



The Role of Typography in Building the Visual Identity and Brand Image of Askha Jaya, a Local Brand in South Lampung Regency in the Digital Era

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ABSTRACT

The rapid development of digital technology has transformed the visual communication strategies employed by micro, small, and medium enterprises (MSMEs) to establish strong and competitive brand identities. Typography has become one of the most essential visual elements in this transformation. It is no longer perceived merely as a medium for conveying textual information but also as a visual component capable of representing a brand's personality, values, and characteristics. This study aims to analyze the role of typography in shaping the visual identity and brand image of Askha Jaya, a local brand in South Lampung Regency, in the digital era. The research employed a qualitative approach using a case study method. Data were collected through observations of the brand's logo, product packaging, digital promotional media, and social media content, supported by documentation and literature studies on typography, visual identity, and branding theories. Data analysis followed the interactive model of Miles and Huberman, consisting of data reduction, data display, and conclusion drawing. The findings indicate that the consistent use of clean, simple, and highly legible sans-serif typography enhances information readability while creating a modern, professional, and recognizable brand impression across digital platforms. Furthermore, the consistent application of typography in logos, packaging, social media content, and promotional materials strengthens Askha Jaya's visual identity, improves brand recall, reinforces brand image, and increases consumer trust. This study concludes that typography serves as a strategic element within a visual identity system and significantly contributes to the branding success of local MSMEs in the digital era. Therefore, selecting and consistently implementing appropriate typography is essential for enhancing the competitiveness of local brands in today's increasingly competitive digital communication landscape.

Keywords: Typography, Visual Identity, Brand Image, Branding, MSMEs, Askha Jaya, Digital Era.

INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed marketing communication strategies across industries. Digital platforms such as social media, e-commerce marketplaces, and corporate websites have become essential channels through which businesses engage with consumers, communicate brand values, and strengthen market presence. In this increasingly competitive digital environment, a strong visual identity has become a critical factor in enhancing brand recognition, fostering consumer trust, and creating long-term competitive advantage.

Visual identity encompasses the visual elements that distinguish a brand from its competitors and communicate its unique personality and values. It typically consists of several design components, including logos, color palettes, illustrations, photography, and typography. Among these elements, typography occupies a particularly strategic position because it serves not only as a vehicle for verbal communication but also as a powerful visual element that conveys a brand's personality, emotional tone, and overall character. The careful selection and application of typography can influence consumers' perceptions, reinforce brand consistency, and enhance the overall effectiveness of visual communication.

South Lampung Regency, Indonesia, is home to a growing number of local brands operating in sectors such as culinary products, handicrafts, fashion, and micro, small, and medium-sized enterprises (MSMEs). As digital marketing continues to reshape consumer behavior, these businesses face increasing competition from both regional and national brands. Consequently, establishing a distinctive and consistent visual identity has become essential for improving brand visibility and market competitiveness. Despite this growing need, many local brands have yet to recognize the strategic importance of typography as a fundamental component of branding and visual identity development.

Previous studies have emphasized the significant role of typography in visual communication and brand design. According to Meggs (2016), typography is the art and technique of arranging type to facilitate effective visual communication. Likewise, Carter (2015) argues that typography contributes substantially to shaping a brand's identity through the selection of

typefaces, font sizes, spacing, and layout. Appropriate typographic choices enable brands to communicate specific characteristics, such as professionalism, modernity, elegance, tradition, or approachability, thereby influencing consumers' emotional responses and brand perceptions.

Although numerous studies have examined visual identity and branding, relatively limited research has focused specifically on the role of typography in strengthening the visual identity and brand image of local Indonesian brands, particularly within the context of the digital era. This research gap highlights the need for further investigation into how typography contributes to effective branding strategies among local businesses.

Therefore, this study aims to analyze the role of typography in building the visual identity and brand image of Askha Jaya, a local brand in South Lampung Regency, Indonesia, in the digital era. The findings are expected to contribute to the fields of visual communication design and branding while providing practical recommendations for local businesses seeking to develop stronger and more competitive brand identities through effective typographic design.

RESEARCH METHOD

This study employed a qualitative research approach using a descriptive research design. A qualitative approach was selected because it enables an in-depth exploration of the role of typography in shaping visual identity and brand image within the context of local branding. This approach allows researchers to understand the meanings, characteristics, and visual communication strategies reflected in the typographic elements used by the brand.

