



The Influence of Changes in the Logo and Slogan of PT Aplikasi Karya Anak Bangsa on Achieving Brand Image Among Consumers in Medan City

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh perubahan logo dan slogan PT Aplikasi Karya Anak Bangsa terhadap pencapaian citra merek pada konsumen kota Medan. Teori yang digunakan dalam penelitian ini adalah teori komunikasi, *new media*, iklan, *brand*, *rebranding* dan citra merek. Metode penelitian yang digunakan adalah penelitian eksplanatori. Populasi dalam penelitian ini adalah konsumen aplikasi Gojek di kota Medan. Teknik penarikan sampel menggunakan rumus Taro Yamane sehingga didapat jumlah sampel sebanyak 100 responden dengan kriteria sampel yaitu konsumen aplikasi Gojek di kota Medan yang mengetahui perubahan logo dan slogan Gojek. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah penelitian lapangan dengan menyebarkan kuesioner dan penelitian kepustakaan. Teknik analisis data yang digunakan adalah analisis deskriptif, uji asumsi klasik, analisis regresi linear berganda serta pengujian hipotesis. Hasil penelitian menunjukkan bahwa terdapat pengaruh perubahan logo dan slogan PT Aplikasi Karya Anak Bangsa terhadap pencapaian citra merek pada konsumen kota Medan. Besarnya pengaruh atau nilai koefisien determinasi perubahan logo dan slogan Gojek terhadap pencapaian citra merek adalah sebesar 46,2% yang berarti korelasi cukup berarti, sedangkan sisanya yakni 53,8% merupakan pengaruh faktor lain yang tidak diteliti dalam penelitian ini seperti kualitas pelayanan, kepercayaan, kehandalan dan kecepatan.

Keyword: Logo, Slogan, Citra Merek, PT Aplikasi Karya Anak Bangsa, GOJEK.

ABSTRACT

This study aims to analyze the effect of changing the logo and slogan of PT Aplikasi Karya Anak Bangsa on the achievement of brand image among Medan city consumers. The theory used in this study is the theory of communication, new media, advertising, brand, rebranding and brand image. The research method used is a quantitative method with explanatory research. The population in this study are consumers of the Gojek application in the city of Medan. The sampling technique uses the Taro Yamane formula so that a total sample of 100 respondents is obtained with the sample criteria, namely consumers of the Gojek application in the city of Medan who know the changes to the Gojek logo and slogan. The data collection technique used in this study was field research by distributing questionnaires and library research. The data analysis technique used is descriptive analysis, classical assumption test, multiple linear regression analysis and hypothesis testing. The results showed that there was an effect of changing the logo and slogan of PT Aplikasi Karya Anak Bangsa on the achievement of brand image among Medan city consumers. The magnitude of the influence or the coefficient of determination of changes in the Gojek logo and slogan on brand image achievement is 46.2%, which means the correlation is quite significant, while the remaining 53.8% is the influence of other factors not examined in this study such as service quality, trust, reliability and speed.



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Keyword: Logo, Slogan, Brand Image , PT Aplikasi Karya Anak Bangsa, GOJEK

1. Introduction

The advancement of technology and information, which is becoming increasingly sophisticated, promises new business opportunities and challenges for companies operating in Indonesia. This situation has led to increasingly fierce competition, both among domestic companies and with foreign firms. One of the assets to achieve that state is the brand. Rebranding, according to Aaker (2012:51), can occur at the corporate level, business unit level, and product level, with the corporate level being the most critical. Representing the identity of the entire company. Rebranding includes three main categories: minor changes, medium changes, and major changes. More specifically, rebranding is divided into several types that vary according to changes in name, logo, and slogan.

Logos and symbols are a group of images or letters used to indicate originality, ownership, or relevance. Although the key elements of a brand are the brand name, logo, and symbols, they are also elements in memory. Therefore, the creation of logos and symbols becomes very important, so that they can be associated with the brand name in the customers' memory. Of course, many processes take a long time when changing a product name or reshaping a brand image.

