

Branding Activation as a Sustainable Image Building Process: Analysis of Events by *Sejauh Mata Memandang*

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ABSTRACT

Branding activation is part of the branding strategy in building and communicating the identity and values of a brand. This branding activation functions as a tool to interact directly with consumers through various activities such as events. Events are one of a series of branding activations because they have a direct connection with consumers, allowing for deeper and more personal interactions for brands to convey their image. In the context of sustainable branding, branding activation is a process that only aims to convey environmental, social, and economic values, but also to build deeper relationships with consumers by emphasizing the brand's commitment to sustainable practices. Through semiotic analysis, this research explores the role of branding activation in forming and communicating a sustainable brand image, with a focus on the "Kedai Kita" event by *Sejauh Mata Memandang*. The image of a brand can be formed through the meaning conveyed by visual elements which function to communicate certain messages to the audience through the meaning that is present. This research examines how these elements reflect a brand's commitment to sustainability. Seeing how *Sejauh Mata Memandang* can process through its branding activation conveys a sustainable image at the event. These findings show how *Sejauh Mata Memandang* effectively utilizes event branding activation as a strategic tool to convey a sustainable brand image through the immediacy of everyday life while raising awareness about the threat of climate change to our food sources.

KEYWORDS

Branding Activation,
Image,
Semiotics,
Sustainable

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INTRODUCTION

Through branding, a brand will be known for its vision. The branding process is built as a whole as an activity to communicate brand values to consumers (Neumeier, 2006). While branding in a sustainable context emphasizes the importance of communicating environmental, social, and economic values to consumers (Baldassarre et al., 2020; Faradita et al., 2023). This strategy aims to create a more meaningful relationship with consumers by emphasizing the brand's commitment to sustainable practices (Kumar & Christodouloupoulou, 2014). Previous research shows how responsible sustainability aspects can be an important differentiator in a new product to influence product knowledge among consumers (van Doorn et al., 2021). This issue shows that sustainability can be a differentiating image to show added value of a brand. These communication activities can be formed through a branding strategy as a systematic approach to creating and maintaining a brand's identity and image. Image as a representation of a picture that is formed as a reflection of a brand's values. More than that, image can construct new meanings and perceptions of brand formation (Piliang, 2010). In the context of branding, image as a picture or perception that is formed and

perceived by the public through interaction with the brand (Nandan, 2005).

Branding activation is a key element as a part of the implementation of a branding strategy. Through Branding Activation, it allows a brand to interact directly and with consumers more actively through various activities such as Events, promotional events, or campaigns (Dissanayake & Gunawardane, 2018; Grubor & Milovanov, 2017) brands can convey messages and values they go direct to consumers. This branding activation is also an action to maximize the image of the brand identity that has been built. Events that are part of the branding activation strategy can make brands interact directly with consumers (Bjerke & Naess, 2021). Events are chosen as one of a series of branding activations because they have a direct connection with consumers, allowing for deeper and more personal interactions (Therkelsen, 2014). In this context, visual communication is not only seen as an image that has meaning (Ledin & Machin, 2022) but is also analyzed as a material idea to understand all types of visual communication. This event not only includes deeper interactions, but also focuses on conveying sustainable concepts. By involving consumers directly, they make them feel connected to the brand as a supporter of the sustainable values carried.

We will then examine how the fashion brand Sejauh Mata Memandang is known for prioritizing the concept of sustainable development. As a local brand from Indonesia, Sejauh Mata Memandang conveys a sustainable narrative, one of which is through an Event that aims to convey sustainable values in the fashion industry (Sejauh, 2024). The phenomenon observed in this analysis highlights how Sejauh Mata Memandang implements a sustainable branding strategy through branding activation. Events, as part of brand activation, are a strategy to convey environmental values to consumers. This analysis will explore how brand activation embodies sustainable values in conveying sustainable messages and shaping product images. Analyze how brand activation can demonstrate sustainable value. Seeing how Events as a form of branding activation can be an integral part of a brand's strategy in communicating sustainable messages and shaping product images. Event as brand activation will conduct an in-depth analysis of how to convey its meaning through brand activation. This analysis will explore how brands use Event strategies to implement and communicate sustainable messages.