The object of this study was Askha Jaya, a local brand based in South Lampung Regency, Indonesia. The research focused on the brand's visual identity as represented across its digital promotional media, including social media platforms and other online communication channels.

Research participants were selected using purposive sampling, whereby informants were chosen based on their direct involvement in the development and implementation of the brand's visual identity. The selected informants included individuals responsible for branding, graphic design,

visual communication, or digital marketing activities related to Askha Jaya. This sampling technique ensured that the collected data were relevant, information-rich, and capable of providing comprehensive insights into the role of typography in strengthening the brand's visual identity and brand image.

No.	Informant	Position
1	Brand Owner A	Owner
2	Brand Owner B	Owner
3	Graphic Designer	Designer
4	Social Media Administrator	Content Creator
5	Consumer 1	Customer
6	Consumer 2	Customer
7	Consumer 3	Customer

Table 1. Research Informants

Data were collected using three complementary techniques :

1. **Visual observation**, involving the examination of the brand's logo, packaging design, and digital media, particularly its social media platforms, to identify the application of typographic elements within the visual identity.
2. **In-depth interviews** conducted with the brand owner, graphic designer, and consumers to obtain comprehensive insights into the role of typography in shaping the brand's visual identity and influencing consumer perceptions.
3. **Documentation**, including the collection and analysis of visual identity archives, promotional materials, and other relevant branding assets used by Askha Jaya.

The collected data were analyzed using the qualitative data analysis procedures proposed by Miles and Huberman, which consist of data reduction, data display, and conclusion drawing/verification. This analytical framework enabled the researchers to systematically identify patterns, interpret findings, and draw meaningful conclusions regarding the contribution of typography to the development of the brand's visual identity and brand image.

This study was theoretically grounded in Philip B. Meggs' theory of typography and Alina Wheeler's theory of visual identity. Meggs' typographic principles were employed to analyze the visual characteristics and communicative functions of typography, while Wheeler's visual identity framework was used to examine how typographic elements contribute to the establishment of a consistent and recognizable brand identity.

RESULT AND DISCUSSION

Result

This study aims to analyze the role of typography in shaping the visual identity and brand image of Askha Jaya, a local brand located in South Lampung Regency, in the digital era. Data were collected through observations of the brand's visual identity, product packaging, promotional media, and social media content, as well as in-depth interviews with the business owner, designers, and consumers. The findings reveal that typography is one of the primary visual elements influencing consumers' perceptions of brand character, professionalism, and product quality.

1. Typography as a Representation of Brand Character

Based on observations of Askha Jaya's logo, product packaging, and digital promotional media, typography plays a significant role in representing the brand's character. The typeface applied throughout the brand identity predominantly adopts a sans-serif style characterized by clean lines, simple forms, and high readability. This typographic choice reflects Askha Jaya's intention to establish a modern, trustworthy, and competitive local brand while maintaining its identity as a producer of traditional Lampung specialty products.

Interviews with the business owner indicated that the selection of typography was primarily based on the need to ensure that consumers could easily recognize the brand name across various promotional media, including printed materials and digital platforms. Furthermore, the simple sans-serif typeface provides greater flexibility for application across logos, packaging, social media content, promotional banners, and online marketplaces.

These findings support Wheeler (2018), who argues that typography is a fundamental component of a visual identity system because it communicates a brand's personality and values even before consumers consciously process the textual information. Likewise, Ambrose and Harris (2020) emphasize that different typefaces evoke different emotional associations, such as modernity, elegance, tradition, or professionalism.

Aspect	Observation Results
Typeface	Sans Serif
Typeface Characteristics	Clean, simple, modern
Visual Impression	Professional and recognizable
Primary Function	Strengthening visual identity
Consumer Impact	Creates a modern and trustworthy brand perception

Table 2. Typography as a Representation of Brand Character

For example, when the Askha Jaya logo appears on banana chip packaging and Instagram promotional posts, the clean typography creates a professional impression. Consumers can quickly identify the brand name even when the logo is displayed in a relatively small size on smartphone screens.

2. Typography in Enhancing Brand Recognition

The findings indicate that the consistent application of typography across different visual communication media significantly contributes to improving b Observations of Askha Jaya's logo, packaging, promotional banners, social media platforms (Instagram and Facebook), and online marketplaces demonstrate the consistent use of the same typographic style. This consistency creates a unified visual identity, making it easier for consumers to recognize and remember the brand across multiple communication channels.rand recognition.

