



**RE-BRANDING KALACIRI AS ENREKANG COFFEE BRAND AS AN
INTRODUCTION FOR MILLENNIAL AUDIENCE USING
REVOLUTIONARY RE-BRANDING THEORY**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
Sarjana Desain (S.Ds.)

By

Mutmainnah Sain

013201800043

Faculty of Art, Design, and Architecture

Visual Communication Design

Study Program

Cikarang

January, 2025

12% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

Match Groups

-  **62 Not Cited or Quoted 10%**
Matches with neither in-text citation nor quotation marks
-  **5 Missing Quotations 1%**
Matches that are still very similar to source material
-  **3 Missing Citation 0%**
Matches that have quotation marks, but no in-text citation
-  **4 Cited and Quoted 1%**
Matches with in-text citation present, but no quotation marks

Top Sources

- 9%  Internet sources
- 3%  Publications
- 8%  Submitted works (Student Papers)

AI Report

We are highly confident this text is

Human Generated

AI Probability

8%

This number is the probability that the document is AI generated, not a percentage of AI text in the document.

Plagiarism



The plagiarism scan was not run for this document. Go to gptzero.me to check for plagiarism.

Thesis Report Chapter 1-5.doc - 1/13/2025

RE-BRANDING KALACIRI AS ENREKANG COFFEE BRAND AS AN INTRODUCTION FOR MILLENNIAL AUDIENCE USING REVOLUTIONARY RE-BRANDING THEORY

By

Mutmainnah Sain

013201800043

Supervised by:

Remandhia Mulcki, S.Sn.,M.Ds.

Rinaldi Aditya Gratama, S.Ds., MBA.

A Thesis submitted to Faculty of Computer Science,

President University,

As Partial Fulfillment of the Requirements for Bachelor Degree

In Faculty of Art, Design and Architecture

Bekasi, Indonesia

ABSTRACT

Enrekang, particularly the region of Kalaciri, has long been an underappreciated source of high-quality coffee beans, overshadowed by the more widely recognized Kalosi coffee. Despite its rich flavor profile and potential, Kalaciri coffee remains relatively unknown among mainstream coffee consumers. The lack of recognition for Kalaciri coffee poses a significant challenge to local farmers and producers, limiting its market reach and cultural value. As consumer preferences shift—especially among millennials who seek authenticity, sustainability, and cultural resonance—Kalaciri coffee must evolve to remain relevant and competitive. This research explores a rebranding strategy aimed at redefining Kalaciri coffee's identity to appeal to a younger, millennial audience. The study involves qualitative analysis through interviews with local producers, surveys targeting millennial consumers, and a case study on brand redesign incorporating traditional values, eco-conscious packaging, and digital storytelling. The findings suggest that the rebranding of Kalaciri coffee successfully bridges tradition and innovation. By emphasizing cultural heritage, sustainable practices, and lifestyle-driven marketing, Kalaciri coffee transforms into more than a product—it becomes a cultural symbol and a movement. The revamped brand resonates strongly with millennial values, leading to increased awareness, engagement, and market interest.

Keywords—traditional, culture, connection with nature.

ACKNOWLEDGEMENT

I want to express my gratitude to Allah SWT for His abundant presence and blessings throughout the completion of this research thesis. I am aware that this research could not have been completed without assistance from many individuals. Therefore, I would like to extend my deepest gratitude to all the people mentioned below:

1. My family, especially my parents, have been my greatest source of support throughout this journey.
2. I am deeply grateful to Mr. Remandhia Mulcki and Mr. Rinaldi Aditya, my thesis advisors, for their invaluable guidance, direction, and knowledge during the thesis-writing process.
3. A special thanks to Muhammad Iyan Permata, the owner of Kalaciri, who served as a key resource for this project.
4. To Ilham Mubarak, my sweetheart, thank you for being one of my strongest support systems throughout this project.
5. I extend my gratitude to all the target users who participated in user testing and contributed valuable insights.
6. To my colleagues at Palugada Team, thank you for understanding my situation and stepping in to cover my responsibilities during weekly meetings.
7. To my best friends, thank you for your unwavering support and encouragement throughout the thesis process.
8. Lastly, to Attiyah Farah Nahdah, my fellow VCD 2018 student, thank you for standing alongside me and sharing in this journey of struggle and growth.