METHOD

The implementation of sustainable branding will be analyzed using visual text analysis on the visual elements of the Event with a focus on the visual aspects of sign (Difitrian & Saleh, 2024; Swandhani et al., 2023) formation using semiotic theory. Semiotics Barthes describe there are two levels of signs that are analyzed (Barthes, 1968). The first level is as a denotation, which is a literal or direct marker without any additional interpretation. The second level is connotation as a meaning that is then related to its signified (Chandler, 2003). Visual text analysis using semiotics is used to examine the meaning formed (Tinarbuko, 2008; Wibowo, 2013). This allows us to understand how the formation of meaning can convey the idea of a brand that carries sustainable values.

RESULT AND DISCUSSION

Branding Activations by Sejauh Mata Memandang aim to create more interactive communication directly with consumers. One of the main strategies adopted by Sejauh Mata Memandang is to hold an annual event. This event not only displays their products but also functions as a medium to communicate sustainable values that are the brand's vision.

In this analysis, the focus will be on the Kedai Kita Event. At this event, Sejauh Mata Memandang collaborates with Greenpeace Indonesia to draw attention to various agricultural products that are threatened with extinction due to the climate crisis. In this context, Kedai is raised as a symbol of a place that provides various daily needs for the community. This event is presented with the aim of inviting consumers to pay more attention to the sustainable aspects of agricultural products that are increasingly threatened with extinction due to the global climate crisis by presenting an atmosphere that is familiar and close to the daily lives of the community. Through the Kedai Kita Event, we have made the following discoveries.

Table 1. Visual Text Analysis of Kedai Kita Event



Objects	Denotation	Connotation
	<p>A small shop with a semi-permanent shape made of wood and patterned blue boards, there is a roof made of white patchwork fabric that is open as a cover at the front</p> <p>An open display case and some items for sale in baskets or hanging.</p> <p>There is a cloth stretched with the words "Sejauh Mata Memandang"</p>	<p>The shop is seen as a symbol of a place that provides people's daily needs, as well as various types of goods available in the shop, reminding us of various traditional shops, places that provide the daily needs of conventional people that are part of everyday life. A store is not only a place to shop, but also a center of social and economic activity in the community.</p> <p>The use of patchwork (scraps of leftover fabric) reflects a philosophy that emphasizes the importance of reducing waste and optimizing the use of existing materials. The patchwork represents creativity and innovation in response to the challenges of the fashion industry which often generates a lot of waste. Patchwork also creates an image that is familiar and close to the community, reminiscent of the sewing and recycling traditions that are usually carried out by local shops and stalls.</p>
	<p>A sign above the shop showing the name Jauh Mata Memandang and a "WARNAS" sign that says Warung & Our Fate in the Future</p> <p>Several people are sitting inside and in front of the shop, seen interacting. Simple wooden chairs and tables, typical of traditional food stalls.</p> <p>Food Posters showing types of food such as "Rice", "Kepok Banana", "Milkfish", and "Salt Vegetables". And use bright, contrasting colors on your food posters.</p>	<p>Sejauh Mata Memandang as the owner of a shop that provides various kinds of daily goods also provides "Warung and Nasib" which refers to a simple eating place that reflects the daily life of the community which suggests a close relationship because it is a part of the daily life between the food consumed and the future of the community.</p> <p>Food Posters that emphasize the richness of local culinary, which is a food source that needs to be maintained so that it does not become extinct so that we can continue to enjoy it in the future. The bright colors on the poster reflect diversity and joy, showing that local food is something to be celebrated.</p>
<p>Figure 2. WarNas (Source: Ayuningtias Ramadhani, 2024)</p>	<p>The seating and interaction of people showcase the social aspect of the warung as a gathering place. Warung is not only a place to eat, but also a center for a simple social interaction that is down to earth and affordable for all levels of society. The types of food chosen, such as rice, bananas, and milkfish, are all simple food ingredients and focus on foods that are close to the daily lives of most Indonesians. Reflecting a simple life but showing how the food is threatened with extinction because its production sources are disrupted by the climate crisis, showing that the things we consume every day must receive attention for their sustainability.</p>	



Figure 3. Display on Kedai Kita
(Source: Ayuningtias Ramadhani, 2024)

Items are displayed in display cases and hanging, including cloths, bags, and some are placed in several woven baskets facing outwards. Several rattan boxes containing products are placed outside the store.