Consumer interviews further revealed that most respondents could easily identify Askha Jaya products because the logo and typography remained visually consistent across all promotional materials. These

findings are consistent with Keller's (2013) theory, which states that brand recognition is developed through the consistent application of visual identity elements, including typography, color schemes, and logos.

Media Platform	Consistency
Logo	Consistent
Product Packaging	Consistent
Instagram	Consistent
Facebook	Consistent
Marketplace	Consistent
Promotional Banner	Consistent

Table 3. Typography Consistency Across Brand Media

The use of a consistent typographic system across all communication channels creates a cohesive visual experience, thereby strengthening consumers' memory and recognition of the Askha Jaya brand.

3. Typography as a Builder of Brand Image

The findings demonstrate that typography functions not only as a communication tool but also as a key factor in shaping the brand image perceived by consumers.

Interview results indicate that most consumers perceive Askha Jaya's packaging typography as neat, clear, and easy to read, contributing to an impression of product quality and professionalism.

Conversely, respondents suggested that inconsistent or overly decorative typography could reduce consumer trust and negatively affect perceptions of product credibility. These findings align with Aaker (1996), who argues that visual identity is one of the primary determinants of brand image.

Typography, as a visual identity element, contributes significantly to consumers' perceptions of professionalism, product quality, and brand credibility.

Statement	Consumer Perception
Easy to Read	Excellent
Professional Appearance	Good
Visually Appealing	Good
Easy to Remember	Excellent
Reflects Product Quality	Good

Table 4. Consumer Perceptions of Askha Jaya Typography

These findings suggest that well-organized typography positively influences consumers' trust and confidence in Askha Jaya's products.

4. **Typography in Digital Media**

The digital era requires brands to communicate information quickly and effectively across multiple digital platforms. Observations of Askha Jaya's social media accounts indicate that the typography used demonstrates high levels of readability and legibility, allowing consumers to access product information efficiently.

The sans-serif typeface maintains clarity even when displayed at small sizes on smartphone screens. Moreover, the effective combination of font size, letter spacing (tracking), line spacing, and color contrast enhances reading comfort and improves users' overall visual experience. Interview findings reveal that consumers show greater interest in promotional content featuring simple and clean typography than in designs overloaded with decorative fonts. This suggests that effective visual communication in digital environments depends heavily on selecting typefaces that prioritize readability and clarity.

These findings support Lupton (2022), who emphasizes that digital typography should prioritize readability, visual hierarchy, and consistency to ensure effective communication across digital media.

Aspect	Analysis Results
Readability	Excellent
Legibility	Excellent
Typeface Consistency	Consistent
Information Hierarchy	Clear
Mobile Adaptability	Excellent

Table 5. Typography Analysis in Askha Jaya's Digital Media

For instance, in promotional Instagram posts announcing new products, headlines are presented using larger font sizes than pricing information and product descriptions. This typographic hierarchy enables consumers to identify the most important information within a few seconds, thereby improving the effectiveness of digital visual communication.

Discussion

The findings demonstrate that typography serves as a strategic element in establishing Askha Jaya's visual identity and brand image in the digital era. The consistent application of typography across logos, product packaging, and digital promotional materials has successfully created a recognizable visual identity while reinforcing the brand's image as a modern, professional local product. This consistency not only enhances brand recognition but also strengthens consumers' trust in the quality of the products.

These findings support Wheeler's (2018) assertion that a consistent visual identity system strengthens brand differentiation and improves consumer recall. Similarly, Keller (2013) argues that the repeated use of consistent visual identity elements contributes to stronger brand equity by enhancing brand recognition and creating positive consumer associations. In the case of Askha Jaya, typography functions as a visual asset that reinforces the brand's local identity while simultaneously conveying a modern image appropriate for contemporary digital communication.

From a visual communication perspective, the selection of a sans-serif typeface effectively enhances both readability and legibility across digital

platforms. This is particularly important because most consumer interactions with the brand occur through social media and online marketplaces. The use of simple typography facilitates rapid information processing, reduces readers' cognitive load, and improves the overall effectiveness of visual communication. Overall, this study demonstrates that typography is not merely an aesthetic component but rather a strategic branding asset that contributes significantly to the development of visual identity, the enhancement of brand image, increased brand recognition, and the competitiveness of local MSMEs in the digital era. Therefore, the careful selection and consistent implementation of typography should be regarded as an integral part of branding strategies, not only for Askha Jaya but also for other local brands seeking to strengthen their market position in an increasingly competitive digital landscape.

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