Brand, according to Surachman (2018:14), is a name or symbol (such as a logo, trademark, packaging design, and so on) created to distinguish one product from another. One of the brand elements that can positively contribute to the creation of an ideal brand is the logo and symbol. (Kotler, 2013:460). Logos and symbols are a set of images or letters created to indicate originality, ownership, or association. Although the key element in a brand is the brand name, logos and symbols are also elements that are remembered in a person's mind. Thus, the creation of logos and symbols is very important so that they can be associated with a brand name in the memory of customers.

The importance of transportation is evident from the increasing number of motor vehicles each year. (Badan Pusat Statistik, 2019). Based on the data, motor vehicles are classified into four types: motorcycles, trucks, buses, and passenger cars. In 2017, there were 113,030,793 motorcycles in Indonesia, and 15,493,068 passenger cars spread throughout the country. It can be concluded that many people in Indonesia currently use motor vehicles to support their daily activities. Online transportation applications serve as tools that can simplify travel for their users. However, along with the advancement of time and the increasing diversity of consumer needs, online transportation applications have also undergone changes in providing various services. Currently, online transportation can not only transport passengers but also buy food, deliver goods, and meet other daily needs.

Gojek is one of the national subsidiaries that operates in the online transportation sector. Founded in 2010, Gojek aims to become a "super app" that is expected to meet consumer needs in various ways. Innovation has been the key to the establishment of Gojek, which currently offers 22 different services. This aligns with Nadiem Makarim's vision when he first created Gojek. (yakni membuat aplikasi multi-layanan terintegrasi). As a result, all this time Gojek has been able to provide services such as cargo delivery (Go-Send) and food ordering (Go-Food), allowing driver partners to work throughout the day, not just relying on peak hours.

Although Gojek's market share has decreased compared to its main competitor Grab, according to research conducted by Alvara Research Center (July 2019), Gojek is the most popular ride-hailing app among Indonesia's millennial generation. The research was conducted in Jakarta, Bali, Padang, Yogyakarta, and Manado, involving 1,204 respondents. Gojek leads in three service categories in this research, namely rides, meal delivery, and digital payments. Respondents using Gojek reached 70.4%, while those using Grab amounted to 45.7%, where respondents could choose information from the app. Additionally, millennials who use both applications simultaneously, Gojek and Grab, believe that Gojek is more reliable and offers a more comprehensive range of services.

The new Gojek logo is designed to be more flexible and easier for users to remember compared to the previous logo. It is said to be flexible because its new logo can be easily seen even in a small size. The new Gojek logo still retains the basic green color, featuring an imperfect circle with a dot in the center. Seeing this logo, some people think that Gojek's new logo aligns with the company's mission to empower the community because it resembles a power button. In addition, many people believe that the logo resembles the magnifying glass icon commonly used for search functions. This is also in line with Gojek's goal of creating a platform that can meet various needs ranging from transportation, food, to online

payment services. (Gojek, 2019). Gojek launched its new logo on the same day that the online transportation company also announced its new tagline "#PastiAdaJalan".

That new slogan means there is always a way with Gojek. This aligns with the introduction of the new logo, which symbolizes a button for everyone and represents Gojek's increasingly strong ecosystem over time. From its new logo, Solv can show that Gojek provides various solutions for every situation. Therefore, Gojek implements "#ThereIsAlwaysAWay" to enhance the meaning of the logo.

Based on the background that the researcher has outlined and data from various online transportation studies, the researcher is interested in conducting a study titled "The Influence of the Change of Logo and Slogan of PT Aplikasi Karya Anak Bangsa on Brand Image Achievement among Consumers in Medan City."



Figure 1 (a) Old Logo, (b) New Logo

2. Research Method

The research method that is used in this research is explanatory research. Explanatory research is a research that is used to test hypotheses regarding the relationship between variables (Sugiyono, 2015: 122). From this understanding the reason for choosing this model is said to be an explanation of the causal relationship obtained between the variables obtained with the facts and characteristics and to find out how much the independent variable contributes to the dependent variable and how big the direction of the relationship is. happen. It is known that the research conducted is explanatory research to test how much influence there is due to a logo change on a brand image at PT. Nation's application.

