



Color Identity of Jaya Fried Chicken (JFC) Franchise Brand

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Abstract. The purpose of this study is to analyse the implementation of design concepts into colour identity, analyse colour identity visualization into visual communication media, and formulate suggestions for harmonious colour combinations. This study used descriptive qualitative method. Colour identity is described in full according to the scope of the study. The description results were analysed using qualitative methods with Roland Barthes' semiotic theory and Suriyanto Rustan's colour theory. The function of semiotic theory is to analyse the relationship between colour identity, design concepts, and business principles. Colour theory is used to analyse the visualization of colour identity into visual communication media and formulate harmonious colour combinations. Data were collected by using observation, documentation, and library techniques. Observations and documentation were carried out by visiting the outlets on Jl. Raya Sakah, Batuan, Sukawati. Documentation includes photos of name signs and packaging. The literature is obtained through books, website, articles, and journals. The results of the study reveal that the colour identity of the JFC franchise is in accordance with the *Nawa Sanggha* concept, namely black, gray, white, and red. Colour combinations are able to interpret business principles. Visualization of colour identity uses different colour portions in its visual communication media. The colour portion applies a combination of red, black, and white. Gray colour is decorative. The combination of harmonious colour portions can follow the value contrast scheme. The combination of red and gray as a sub-ordinate while black and white as an accent or dominant.

Keywords: identity, color, brand, franchise

INTRODUCTION

The development of franchise business in Indonesia is increasing significantly every year. Franchising is a business process which used or gives right of brand use, system, and products from other party with certain condition (Hargiyanto, 2021). This type of business has become popular in both urban and rural areas. In line with the statement, Agus Suparmanto, Indonesian Minister of Trade stated that this franchise system become popular in Indonesia as it easy to find any franchise business in both urban and rural business center (Yasran, 2021). The growth of franchise business showed that local franchise can do a transformation in the aspect of management, product quality, product distribution, and consumer service. People are aware that franchise business system is a good choice as a starting point to learn about the business world. This business system could reduce the failure risk in business because it has a lot of advantages such as business type, market segmentation, and branding that has been strongly built and the help of business guidance and training from the owner of the franchise.

These advantages and high society attention toward this kind of business system is become a right opportunity to develop a local franchise business. In Bali, there are a lot of local franchise businesses like tutoring, pharmacy, food, and beverages. Franchise businesses in the food and beverages sector have a great opportunity to grow fast because it can be built with varied capital, and it has better cashflow than other franchise businesses. Moreover, it also supported by government strategy that prioritize food and beverages industry as one of the five sectors in Making Indonesia 4.0 roadmap (Lestarini, 2021).

One of the rapidly growth franchise brands in Bali over the last 5 years is Jaya Fried Chicken (JFC) fast food franchise. JFC Franchise was established by I Made Agus Putra Jaya on January 25th 2015. This man from Buleleng successfully develop the JFC fast food franchise to 200 booths in the entire Bali. The JFC franchise development was not instant. It started as a small fried chicken booth with its own recipe. The offer to open a new booth has come up from various societies so that it grows rapidly all over Bali. The JFC Franchise business principle is local business development using partnership system so that in can compete with bigger franchises such as Kentucky Fried Chicken and McDonald's (JFC, Bali 2019).

The rapid growth of the JFC franchise depends on brand equity. Brand equity is the power of a brand that formed from consumer response (Firmansyah, 2019). A brand is a set of messages in the form of name, sign, symbol, or the combination of all of it to identify a product from other products. That set of messages is the identity that belongs to a brand. Brand identity is used to deliver character, commitment, and brand value through identity elements. Brand identity elements consist of name, logo, communication media, brand ambassador (Firmansyah, 2019). Communication media is an identity

element that visually represents the brand. Visual communication media of JFC franchise that has a closest relation to the consumer is its signpost and its packaging. The visual communication ability to deliver character, commitment, and product value to the consumer depends on the design elements. Generally, visual communication design elements consist of illustration, typography, and color.

