

Redesign Visual Identity Mie Par-par Wak Lobe Khas Rantauprapat

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ABSTRACT

Mie Par-Par Wak Lobe, a traditional culinary business established in Rantauprapat in 1985, holds historical significance for the local community. However, the business lacks a professional and consistent visual identity, leading to challenges such as a weak brand image, inconsistent visual elements, and the absence of standardized promotional media. This research focuses on designing the visual identity of Mie Par-Par Wak Lobe, addressing the research problem of creating a visual identity that aligns with the business's character, history, and branding objectives. The purpose of this design is to develop a communicative and recognizable visual identity that enhances the brand's position amidst competition in the culinary industry. The research's originality lies in utilizing the late Wak Lobe's facial illustration as the primary mascot. The methodology employed is the 4D model (Define, Design, Develop, Disseminate), encompassing observation, interviews, documentation, visual analysis, concept exploration, design development, and expert validation. The research's outcomes yielded a vintage-retro style logo, a green-yellow color palette, supporting typography, and applications across various promotional media. Validation testing demonstrated the feasibility and effectiveness of the visual identity in representing the character of Mie Par-Par Wak Lobe.

KEYWORDS

Mie Par-par, Wak Lobe, Visual Identity, Culinary, Logo Design

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INTRODUCTION

Regional traditional food is part of cultural identity, serving not only to fulfill consumption needs but also as a representation of the historical values, traditions, and local wisdom of a community. Traditional cuisine plays a role as a cultural symbol that shapes collective identity and strengthens social bonds among members of the community.(Andriawan et al., 2025). In the context of Indonesia's cultural diversity, traditional regional cuisine serves as an important element in preserving cultural heritage while also offering significant potential for the creative economy.

However, the increasingly competitive modern culinary industry requires businesses to rely not only on taste but also on strong visual elements to build their brand image. A weak and inconsistent visual identity can make it difficult for traditional culinary businesses to compete with new brands that have a more professional appearance.(Usman, 2025) emphasizes that a strong visual identity, including the logo, colors, and typography, plays a significant role in shaping perceptions of a product's quality and professionalism. This is further supported by (Fathonah et al., 2024) also emphasizes that limited understanding of visual branding among MSMEs (Micro, Small, and Medium Enterprises) contributes to the low competitiveness of local culinary products.

Research on visual identity design for traditional regional culinary businesses has been widely conducted and has demonstrated significant results in improving brand image and business sustainability.(Syaifulloh & Pratama, 2025) in a study on visual identity design for traditional catering businesses, concluded that a consistent visual identity system can increase consumer trust and strengthen the positioning of products as traditional regional cuisine. Visual identity not only functions as a brand identifier but also serves as a medium for communicating local cultural values.

The study (Hermanto, 2019) also emphasizes that the visual system of traditional food stalls in Malang City demonstrates that the appropriate use of typography and color can create an authentic yet modern impression, making it effective in reaching younger generations without losing its local character. The findings demonstrate that an appropriate visual identity design can enhance the image of culinary MSMEs and increase their market appeal.

A similar condition is experienced by Mie Par-Par Wak Lobe, a traditional culinary business from Rantauprapat that has been operating since 1985. Based on field observations and preliminary interviews, the business does not yet have an official logo, clear signage, or a consistent visual system. As a result, several tangible disadvantages arise, including difficulty for consumers in identifying the location of the food stall, low brand recall, and limitations in digital promotion.

The research data were collected through an in-depth interview with Mrs. Khairunisa, the daughter of Mr. Mian Hasibuan and the second-generation manager of Mie Par-Par Wak Lobe, conducted on April 5, 2025. In addition, the researcher conducted direct observations of the business's internal visual conditions, including the appearance of the food stall, sales media, and visual elements used on packaging and supporting attributes. The results of the interviews and observations indicate that the visual identity of Mie Par-Par Wak Lobe remains simple and has not yet been designed based on the principles of visual communication design. The absence of an official logo, inconsistent typography, and color choices that lack distinctive characteristics have resulted in the product's visual potential not being communicated optimally to the public. This condition also poses a challenge to expanding the market segmentation, particularly among younger generations and tourists from outside the region.

Therefore, a professional and consistent visual identity needs to be designed for Mie Par-Par Wak Lobe. The visual identity will not only function as a brand identifier but also as a communication tool capable of effectively conveying the values, story, and character of the product (Widyalintang & Supatmo, 2023). Through this design, Mie Par-Par Wak Lobe is expected to gain wider recognition, stand out visually, and become a symbol of Rantauprapat's traditional cuisine with strong cultural and commercial value.