This research was conducted in the city of Medan, North Sumatra. Using the residents of Medan as the population. According to BPS or the Central Bureau of Statistics, the population of the city of Medan until 2022 is 2,460,858 people. The sampling technique used was using the Taro Yamane formula with a precision of 10% and a confidence level of 90%. Based on the calculations that have been carried out by the researcher, the number of samples in this study was obtained as many as 100 people. Purposive sampling method was chosen as the sampling method for determining the most appropriate sample with characteristics, namely consumers of the Gojek application who know that the logo and slogan on the Gojek application have changed and are domiciled in Medan, North Sumatra. The data collection technique is field research by distributing questionnaires to 100 respondents Hasil dan Pembahasan

3. Result and Study

Brand image is important for a company. Image/brand is a company asset because image can influence the perception of each customer where society has a positive image of the company. Founded in 2010, GOJEK Indonesia provides online transportation, food delivery, payment and other services. In July 2019, GOJEK announced to the public the launch of its new logo, which looks like an inverted on/off button. The GOJEK company is very aware of how important the role of brand image is for a company that aims to be a solution to the daily needs of consumers.

A logo is at the core of a visual application, but creating a strong visual brand also requires elements that together can support an identity. Design Dictionary (cited by the Board of International Research in Design/BIRD) in Rustan "Logos usually contain text, images or a combination of those elements" (Rustan, 2017: 97). The logo has the following purposes:

a. Marking

logo design can be easily remembered if there is a unique and meaningful shape that represents the shape in question. The form in question is usually taken from the name of the object (corporate or product).

b. Eye-Catching

A logo will have more value if it has eye-catching elements. Of the many images on display, whether in a motorbike, bookstore, or a collection of business cards, the logo must be able to attract attention that is more dominant than other images or forms.

c. Different

Being different means creating a certain category in the minds of consumers.

d. Meaningful

It's not uncommon for a company to design their identity based on a certain meaning they have. The meaning comes from beliefs or describes a certain culture that belongs to the company.

e. Likeability

The preference effect that arises as a response to the chosen identity will of course be a distinct advantage for the brand. For example, Coca-Cola deliberately chose red, because that color is accepted by some as an impressive color (Ruslan, 2017:98).

While creating a design, one must use a creative approach and pay attention to the visual elements. According to Hendratman, the elements that make up a symbol are usually as follows:

a. Line

A line is defined as a collection of points lined up in length. Each line creates a psychological impression or perception of its own. For example, the lines that form the letter "s", often feel something soft, smooth and graceful. Lines in orientation consist of: horizontal straight lines giving calm or immovable things; diagonal straight lines give the impression of being unstable, something moving or dynamic; Curved lines (curves) give the impression of elegance, refinement.

b. Shape

Shape is also the shape formed by precisely arranged curves. Shapes can be two-dimensional or three-dimensional. Each curve has a different meaning according to culture, geography, and others. For example, a square can describe an interdependent relationship with one another, can show size and so on.

c. Color

Each color has a characteristic. With the help of color, we can selectively communicate our plans to the public. Thus, the colors are very identical and affect the psychological condition of a person or group of people. Even certain countries or cultures have different meanings in defining certain types of colors. For example, the type of black color usually describes conditions or situations that are elegant, then firm, consistent, and sometimes considered the color of men. Black can also be likened to a tomboyish nature or attitude in women, and on the other hand it is considered dark and less bright.

d. Typography

The market segment must be considered when selecting letters or fonts.