Colour is design element that has a function to show identity and create attractiveness, to make a particular impression in the audience mind. Kusrianto in Faizal et al (2018) stated that colour is an element that affect vision to stimulate a certain feeling or impression. Colour visualization into visual communication media is based on design concept and principles. Design concept is the main idea that separated into several keywords and visualized to become design elements. Design principle is used to manage the process of design element visualization so that the media can communicate effectively and efficiently. The colour that visualized based on the design concept and principles to every visual communication media will become colour identity that complement brand identity of a company. The JFC franchise colour identity is visualized based on Balinese local wisdom concept, that is *Nawa Sanggha* colour concept. This concept separated into some colour and cultural meaning that are interpreted into JFC franchise business principle. The harmony of colour identity visualization in every visual communication media need to be maintained by referring to colour portion and design principle. Colour portion is colour distribution in a scheme by deciding the priority. JFC franchise colour identity in visual communication media is visualized using different colour portion scheme, so that it has not optimally appropriate based on the design principle rules and the product information delivered is ambiguous.

Based on the explanation above, colour identity of JFC franchise is an interesting factor to be studied because it has a gap between design concept and colour identity visualization toward the visual communication media. The purpose of this study is to analyse the implementation of design concept into colour identity and analyse the colour identity visualization into the visual communication media of JFC franchise. The data analysis result become the guidance in formulate suggestions of colour portion combination to visualize colour identity into the visual communication media of JFC franchise.

METHODOLOGY

This study used descriptive qualitative method. The descriptive method was used to arrange data systematically based on the research scope (Strauss & Corbin, 2003). The descriptive arranged data was the evidence of business principle, design concept, and colour visualization in visual communication of JFC franchise. The data description results then analysed using qualitative method to understand something behind the phenomenon where the truth is not yet known exactly (Strauss & Corbin, 2003). Qualitative analysis method used to uncover the truth of the evidence in the

descriptive data about JFC franchise based on Rolan Barthes's Semiotic theory approach and Surianto Rustan's colour theory, so that it can reveal new evidence as a contribution of the study toward the company.

Semiotic theory is a discipline that learn about sign and meaning. Roland Barthes stated that the means of sign categorized into two level of meaning, denotative as first level meaning, and connotative as second level meaning, where every level of meaning refer to sign component, that is marker and sign. The relation between marker and sign in the first level creates denotative sign. The denotative sign also role as marker in the second level meaning. The relation between marker and sign in the second level creates connotative sign (Sobur, 2003). Denotative meaning is a general meaning and objective. The denotative meaning based on the certain convention so that the meaning result is understood by a wide range of society. Connotation meaning is subjective because it is affected by social relationships, culture, and environment so the meaning is only understood by certain people (Sobur, 2003). Roland Barthes's Semiotic theory used to analyse the relation between colour identity application, brand concept, and franchise business principle.

Colour theory in visual communication design play an important role to show identity, create certain impressions, and attract audience attention. The function of the that colour will be achieved when colour visualization applied in proportion based in the design principle, Surianto Rustan categorize colour portion into dominant portion, sub-ordinate, and accent. Dominant portion is a neutral colour, low saturation, pastel colour, or bright colour that has biggest portion to reach design unity. Sub-ordinate portion is a contrast colour from the dominant portion in order to create variation to monotonous design. Contrast in sub-ordinate portion does not include analogue colour of the dominant portion. Accent portion is colour with smallest portion to create accentuation in design. Design accentuation can be formed by contrast wit dominant portion and sub-ordinate portion (Rustan, 2019).

Colour portion has a relation with design principle which consist of accentuation, sequence, balance, and unity. Accentuation in design could be reached by using accent colour. Accent colour positioned as the first priority, continue by sub-ordinate colour, and dominant colour that has a weaker colour intensity (Rustan, 2019). The information arrangement can be created based on Garcia and Stark Theory (Rustan, 2017) where society that used Latin language doing reading from left to right, top to bottom. Design balance through colour application can be done by colouring the design elements with different size and position using the same colour intensity. Unity can could be reached by colouring the background design using one dominant and strong colour, which can also manage colour portion on the other elements (Rustan, 2019). Surianto Rustan's colour theory was used to analyse colour identity visualization of JFC franchise into communication visual media based on the

colour portion and design principle. Furthermore, colour theory was also used to categorized colour identity based on colour portion harmony as a suggestion to fix the JFC franchise identity visualization.