The theoretical foundation for this media design refers to the theory of visual identity. Essentially, visual identity is a comprehensive process of shaping a brand's image, in which a logo is only one part of a series of elements used to establish the identity as a whole and consistently (Riandra & Islam, 2021). In addition, a logo is a shortened form of *logotype*. The term "logo" became known in 1937 and is now more widely used than *logotype* (Rustan, 2021). Typography also plays an important role in relation to this media. Typography is applied across various media, both print and digital, and plays a significant role in shaping perception, strengthening visual identity, and improving the readability and appeal of a communication message (Hermanto, 2019). Color is a visual perception that arises as a result of the eye's retina responding to light waves (Andi et al., 2023).

This work is original as no professional and consistent visual identity has previously been developed for Mie Par-Par Wak Lobe. The previous identity was simple and did not meet visual communication design principles. This design emphasizes Rantauprapat's local cultural character through visual analysis and exploration, resulting in a unique and original visual concept.

The objective of this design is to develop a professional and consistent visual identity for Mie Par-Par Wak Lobe through the design and application of a logo, typography, colors, promotional media, and packaging. Visual guidelines are also developed to strengthen visual competitiveness and maintain consistency across various media.

METHOD

This design applies the 4D method: Define, Design, Develop, and Disseminate.

1. The first stage is Define, which involves SWOT analysis and market segmentation.
2. The second stage is Design, which begins with rough layout sketches of Wak Lobe's facial icon, alternative logotypes, and their combined composition.
3. The third stage is Develop, where the visual elements designed in the previous stage are applied to various primary and supporting media.

4. The fourth stage is Disseminate, where the designed and developed visual identity is distributed through various media to increase audience recognition.

RESULT AND DISCUSSION

The design process using the 4D method consists of several stages:

1. Define

At this stage, information regarding the identified problems was obtained through data analysis, including SWOT analysis and market segmentation based on geographic, demographic, psychographic, and behavioral factors. The results of the SWOT analysis and market segmentation are briefly presented in the following table.

Table 1. SWOT Matrix of Mie Par-Par Wak Lobe

Strengths: - A legendary culinary business since 1985 - Distinctive and consistent taste - Strong historical and nostalgic value Strong emotional connection with the community	Weakness: - Inconsistent visual identity - No official logo - Promotional media is still basic - Brand image is not yet optimal
Opportunity: - Growing interest in traditional cuisine - Vintage-retro visual trends - Growth of digital media - Potential to become a regional culinary icon	Threat: - Competition from similar culinary businesses - More modern branding from competitors - Emergence of new culinary businesses - Changing preferences among younger generations

Tabel 2. Segmentasi Pasar Mie Par-Par Wak Lobe

Segmentation Type	Description
Geographic	Rantauprapat and surrounding areas
Demographic	Teenagers to adults aged 10–59 years
Psychographic	Consumers who enjoy traditional cuisine and are interested in nostalgic experiences
Behaviour	Local consumers and culinary tourists seeking traditional regional cuisine

The design concept was then developed based on a vintage-retro style. Mind mapping was also conducted, resulting in the keywords “Ompat Nenas and Ompat Kelapa Sawit” and “Wak Lobe.” A media strategy was also developed to effectively reach the target audience.

2. Design

At this stage, the logo and tagline were designed, including:

a. Logo

The logo design began with rough layout sketches featuring alternative icon and typography concepts, as well as combined icon and typography variations. The logo was selected based on conceptual relevance, visual clarity, and its ability to represent the character of Mie Par-Par Wak Lobe. This was followed by the execution layout, where the selected logo alternatives were digitized. In the comprehensive layout stage, the final logo was selected from the digitized alternatives. The front-facing illustration of Wak Lobe was chosen because it most effectively communicates his friendly and recognizable character. The circular background and simple composition create a balanced logo that is flexible for various media applications and aligns with the vintage-retro concept.

b. Tagline

The tagline design began with rough sketches by identifying keywords aligned with the vintage-retro design concept. During the execution layout stage, the keywords were developed into several tagline alternatives. In the comprehensive stage, three alternatives were selected for digitization. Finally, one alternative was chosen as the tagline. The tagline “Legendary Taste Since 1985” was selected because it emphasizes consistent taste, historical value, nostalgia, and trust across generations. From the logo and tagline design processes, the final logo was selected as the result of the design process.



