color, typography, and imagery, a brand can create a visual identity that is consistent with its messaging and values, and that appeals to its target market. By creating a strong brand image and association, a mini-market can differentiate itself from its competitors, and increase its chances of attracting and retaining loyal customers. Effective use of visual language can help a mini-market to communicate its brand promise and values to its target market, and to create a memorable and distinctive brand experience. When used consistently across all marketing materials, visual language can help to reinforce the brand's message and increase brand recognition and recall.

In addition, the impact of visual language on consumer behavior and purchasing decisions should not be underestimated. By creating an emotional connection with consumers, visual language can influence their perception of the brand and their likelihood to choose that brand over others. This is particularly important for mini-markets, as it can help them to stand out from the competition and establish a loyal customer base. Overall, it is clear that visual language plays a vital role in building and sustaining a strong brand. By carefully considering the elements of visual language and how they can be used to achieve specific brand goals, mini-markets can create a visually-compelling brand that resonates with their target market and sets them apart from the competition.

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