Descriptive data and theories used in this study was collected using observation, documentation, and literature review. Observation was done by visiting JFC booth located at Raya Sakah Street, Batuan, Sukawati. This observation was done to gain the general description of the company, while also doing some documentation on the visual communication media of the company. The visual communication media in this study was limited to the media that has the most closely related to the consumer, which are signpost and packaging of the product. Literature review was used to obtain theories relevant to franchise, brand, semiotics, and colour from books. Websites, journals, and other resources.

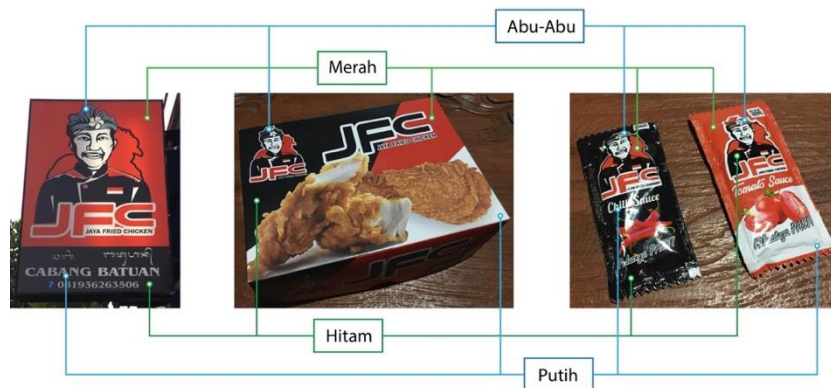
RESULTS AND DISCUSSION

1. Implementation of JFC franchise Design Concept

The JFC business principle is to expand local businesses by using partnership system in order to be able to compete with bigger franchise businesses in the same sector. According to the owner of JFC, the partner of JFC should have high commitment to develop the business that prioritize product and service quality. Therefore, Putra Jaya and team directly trained the partners especially Balinese people about steps of business and human resource management. Based on the business principle that prioritize prosperity of Balinese people, JFC franchise applied local wisdom concept in developing its brand (JFC Bali, 2019).

The local wisdom concept applied by JFC franchise into the brand component can be analyzed by using color identity. According to Putra Jaya, color identity of the company interprets the color meaning contained within *Nawa Sanggha* concept (JFC Bali, 2019). This concept is a representation from totality of the universe which consist of eight compass points with the center of it is the ninth point. The color of *Nawa Sanggha* concept consists of black, grey, white, pink, red, orange, yellow, green, and Pancawarna (Darmaprawira in Asthararianty, et. al. 2016). The application of this concept can be analyzed by denotative and connotative meaning. Denotative meaning analysis was aimed to know the color group suitability of JFC color identity with the *Nawa Sanggha* concept. In the other hand, connotative meaning analysis is aimed to analyze the application of business principle of the company into the color identity based on color meaning of *Nawa Sanggha* concept.

Denotative meaning analysis was done by analyzing applied color in the first level of the marker. The marker is visual communication media of the company that consists of signpost and packaging of the product. **Picture 1** shows the color that used in the JFC visual communication media.



Picture 1 The color in JFC franchise visual communication media

The first level marker applied four types of color in every visual communication media of the company which are red, black, grey, and white. The color in this visual communication media role as marker, that is generally applied and understood by wide range of people, especially Balinese people. Denotatively, all four colors of the marker can be categorized into color arrangement of *Nawa Sanggha* concept.

