

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

A product's brand is crucial because it gives companies a competitive edge, fosters consumer awareness and loyalty, and raises the value of the business. In addition to brand, businesses also need to consider visuals, which are distinct looks or shapes. According to Muallimah (2021), one of the most important forms of communication is visual. In general, many people remember a brand if the shape of the visuals is attractive. With attractive visuals, people have a good perception of the company's brand. Company also should attract attention for consumers.

Companies that already have a brand do not certainly be able to branding their brand well. For example, the company M does not do branding through their website. In this M company, the brand is only known in the area. Outside the district, rarely anyone knows the brand or product. This is one of the reasons why every company must have a good visual branding as communication strategy. An example of a company that has a visual branding as communication that is always update on the website is PT. RAPP.

APRIL, or Asia Pacific Resources International Holdings Ltd, is a part of the RGE Group, which Sukanto Tanoto merged in 1973. APRIL Group began to take action over time, such as constructing a factory at Pangkalan Kerinci, Pelalawan District, in 1993. It was barely 200 heads of family in Kerinci at the time. On the other hand, as the population grew, Pangkalan Kerinci emerged as the province's social and economic hub. The APRIL Group began producing pulp on a commercial basis in 1995 for the year 1998's commercial paper production. The growth of the population corresponds with the expansion of APRIL Group's operation. APRIL Group operates under the business entity PT. RAPP (Riau Andalan Pulp and Paper). PT. RAPP was established in 1993 and is situated in Pangkalan Kerinci, Pelalawan Regency. Using some of the newest and most

advanced technologies available, the company is among the world's biggest manufacturers of pulp and paper. It also promotes the growth of regional and local enterprises. One of the companies that already has a product brand is PT. RAPP.

Companies have to include components of their brand, including logos, to draw in customers. Element of visual branding is crucial component for the business. In addition, consumers will be able to quickly recall the brand or product simply by glancing at it. A simpler logo will be easier for people to remember.

Good communication is important for a company's visual growth. The process of communicating with a large number of people is called communication. According to Hellberg (2015), "This means that visual communication is not necessarily equally effective for everyone, and in all contexts, which may be useful for brands to keep in mind when creating visual brand messages."

Paper and pulp products are offered by PT. RAPP. They already have a brand for paper goods called PaperOne™. Many people, especially abroad, are already familiar with this product. In our digital era, product promotion is the standard for all businesses. English, an international language that may reach many individuals worldwide, is already used in visual branding communications carried out by PT. RAPP through their website. The PT. RAPP website seems has good visual branding in addition to employing English, thus this has become one of the marketing communication tactics in the digital era. Other businesses may find inspiration to employ visual branding as a communication strategy from the PT. RAPP website.

The researcher choose visual branding because it is a crucial component of the company's branding efforts, the researcher selected it as a communication method employed by PT. RAPP through their website for the study's backdrop. Utilizing visual components like logos, colors, and graphics to establish an identifiable and consistent brand image is known as visual branding. For PT. RAPP, this strategy is essential since it helps to build a strong brand identity and set their

products apart from those of other companies. Analyzing PT. RAPP's visual communication is one of the study's aims, demonstrating the researcher's attention on visual branding. The study emphasizes how crucial visual branding is to forging a lasting brand identity and successfully conveying the company's message to the intended audience.

The study's methodology, which includes examining the visual components utilized on PT. RAPP's website, provides additional support for the researcher's decision to employ visual branding as a communication approach. Using this method, the researcher can look at how the business creates a consistent brand image across various channels and communicates its brand message through visual branding.

Overall, the researcher's selection of visual branding as PT. RAPP's website communication approach offers insightful information about the company's branding initiatives and emphasizes the significance of visual branding in forging a distinctive brand identity.

1.2. Formulation of the Study

Based on the description of the background above, the formulation of the problem to be examined are :

1. What are the visual branding elements on website used by PT. RAPP?
2. How is visual communication used by PT. RAPP?

1.3. Scope and Limitation of the Study

Based on the description of the background above, the scope and limitation of the problem to be examined are :

1. Scope

The scope of the study identified and analyzed the key visual branding elements used on PT. RAPP's website. This may have included elements such as color, typography, imagery. The analysis was conducted on the official website of PT. RAPP.

2. Limitation

The research focuses exclusively on the online presence of PT. RAPP through its website. Offline branding and communication strategies, such as printed materials and physical advertisements, are not included in this study.

1.4. Objective of the Study

The purpose of this research are :

1. To identify visual branding elements on website used by PT. RAPP
2. To describe how is visual communication used by PT. RAPP

1.5. Significance of the Study

The benefits of this research are expected :

1. For readers, this research provides insight into the importance of visual branding in corporate communications. Visual branding can be used to increase brand awareness, build relationships with customers, and create a positive image for the company.
2. For researcher, this research makes a new contribution to research on visual branding. This research shows that visual branding can be an effective communication strategy for companies. This research can also provide direction for other researchers who are interested in researching visual branding in the context of corporate communication.
3. For PT. RAPP, the research provides an in-depth analysis of their current visual branding strategy, identifying strengths and areas for improvement. Moreover, this research can serve as a benchmark for evaluating the effectiveness of their branding efforts over time, ensuring that their visual communication remains aligned with their corporate goals and market expectations.