Based on the results of distributing questionnaires to 100 respondents, it was found that 77% of the respondents in this study were women, and the remaining 23% were men. Based on age, it was dominated by the age group over 27 years, with 38 people (38%) and 22-27 years with 35 people (35%). The 18-22 year old group consisted of 18 people (18%), while the under 18 year old group consisted of 9 people (9%). Based on occupation, the majority of respondents were dominated by private employees and civil servants by 20 people (20%), the number of students was 10 people (10%), students were 10 people (10%), self-employed consisted of 13 people (13%), and professionals as many as 6 people (6%).

Based on the results of the research partially, the logo has a positive and significant effect on brand image. This explains that the change to the new logo at PT Application Karya Anak Bangsa is in line with the company's brand image. Where when the logo gets better, the brand image also gets better. In accordance with the results of the research, respondents felt that it was easier to recognize Gojek from the new Gojek logo and that the logo was easier to remember and more familiar. This makes consumers prefer to use the Gojek application than other similar competitors.

Based on the results of the study, slogans have a positive effect on brand image and have a greater influence than logo changes. Based on the results of the questionnaire given to respondents, the latest slogan from Gojek is able to cover the services offered by the application and is very easy for consumers to remember. This change in slogan also makes consumers feel that they know Gojek services better.

The results of this study are in line with the results of research from Jerry Fransen Thomas (2016) with the title Analysis of the Effect of Rebranding on Brand Association with Brand Image as an Intervening Variable on Customer Loyalty at PT. Telkom Indihome Surabaya where in the results of his research it was stated that the effect of rebranding on brand associations was considered good by consumers, so that based on statistical calculations, a number was obtained indicating that rebranding had an effect on the formation of brand associations. Rebranding affects the formation of brand

image, based on statistical calculations, numbers are obtained indicating that rebranding has an influence on brand image, brand changes from before will create a new and positive image in the minds of consumers. In addition, research from Diah Ariani (2018) entitled *The Influence of Slogans and Brand Ambassadors on Brand Awareness (Studies on Antangin JRG Consumers at Diponegoro University Semarang)* shows that slogans have a major influence in representing brands in the minds of users.

Based on the results of the questionnaire distributed to the respondents, it was found that changes to the logo and slogan on Gojek had a positive impact on the brand image of Gojek where based on the results of the questionnaire the majority of respondents agreed that the new Gojek logo and slogan made consumers easier to remember and understand all the services provided. offered by Gojek.

3.1 Research Variable Validity Test Results

Variabel	Pernyataan	r_{hitung}	r_{tabel}	Sig (2-tailed)	Keterangan
Logo and Slogan	Q1	0.809	0.3610	0.000	Valid
	Q2	0.738	0.3610	0.000	Valid
	Q3	0.805	0.3610	0.000	Valid
	Q4	0.612	0.3610	0.006	Valid
	Q5	0.754	0.3610	0.000	Valid
	Q6	0.699	0.3610	0.000	Valid
	Q7	0.544	0.3610	0.002	Valid
	Q8	0.749	0.3610	0.000	Valid
	Q9	0.838	0.3610	0.000	Valid
	Q10	0.593	0.3610	0.001	Valid
	Q11	0.903	0.3610	0.000	Valid
	Q12	0.826	0.3610	0.000	Valid
	Q13	0.557	0.3610	0.001	Valid
	Q14	0.769	0.3610	0.000	Valid
	Q15	0.843	0.3610	0.000	Valid
	Q16	0.775	0.3610	0.000	Valid
	Q17	0.768	0.3610	0.000	Valid
	Q18	0.801	0.3610	0.000	Valid
	Q19	0.618	0.3610	0.000	Valid
	Q20	0.792	0.3610	0.000	Valid
	Q21	0.768	0.3610	0.000	Valid
	Q22	0.836	0.3610	0.000	Valid
	Q23	0.768	0.3610	0.000	Valid

Brand Image	Q24	0.632	0.3610	0.000	Valid
	Q25	0.839	0.3610	0.000	Valid
	Q26	0.840	0.3610	0.000	Valid
	Q27	0.399	0.3610	0.029	Valid

The SPSS test results also stated that simultaneously changes to logos and slogans had a positive and significant effect on brand image. This explains that the better the logo and slogan changes from Gojek, the better Gojek's brand image will be for consumers. This will help Gojek to continue to grow even bigger in Indonesia and abroad. The results of this study indicate that changes to logos and slogans have a positive effect on brand image. The greater the logo and slogan changes made by the company, the brand image of Gojek will be even greater and increasing. Companies must make good strategies in changing logos and slogans in order to improve the brand image of a product. With a good strategy, the brand image of products that change logos and slogans will get an impact or change.