The colors in the denotative meaning step can be role as JFC franchise color identity if it can interpret the company business principle. The company business principle is only understood by a particular group as it is affected by the internal social relationship of the company. Therefore, business principal interpretation was analyzed using connotative meaning approach. Connotative marker is a sign that is created from denotative meaning, which are red, black, grey, and white. Every color is related to the cultural aspect of *Nawa Sanggha*. Red means courage, black means love, grey means prosperity, and white means simplicity. (Astharianty. et. al. 2016). These color meanings are creating connotative meaning that interpret the JFC franchise business principle. Love value applied by the company was reflected in the action of embracing Balinese people to develop local business through partnership system or franchise. The franchise system developed by JFC prioritizes the prosperity of the business partners because all of the profit from every booth becomes the profit of each partner. However, partners should get the raw material supply from the JFC franchise. The simplicity value applies to the process of the business and human resource management that delivered directly by Putra Jaya and his team of JFC Franchise. The humble attitude is needed by a leader to embrace partners in order to create a harmony relationship. The courage value reflected in the rapid growth business expansion as it reaches 200 booths in the entire Bali for the last 5 years. The opening of the new booth is a high-risk action so that the decision should be balanced with consistency of product and service quality.

2. JFC franchise Color Identity Visualization

Colour Identity Visualization which based on the *Nawa Sanggha* concept should consider the colour portion separation and applied design principle into the visual communication media of JFC franchise. The application of design principle-based colour portion can direct the colour identity visualization to interpret business principle and important messages that the company want to deliver. Colour portion analysis and design principle was done toward signpost, food packaging, and sauce packaging.

2.1. Signpost Name

JFC franchise signpost applied black color on its contour line of the face, *udeng*, chicken silhouette, shirt illustration, Jaya Fried Chicken text, and background of the address and contact of the booth. The gray color is applied to *udeng* illustration, while white color is applied to face illustration, flower, shirt, and text. Red color is applied to chicken silhouette, shirt, JFC text, and the signpost background. The application of the color can be seen in the **Picture 2**.



Picture 2 JFC Signpost

Color identity visualization on the signpost is dominated by red color with more than 50% portion. Red is a bright color that should be combined with contrast color to create variation and accentuation in the design. Contrast between red, black, and white color categorized as value contrast. Value contrast is intensity difference of white and black color in monochromatic color row, where the end of the row is very bright, and the other end is very dark. The strongest contrast lies at the end of the row, while medium contrast occurs in the middle of the row. (Rustan, 2019). Medium Contrast level can be used to create design variation in the sub-ordinate portion, while the strongest contrast used to create accentuation in accent portion. Red is positioned in the middle of monochromatic red row, while

black and white are occur in the end of the row. Therefore, black color has medium contrast level toward red color, and applied in a bigger portion than white color while also role as sub-ordinate color. The accent portion is white color where it applied in a smaller portion than black color. The white color creates a strong contrast with black color and medium contrast with red color. The use of gray color with the smallest portion could not role as a sub-ordinate portion or accent. Gray and red color positioned at the middle of value contrast scheme, so that gray color cannot create contrast toward the red color domination.

The JFC franchise signpost applied accentuation principle through accent color portion. White color as accent portion can visualize the accentuation of important messages on the signpost, which are logo, company name, address, and contact information of the booth. The white and black combination on red background could create information order from top to bottom. The information on the top of the signpost is the priority that shows the company identity where it used more than 50% of portion. White and black color combination in the bottom of the signpost role as second priority with 25% portion which contains additional information about company identity. This information order forms an asymmetric balance on the company signpost. Empty space around the logo illustration makes address and contact information written in the bottom of the signpost feel balanced. Red color domination in forming empty space creates a balanced contrast level between red color and the combination of black and white color, so that the red color could become unifier between top and bottom area of the design.

2.2. Food Packaging Media

The JFC franchise food packaging applies 5 colors, they are red, black, gray, white, and brownish yellow. Red color used on the JFC text that unite with JFC logo, illustration, chicken silhouette, shirt, and geometric area on the top right corner of the packaging. Black color applied on shirt illustration, face contour line, *udeng*, JFC text, Jaya Fried Chicken text, and geometric area on the left top corner of the packaging. Gray color found on *udeng* illustration inside JFC logo and chicken slices shadow. White color applied on the face illustration, shirt, logo and text contour line, tip of chicken slices illustration, and geometric area on the bottom of the packaging. Brownish yellow color is found in the chicken slices illustration. **Picture 3** shows the picture of JFC food packaging.



