



Designing Visual Branding for Harshajiwa Indonesia, a Culture-Centric Wedding Organizer Using Alina Wheeler's Theory

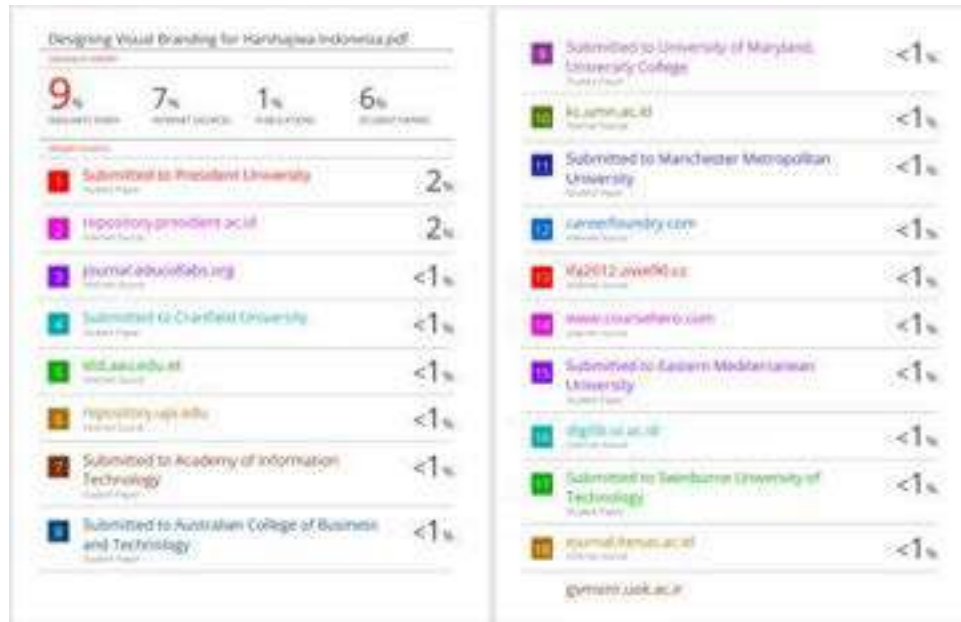
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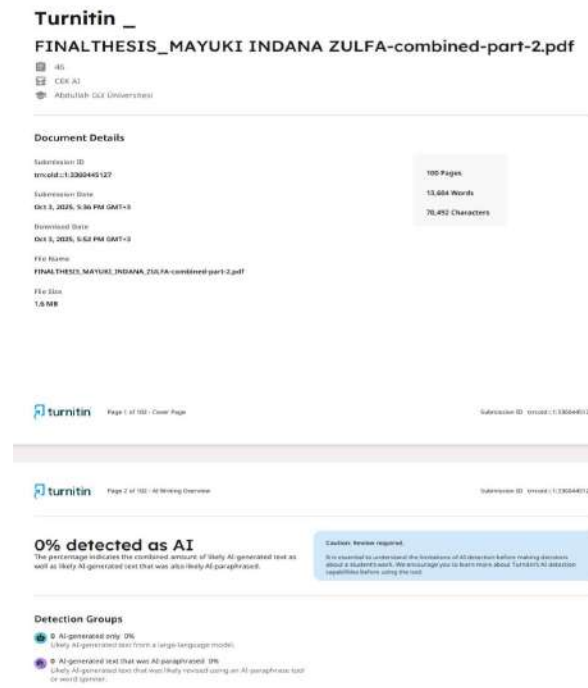
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ABSTRACT

This research explores the process of designing visual branding for Harshajiwa Indonesia, a culturally-centric wedding organizer, using Alina Wheeler's five-step branding framework: conducting research, clarifying strategy, designing identity, creating touchpoints, and managing assets. The study applied a qualitative methodology through in-depth interviews with primary target audiences (those planning to marry), secondary audiences (those already married), as well as interviews with the brand owner and a design expert. Strategic clarification entailed examining interview data and market positioning to identify Harshajiwa's distinct brand space. The identity design stage concentrated on developing visual components like the logo, color, and typography that embody the brand's cultural essence. These were subsequently utilized across different brand touchpoints for marketing and communication. Ultimately, the asset management phase created brand standards to maintain consistency. The result showed that Harshajiwa is viewed as a traditional and professional wedding planner. Participants demonstrated significant agreement with the brand concept, both emotionally and visually, reflected in their positive feedback and body language. The study finds that the visual branding effectively conveys Harshajiwa's identity as a wedding organizer in the culture and focuses on service.

Keywords: Branding, Brand Identity, Wedding Organizer, Harshajiwa

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