There are round lights that are lit and items hanging from the lights. A yellow cookie jar hangs on the side of the store, placed within easy reach and filled with product..

The items on display contain local cultural values as a part of a shop that sells various kinds of goods with product displays on the front that reflect the richness of Indonesian handicrafts and the importance of supporting local products.

The patchwork cover with the "Season of the Eyes" motif shows a shop that uses the concept of reuse as a part of its commitment to environmental awareness. CrackerCookie jars often remind us of traditional stalls in Indonesia. This event is a symbol of memories of the atmosphere of a shop or stall that is familiar in the community, reflecting the simplicity of everyday life. The use of rattan baskets as a place for goods gives a natural and traditional impression, creating an atmosphere that warm and eco-Friendly.



Figure 4. Display Product on Kedai Kita
(Source: Ayuningtias Ramadhani, 2024)

Use patchwork materials to display various types of goods. Larger patterned cat dolls are displayed in front of other merchandise, which is placed on wooden box shelves that are divided into several small boxes, adjusted according to the type of goods sold.

The use of patchwork as the primary material for these products reflects the values of sustainability and reuse of materials. It signifies the brand's commitment to efforts to create more environmentally friendly products.

Each product made from patchwork tends to have unique patterns and designs, depicting creativity and exclusivity. The cat doll on the front as a contrasting size is positioned as an effort to attract attention, the cat doll is also reflected as a pet that creates a friendly and friendly impression as a symbol of warmth and comfort.



Figure 5. Display on WarNas
(Source: Ayuningtias Ramadhani, 2024)

The room resembles a traditional Indonesian snack bar. The patchwork on the roof is made from leftover products. Several yellow traditional lantern chandeliers hang in the room, and there is a long table in the middle of the room for visitors to come.

The store has a friendly and unpretentious feel. It connects visitors to the atmosphere of the shop as a social and economic center of the community. The use of patchwork fabrics on the roof shows the wise use of recycled materials and a commitment to discussing sustainability.

Shows a space that provides a friendly atmosphere for visitors to sit, discuss, and reflect on the messages for social interaction, emphasizing the importance of discussion and collaboration in understanding and implementing sustainable development concepts.

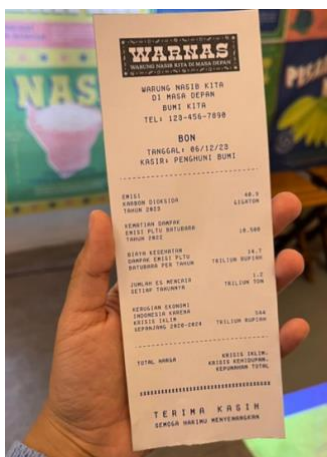


Figure 4. Display Product on Kedai Kita
(Source: Ayuningtias Ramadhani, 2024)

A receipt of a piece of paper that contains information about the purchase transaction, there are Contact Details and Address: "Warung Nasib Kita di Bumi Kita" with a telephone number. Cashier: "Penghuni Bumi". Thank You: "May You Enjoy Life." Transaction Details: This receipt lists the various items purchased, complete with prices, total purchases, and the name of the cashier "Penghuni Bumi." The deal details the total amount of damage humanity has done to nature and the reduction in production.