Picture 3 JFC Food Packaging

JFC franchise color identity on its food packaging dominated by black color on the top of the packaging while the bottom of the packaging is dominated by white and brownish yellow. The black color applied diagonally in the left side to the top right of the packaging. White color applied horizontally at the bottom and spread out at some area at the top. Brownish yellow color is filling the bottom area to middle area of the packaging. Dominant portion of these three contrast colors is hard to create a unity impression in design. It can be done by using only one strong color (Rustan, 2019). Red color has a medium contrast level toward black and white color, but it cannot function optimally because there is a dominant brownish yellow as red and yellow are analog color group that has a weak contrast level. Thus, red color cannot role as sub-ordinate and accent portion. In the other hand, gray color has the smallest color portion that placed in the less important area and role as decorative only.

Unity principal visualization is quite hard because the use of black, white, and brownish yellow as the dominant portion. It also affects other design principles visualization. The domination of three color that seem overlapping each other causing design area does not have empty space to create balance. The separation of color portion that only consists of dominant portion causing accentuation in the design does not appear optimally. Hence, information priority order become ambiguous because the packaging does not have accent or sub-ordinate portion.

2.3. Sauce Packaging Media

JFC sauce packaging consist of chili sauce and tomato sauce packaging. Packaging design visualization of the chili sauce packaging applied black, gray, white, red, and green. Black color is used in the background, text, shirt illustration, face contour, *udeng*, and chicken silhouette. White color applied in the text contour, logo contour line, background text, face illustration, glower, and shirt. Red color is appeared in the chili illustration, text, shirt illustration, and chicken silhouette. Lastly, green color found in chili stalk. In the other hand, the tomato sauce packaging visualization has the same packaging, but it has different background color, illustration (tomato illustration), and text. **Picture 4**

shows the packaging of JFC sauce.



Picture 4 JFC chili sauce (left) and tomato sauce (right) packaging.

The JFC chili sauce packaging is dominated with black color as the background of the packaging. Black is a neutral color that can be combined with contrast color to create variation and accentuation of the design. Red color is design variation that applied almost 50% on the packaging area. Black and red have medium contrast level, so red color role as sub-ordinate color portion. White color in this packaging role as the accent color portion because it applied less than the black color. Moreover, the white color has a strong contrast level toward black color and medium contrast level toward red color. Gray and green color is applied least at this packaging and role only as decorative.

Accentuation principle in the chili sauce packaging is visualized by white color. This color could make a highlight impression of the important message in the packaging design, such as logo, company name, text, and product information. White color portion has the most occurrence as seen in the logo and company name, so the first priority is on the top of the packaging. Second priority is on the product information with smaller white color portion than the logo and company name. The product information is placed in the middle of the packaging. Chili illustration positioned as the third priority because the contrast level between red and black color is weaker than white and black contrast level. However, the contrast level between white and black color in the slogan text is not creating a strong contrast impression. The white color on black contour text gets very small portion. Hence, the information priority order of the packaging is read from top to bottom. The balance principle is achieved asymmetrically by dividing the packaging area horizontally from first priority to the last priority. The first priority has the strongest contrast impression, yet it is positioned on a smaller area than other priority. The smaller area that is colored with strong contrast could balance the weight of larger area with weaker contrast. Unity principle is visualized by black color that role as background. The black color could create an accentuating impression and balance while also keeping the information order on the chili sauce packaging.

JFC tomato sauce packaging applied red color on almost the entire area. The red color combined with white color variation evenly from the top until the bottom area. White and red color have medium contrast level, therefore white color role as sub-ordinate portion. Black color on this packaging role as accent portion because it applied in a small amount than white color. Black has a strong contrast level with white color, while it has medium contrast level toward red color. Gray and green color has the smallest portion and role as decorative.

