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CHAPTER I

PROLOGUE

1.1. Background

Since long ago, restaurants have become a promising business model in Indonesia. According to data from the Creative Economy Agency of Indonesia, from 16 subsectors, it was stated that one third (34%) of the creative economy income comes from the culinary industry (<https://www.cnnindonesia.com/gaya-hidup/20170118121405-262-187137/gaya-hidup-masyarakat-menjadikan-bisnis-kuliner-menjanjikan> , accessed in 16th of February 2019). In 2013 alone, Jakarta's population visits to the restaurant has reached the total of 380 million visits, with an expenditure of as much as 17.1 trillion Indonesian rupiah (<https://id.beritasatu.com/home/sertifikasi-restoran/160676>, accessed in 16th of February 2019). To add more, Parama Indonesia stated that the culinary sector will continue to grow up to 14% per year. That means there are a lot of emerging restaurants out there, with the offer to their own uniqueness, innovations, and many more.

According to the Center for Generational Kinetics, this kind of phenomenon is an obligation for a brand that have long been established to adapt and strengthen its brand in order to be considered and survive. (<https://news.detik.com/bbc-world/d-3895113/bisnis-apa-yang-akan-dihancurkan-kaum-milenial-tahun-ini/komentar> , accessed in 16th of February 2019). One of the oldest Chinese Restaurant is "Jit Lok Jun", or currently known as Eka Ria

Restaurant. Eka Ria Restaurant is a family business restaurant located on Jalan Zainul Arifin, Gambir, Central Jakarta. This restaurant has been established since 1925 and has the reputation as one of the oldest Chinese restaurants in Jakarta. Eka Ria has their own iconic menus, such as fried pigeons and 'Jit Lok Jun' sweet rice, which is now rare to be found. Eka Ria has tried to adapt by innovating and updating their operational system, by providing facilities such as catwalk runway, VIP and meeting room, and even one of the largest dance floor in Jakarta.

It was found that Eka Ria still maintains their brand identity since year 1987. However, based on a survey with 170 respondents, 91% of the younger generations, and 85% of the generations didn't recognize the Eka Ria's brand. Most of the respondents also misperceived Eka Ria as an automotive, sports, and a factory brand, respectively. This phenomenon creates hesitations on the younger generations towards the brand. According to Keller (2015), long-running brands can indicate a high level of trust, but at the same time they also need to be careful not to be perceived as outdated and irrelevant. This is due to the changes of values and opinions in society from time to time. Misperception in recognizing a brand identity can also hamper the growth of brand equity.

Based on this problem, the author are interested in designing the brand rejuvenation of Eka Ria Restaurant as the topic of the Final Project. The hope of this project is that Eka Ria Restaurant can be perceived as a relevant Heritage Chinese Restaurant for the modern family society.

1.2. Problems

Based on the above background, the problem for this research are:

1. How to design the brand reposition of Eka Ria Restaurant for the current era society?

1.3. Limitations

a. Demography :

Gender : Man & Woman

Age : 30-40 years old

(The development of the era and changes in the segmentation to the younger audience. Generation Y is now replacing the position of the previous generation as a new family.)

SEC : A

(Eka Ria restaurant has a price range of Rp. 350,000 for 2 persons. According to the Asian Development study of Southeast Asia's developing country, a person who spends \$10-20 per day is included in the upper-middle class category.

(<https://www.adb.org/sites/default/files/publication/27726/ki2010-special-chapter.pdf>.)

Geography : Jakarta

Psychography : Families who like to go eat together, Chinese Food enthusiasts.

1.4. Objective

Designing the brand reposition of Eka Ria Restaurant.

1.5. Benefits

1. For the Author

Through this project, the author can add some insights and apply the acquired knowledge regarding branding to a real case in the society.

2. For the Society

Through this project, the society can perceive and consider Eka Ria Restaurant as a relevant Heritage Chinese Restaurant for the current era.

3. For the University

Through this project, the author can contribute to the development and reference for the knowledge of branding in graphic design.

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