Receipts as a Symbol of Everyday Transactions that are often overlooked. By including them in the Event, these receipts draw attention to the information content of environmental damage that is often considered trivial but significant in everyday life. Receipts as a medium to convey messages about sustainability and the environmental impact of our consumption choices,

The information included in the receipts reminds visitors to be more aware of what they consume and the threat of extinction due to continued crop failures. The items purchased may be symbols of daily necessities and sustainable consumption choices. This event also highlights the importance of being aware of what we buy and consume. The use of the terms "Penghuni Bumi" for the cashier and "Warung Nasib Kita di Bumi Kita" underlines our collective responsibility as inhabitants of this planet. Every buy has an impact, and we are all responsible for the future of the earth. The words of gratitude as well as the wish "May You Enjoy Life" invite visitors to reflect on how their choices affect their quality of life and the environment.

Through the analysis above, the formation of the image at the Kedai Kita Event can be seen as a brand that has proximity and warmth through social interactions formed in the activities of traditional shops and stalls. Traditional shops, which are usually the center of the local economy, are interpreted as places where people can easily obtain daily consumer goods. This event creates the image of an affordable and familiar space, where the needs of local people can be met directly. But in the Kedai Kita Event, Sejauh Mata Memandang presents recycled products at the shop. This event creates meaning even though this shop looks like a place that provides convenience to obtain consumer goods, then what is provided is a recycled product from the use of production waste. This event shows how the image of sustainability is conveyed through the message that shops are not just about the convenience or practicality of consumer goods but also starting to consider consumer goods that prioritize sustainability and environmental awareness.

Warung Nasib has posters of food that people eat on a daily basis. Posters that describe how the climate crisis can disrupt the availability of natural resources that support the production of these foods. That the daily foods we enjoy, such as rice, banana kepok, milkfish, and vegetables, are under a serious threat due to the climate crisis. Through the concept of a stall that is close to everyday life, education about the threat to the availability of food production sources is delivered with an effort to change people's perspectives on consumption and sustainability, inviting them to appreciate more goods produced from the recycling process as a part of everyday life.

CONCLUSIONS

Sejauh Mata Memandang's brand activation through this campaign not only serves as a medium for the brand to interact with consumers, but also as a tool to form brand image and perception of conveying values. The Kedai Kita event by Sejauh Mata Memandang expressed as a process of how the realization of sustainable brand values can be conveyed through visual elements created at an exhibition as a part of the activation of a branding strategy.

Kedai Kita by Sejauh Mata Memandang is expressed as a process of forming and conveying a sustainable brand image. The disclosure of the image in this event is achieved through visual elements in the event that are closely connected to people's daily lives, such as the concept of traditional shops and stalls, which are interpreted as symbols of closeness and intimacy. The meaning in this event is formed through a symbolic process in everyday culture. Through the event, Kedai Kita, Sejauh Mata Memandang brand can be present as a part of consumers' lives by conveying a sustainable message image.

From a branding perspective, this event uses everyday cultural symbolism to create a deep meaning about the importance of sustainability. The patchwork used in the products sold in this event not only reflects creativity and innovation, but also emphasizes the principle of reusing resources, which is relevant to the issue of sustainability. Furthermore, the contradiction that was deliberately created between the shop as a place to easily obtain consumer goods but in the context of the event Kedai Kita shows what is offered is recycled products, which shows not only the practicality of consumer goods but also starting to consider consumer goods that prioritize sustainability and environmental awareness in more responsible and sustainable consumption. Through the Warung Nasib event, the closeness of everyday consumption also reminds consumers of the importance of protecting the environment so that the produce we enjoy is not threatened with extinction.

It can be seen how the branding activation through the event shows that Sejauh Mata Memandang is trying to show its brand image through the process of conveying meaning formed at event Kedai Kita through efforts to process recycled production waste into more functional and valued goods and shows concern for the threat of resources from daily consumption. This analysis shows how Sejauh Mata Memandang effectively utilizes Event branding activation as a strategic tool to convey a sustainable brand image through the closeness of everyday life while raising awareness of the threat of climate change to our food sources. This event is an event activity as a branding activation that makes the brand directly interact with consumers so that the image we can convey to consumers through activities that are strategically designed in a branding process.

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