Color Identity on tomato sauce packaging could visualize accentuation principle through the black color. Black color on the top area gives highlight to the company logo. Company logo is visual identity that represents the whole company. The highlight of the company logo has also become the first information priority. The second priority is on the combination of red and white that separate packaging area into two parts. That combination gives highlight on the Tomato Sauce text and tomato illustration with medium contrast level. The third priority is the slogan text of the product with black color. The black color used in the thin line contour, so it gives a weak contrast level of black color above the white color. These three levels of information priority have met the criteria of information readability from top to bottom. Balance principle is visualized by a strong contrast color on the company logo and medium contrast level on the illustration, information, and product slogan. Color combination with a strong contrast applied on the smaller area, while the larger area is colored with medium contrast level color. Asymmetrical balance reached horizontally between top and bottom area. Unity principle visualized by red color. Red color domination on the packaging not only role as background, but also supporting the accentuation principal visualization, order, and balance of the tomato sauce packaging.

3. Color Portion Combination Suggestion

JFC franchise color identity only applied the combination of red, black, and white color to the color portion separation. This color combination is applied with different portions on signpost, food packaging, and sauce packaging. Color portion that could visualize design principle found on the signpost and sauce packaging. The application of non-optimal color identity causing harmony between media could not take place and the result is communication between media and consumer does not occur effectively.

A harmonious color identity separation could follow contrast value scheme by dividing color combination into 2 groups. The first group consists of white, red, and black while the second group consists of white, gray, and black color as shown in **Picture 5**.



Picture 5 Contrast value scheme group 1 (top) and group 2 (bottom).

Contrast value scheme order color based on the brightest intensity to darkest intensity. White and black positioned in the opposite end while red and grey placed in the middle. The color with same position grouped in the same color portion. Strong contrast is owned by the color at every end of the group, and they have medium contrast level toward the color in the middle. A strong contrast color can be used to form accent portion, while medium contrast level color can be used as sub-ordinate portion. The sub-ordinate portion could apply more than one type of color to make the design more attractive. Dominant portions apply one type of color that can be combined with contrast color.

Red and gray colors were placed at the same position in the contrast value scheme. Combination of both colors can be applied as sub-ordinate portion because they have medium contrast level toward black and white color. In the other hand, black and white color can be combined with every color so that the color can be applied as accent portion or dominant portion.

CONCLUSION

Colour identity applied by JFC franchise into their visual communication media was based on *Nawa Sanggha* colour concept which are black, gray, white, and red. The combination of these colours could interpret the business principle of the company. Love value in black colour applied by embracing the Balinese people to develop local business by using partnership system. Prosperity value in the gray colour reflected through company principle where they do not implement profit sharing system, so all the profit is belonged to the owner of the booth or partners. The simplicity value as in the white color implemented through business and human resource management training by Putra Jaya and his team. The courage value represented by red color reflect the courage of the company to expand the business until 200 booths around Bali for the last 5 years.

JFC Color identity visualization applied different color portion separation in every media such as signpost, food packaging, and sauce packaging. That color portion only implements a combination of red, black, and white color. Grey color tends to be decorative. Company signpost used red color as the dominant portion, black as sub-ordinate portion, and white as accent portion. The sauce packaging also has a different portion where in the chili sauce packaging, the dominant portion is black, red as sub-ordinate, white as accent portion while tomato sauce package applied red as dominant portion, white as sub-ordinate portion, and black as accent portion. The color portion combination from these media were based on the design principle. In the other hand, the food packaging media has three

colors that role as dominant portion that causing color portion separation become ambiguous. This problem can cause design principle could not be optimally visualized.

Color portion separation could visualize color identity of JFC company harmoniously by applying contrast value scheme. Red and grey color placed in the same position. The combination of red and grey can be used as sub-ordinate portion because they have a medium contrast level toward black and white color. In the other hand, black and white can be combined with every type of color so that one of the color could be applied as accent or dominant portion.

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