Sex or gender differences are the main identity differences of respondents in this study. The number of respondent divided into two genders, namely male and female, can be seen in the following table:

Table 3.2. Number of Respondents Based on Gender

GENDER			
		Frequency	Percent
Valid	LAKI - LAKI	23	23.0
	PEREMPUAN	77	77.0
	Total	100	100.0

Table 3.3 Test Results of the Coefficient of Determination (R Test)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.680 ^a	.462	.451	1.954	2.306

The table explains the value of R Square is 0.462 which shows the effect of changes in logos (X1) and changes in slogans (X2) on brand image (Y) is 46.2% while the rest is the influence of other factors that are not examined, for example service quality, trust, reliability and speed. Based on this, it can be concluded that changes in logos and slogans are very influential in strengthening Gojek's brand image in the eyes of Gojek's loyal customers, although other variables are still needed that can strengthen Gojek's brand image.

Based on the results of observations that were made during the implementation of the research, there were several things that made consumers feel that changes made by PT Aplikasi Anak Bangsa (GOJEK Indonesia) had affected the image of GOJEK itself because these changes greatly distinguished GOJEK from similar competitors which were also developing in the city of Medan. However, there are also a number of things that consumers focus on when choosing services from Gojek, including service quality and trust. So far, according to consumers, there are several Gojek driver-partners who do not provide good service and there are even some cases that endanger consumers. This can be seen when researchers conducted research where some consumers stated that using Gojek was very helpful in carrying out their daily work but consumers also felt anxious about driver-partners. This is because consumers experienced several uncomfortable

incidents, such as driver-partners saying impolitely to fraud by Gojek driver-partners. Consumers hope that there will be an increase in the quality of driver-partner service by Gojek Indonesia so as to provide a sense of comfort and security for consumers so as to improve Gojek's brand image even better.

4. Conclusion

There is an effect of changing the logo of PT. The Karya Anak Bangsa (GOJEK) application for achieving brand image among Medan city consumers. This can be seen from the logo indicators which include memorability, meaningfulness, likeable, transferable, adaptability, and protectability while the brand image indicators include: strength of brand association, favorable of brand association and uniqueness of brand association. The partial test results between the two variables show that the t_{count} is smaller than t_{table} and the significance value is positive and unidirectional. This means that H_{o1} is rejected and H_{a1} is accepted so that it is known that logo changes have a positive and unidirectional effect on brand image. Also, there is an effect of changing the slogan of PT Aplikasi Karya Anak Bangsa (GOJEK) on the achievement of brand image among Medan city consumers. This can be seen from the slogan indicators which include: familiarity, differentiation and message of value. The partial test results between the two variables show that the t_{count} is smaller than t_{table} and the significance value is positive and unidirectional. This means that H_{o2} is rejected and H_{a2} is accepted so that it is known that changes to the Gojek slogan have a positive and unidirectional influence on brand image. Thus the effect of changing the logo and slogan of PT Aplikasi Karya Anak Bangsa (GOJEK) on the achievement of brand image among Medan city consumers. The magnitude of the influence or the value of the determination coefficient of changes to the Gojek logo and slogan on the achievement of the brand image is at a significant correlation level. The results of the simultaneous significance test for the three variables show that F_{count} is greater than F_{table} and the significance value is positive and unidirectional. This means that H_{o3} is rejected and H_{a3} is accepted so that it is known that changes to the Gojek logo and slogan have a positive and unidirectional influence on brand image.

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