Figure 1. Rough Layout of Icon, Typography, and Tagline Sketches



Figure 2. Alternative Combined Sketches



Figure 3. Execution Layout of the Logo and Tagline



Figure 4. Comprehensive Layout



Figure 5. Final Logo

The Mie Par-Par Wak Lobe logo represents a combination of cultural values, history, and the distinctive character of Rantauprapat cuisine through an illustration of Wak Lobe's face, symbolizing a friendly and humble pioneer who reflects sincerity and inherited traditions. The green circle in the background represents cultural unity and the enduring taste of local cuisine, while the peci or lobe

worn on the head and the letter “O” emphasize the Malay identity of the Bilah Kingdom, which is rich in religious values and modesty.

The tagline “Legendary Taste Since 1985” reinforces the brand’s identity as a traditional culinary business with a consistent taste that has stood the test of time, while also symbolizing history, trust, nostalgia, and local pride. The Forest Green color, inspired by the traditional Labuhanbatu motif “Ompat Nenas and Ompat Kelapa Sawit,” represents fertility and prosperity, complemented by Golden Amber, which conveys warmth and a classic atmosphere. The Poppins typeface used for “Mie Par-Par” and the tagline creates a modern and professional impression, while the Margin font in “Wak Lobe” highlights a warm and traditional character. Together, these elements create a visual balance that strengthens the brand image as a traditional culinary business with a modern and timeless character.

3. Developpe

After selecting the final logo from several developed alternatives, the next stage was to conduct a validation test of the Mie Par-Par Wak Lobe logo as the brand’s primary visual identity. The validation was conducted to ensure that the logo met design principles, including hierarchy, balance, alignment, emphasis, proportion, movement, negative space, contrast, repetition, variety, and unity, as well as logo principles such as simplicity, communicativeness, relevance, memorability, timelessness, versatility, and appropriateness (Sari et al., 2024). The testing process was conducted using a validation sheet as an assessment instrument to ensure that the designed logo was suitable for use as a professional and communicative visual representation of Mie Par-Par Wak Lobe. The validation was conducted by two validators from the Visual Communication Design Program, Faculty of Languages and Arts, Universitas Negeri Padang. The following table presents the assessment results from the design experts.

Figure 6. Validation Test Results

Based on the validation conducted by two experts, Validator 1 gave a score of 92.5%, while Validator 2 gave a score of 75%. This difference was due to Validator 2 placing greater emphasis on technical aspects, particularly logo readability at certain sizes and the consistency of visual elements across all media. Based on the percentages obtained, the designed logo was still categorized as “very good” and was considered to meet the principles of design and the criteria for an effective logo. This indicates that the final Mie Par-Par Wak Lobe logo is consistent with the vintage-retro theme and local cultural identity of the design concept, making it suitable as the brand’s visual representation.

4. Disseminate

The media were distributed through:

- The main medium is a 3D spotlight signage used as the primary visual identity at the store to strengthen the brand’s presence



Figure 7. 3D Spotlight Sinage as the Main Media

b. Supporting media such as aprons, T-shirts, posters, packaging, and banners are used to strengthen the brand's visual consistency across various audience touchpoints, while Instagram serves as a digital promotional platform.



Figure 8. Apron



Figure 9. T-Shirt



Figure 10. Poster



Figure 11. Packaging



Figure 12. Banner



Figure 13. Social Media Instagram

CONCLUSIONS

Based on the results and discussion of the visual identity design for Mie Par-Par Wak Lobe, it can be concluded that the design was developed to strengthen the brand's image as a legendary traditional culinary business from Rantauprapat, established in 1985. The design process applied the 4D method (Define, Design, Develop, Disseminate) to produce a systematic and well-directed design aligned with the brand's character. In the Define stage, data were analyzed through SWOT analysis, target audience segmentation, design concept development, and creative and media strategies as the foundation for the design process. The results demonstrate that the visual identity of Mie Par-Par Wak Lobe successfully represents the brand as a traditional culinary business with historical value, nostalgic appeal, and strong local cultural roots, while remaining relevant to contemporary visual trends. Through this design, Mie Par-Par Wak Lobe is expected to have a stronger brand image, be easily recognized, and maintain consistency across all visual communication media.

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