I sincerely thank everyone who supported me during this research. While I have done my best, I acknowledge that there may still be areas for improvement, and I hope this work proves valuable to readers and designers.

Cikarang, January 2025

Mutmainnah Sain

TABLE OF CONTENTS

RE-BRANDING KALACIRI AS ENREKANG COFFEE BRAND AS AN INTRODUCTION FOR MILLENNIAL AUDIENCE USING REVOLUTIONARY RE-BRANDING THEORY	1
CHAPTER I:	9
INTRODUCTION.....	9
1.1 Background.....	10
1.2 Specific Problem Identified	13
1.3 Target User Profile	14
1.4 Project Objective.....	15
CHAPTER II:.....	16
LITERATURE REVIEW	16
2.1 Theory of Branding.....	17
2.1.1 Types of Branding	18
2.1.2 Brand Story (Brand Concept).....	21
2.1.4 Look and Feel	26
2.1.5 Branding Process.....	29
2.2 PREVIOUS STUDY.....	30
2.3 THEORITICAL FRAMEWORK.....	32
CHAPTER III:	32
METHODOLOGY.....	32
3.1 Design Research Method	32

3.1.1 Qualitative Research Method.....	32
3.2 Chart Flow	33
3.4 Data Collective.....	34
3.4.1 IN-DEPT INTERVIEW	34
CHAPTER IV:	47
4.1 Proposed Design Solution	47
4.2 Significance of Project.....	49
4.2.1 Economical Value	49
4.2.2 Non-Economic Value	49
4.3 Design Execution	49
CHAPTER V:.....	57
5.1 Conclusion.....	57
5.2 Recommendation	57
5.3 Limitations and Future Plan	58
REFERENCES	59
APPENDIX	60

LIST OF TABLE

Table 1.1 Target User Profile (B2C General Coffee Audience).....	5
Table 1.2 Target User Profile (B2C Coffee Expert)	6
Table 3.1 Interview Data Summary (Participants and Dates)	27
Table 3.2 Brand Owner Profile and Interview Date.....	28
Table 3.3 Interview Questions for Kalaciri Brand Owner.....	31
Table 3.4 Professional Designer Profile and Interview Date.....	33
Table 3.5 Interview Questions for Professional Designer.....	35
Table 3.6 Interview Questions for Millennial Audience.....	37
Table 4.1 Proposed Design Solution Based on Research Outcome.....	41
Table 4.2 Financial Statement (Production Budget)	53
Table 4.3 User Testing Profile and Method.....	54

LIST OF FIGURE

Figure 2.1 Rebranding as a Continuum (Muzellec & Lambkin, 2005)

Figure 2.2 Product Branding

Figure 2.3 Emblem Logo Example

Figure 2.4 Personal Branding & Logotype

Figure 2.5 Abstract Logo Example

Figure 2.6 Mascot Logo Example

Figure 2.7 Letter mark Logo Example

Figure 2.8 Dynamic Logo Example

Figure 2.9 2.14 – Packaging Types (Boxes, Novelty, Vacuum, Bottles, Cans, Sustainable)

Figure 2.15 Prang Color Wheel

Figure 2.16 Tints, Tones, Shades

Figure 2.17 Color Harmony Wheel

Figure 2.18 Typography Classification System

Figure 2.19 Revolutionary Rebranding Framework

Figure 2.20 Social Barn (Old & New Brand Identity)

Figure 2.21 Social Barn (Old & New Brand Identity)

Figure 2.22 Social Barn (Old & New Brand Identity)

Figure 2.23 Theoretical Framework

Figure 3.1 Research Chart Flow

Figure 4.1 Mood board for Kalaciri Branding

Figure 4.2 Typography Used (Futura & Gilroy)

Figure 4.3 Color Palette (Earth Tones: Green, Brown, Bone White)

Figure 4.4 Kalaciri Logo Design (Vertical & Horizontal)

Figure 4.5 Bugis Lontara Script Inspiration

Figure 4.6 Graphic Standards Manual (Brand Guidelines)

Figure 4.7 Traditional Bugis Sarong (Pattern Source)

Figure 4.8 Pattern Implementation (Visual Design Applications)