



Alexander Hotel Logo

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ABSTRACT

Alexander Hotel is located in the tourist area of Tegal City, Central Java, established since 1990, managed by PT Griya Wisata Hotel Management and Consultant. The identity of Alexander Hotel needs to reflect the hotel's strong vision and mission, one of which is through the logo. In the hospitality industry, the logo has a central role as an element of brand representation, the logo is not only a symbol, but the image of the company that is first seen by consumers and plays an important role in creating a positive brand perception. The existing Alexander hotel logo is inconsistent, there are differences in various media placement, whereas good consistency in logo use will strengthen the impression of desirability and increase guest confidence in the hotel. The purpose of this research is to find differences in the Alexander Hotel logo in various media placements. The method used is descriptive, data collection through observation and literature. The results of the study found that there are differences in logos at various hotel facilities, there are 6 different logo forms with three types of logos, namely monograms, combination logo marks and wordmarks. The benefit of the research is to contribute to the development of visual identity theory, especially in the context of the hospitality industry.

Keywords: Brand; Hospitality; Logo; Visual Identity

INTRODUCTION

Visual identity is one of the key aspects in the business world that has an important role in shaping a company's brand image. In the information age and increasingly competitive



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competition, a strong brand image is the key to attracting consumer attention and differentiating the company from competitors. Visual identity is a graphic representation of a brand that includes logos, colors, typography, and design style.[1], that are well integrated to create a consistent impression and message. In the context of the hospitality industry, visual identity has a special significance. A hotel is not only a place to stay, but also a place to create a unique experience and bring a luxurious or cozy atmosphere to guests. Visual identity in the hospitality industry includes elements that not only present a guarantee of quality service, but also offer an immersive experience desired by customers. One of the main elements in visual identity is the logo. A logo is not just an image or symbol, but a visual representation of the essence of the brand, the values held by the company, and the characteristics it wants to convey to customers. A logo is the face of a company or brand, the shape of a logo can be a piece of text, a sketch, a shape, or a combination of all, its function can be a visual representation that is first seen by consumers, companies create logos as the identity of a brand, company, business, or other organization. [2]. In the hospitality industry, a logo has a very vital role in presenting the brand to potential customers, as the logo is often the first starting point in interaction with the hotel brand, strong branding not only helps the hotel appeal to potential new guests, but also builds guest loyalty in the long run [3].

Alexander Hotel located in Tegal City is a 3-star hotel. Hotel management by a professional hospitality business entity, namely PT Griya Wisata Hotel Management and Consultant. its location is close to shopping centers, business centers, tourist areas and complete transportation facilities ranging from bus terminals to train stations. Alexander Hotel Tegal is a consideration for tourists when visiting Tegal City either for tourism or just transit, because Alexander Hotel Tegal is located in the Pantura area and has a variety of tourism around it. As a hotel with these advantages, a visual identity is very helpful for Alexander Hotel to create a differentiation between itself and competitors. A visual identity such as an appealing logo will be easy to remember, helping the hotel to stand out and attract the attention of consumers. Since the establishment of Alexander Hotel, the only visual identity that exists is the logo, and there are no other visual supporting elements. The uneven application of the existing logo to all media and facilities contained in the hotel, can have an impact on the overall image of the company. The visual identity applied is only a logo and is found in several media/facilities, such as, on the glass door to the lobby, then on operational cars, staff & employee uniforms, and on the facade of the front of the hotel building, besides that the logos applied have differences with each other, there is inconsistency in their application, this happens because there are no guidelines on the use of visual identities such as GSM (Graphic Standard Manual), so Alexander Hotel does not have clear instructions on the rules for using existing visual identity elements such as logos. This research is important to find out the differences in the use of logos applied to

various hotel products, visual identity is a visual representation of the brand and corporate image, a good and consistent image will build trust, consumer loyalty, and strengthen positive impressions about the company. This research is expected to provide a deeper understanding of the importance of logos as the main element in creating an effective visual identity and representing the brand in the hospitality industry.

METHOD

This research uses a descriptive method, data obtained through literature studies and field observations. The use of literature to find whether the use of the hotel logo is consistent in its application. The use of observation to obtain data in the field, to find visualizations of the Alexander hotel logo found in various media. The use of descriptive methods to describe the application of the logo at the Alexander hotel with steps, identifying data from the logo and its application, to find out whether the hotel logo is consistent, and how it is applied. Visual identity research in the hospitality industry with a focus on logos as a representation of hotels is important, considering that hotels as a temporary residence need to reflect as a safe, reliable place to stay and can build guest loyalty in the long run.

RESULT AND DISCUSSION

The Importance of Logo as a Brand Identity in the Hotel Industry

The hotel industry is full of competition, each hotel tries to attract customers, increase the number of customers and retain customers. Every hotel wants to be famous and needs effort to get customers, which can be done through advertising, One way of advertising that is currently being widely used is in the format of a movie or film series broadcast through television, or streaming channels, which in the term advertising world is called branded marketing [4]. In addition to advertising, gaining customers is done through a strong brand identity, so that each hotel competes through its brand. A well-recognized brand can make consumers more likely to choose that product or service when they are in the decision-making stage [5]. Brands can give a product, service, or company a unique identity, helping consumers identify and differentiate from competitors. A brand consists of several important elements, such as name, logo, symbol, character, packaging, and slogan [5]. One of the brand functions fulfills memorability, namely the form of brand elements must be easily recognized and can be easily recalled [6]. Based on this, the logo as part of the brand element needs to be easy to recognize and easy to remember.

As a memorable brand element, the logo has the ability to describe the essence of the brand, the values held by the company, as well as the characteristics that it wants to convey to



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customers, a good logo is a logo that is easy to understand in terms of message and of course memorable [7]. In the context of visual identity, a logo is not just an image or symbol, but also a window that opens the horizon of the customer's experience of the brand. The importance of a logo in visual identity is reflected in several aspects that have a significant impact. First, a logo acts as the most visible visual representation of a brand. It becomes the first starting point in the interaction between the company and the customer. In the hospitality industry, the logo becomes the first window that presents the brand to potential guests, creating a strong initial impression of the services and experience promised by the hotel.

Secondly, a logo helps create strong brand recognition among customers and the market. A unique, distinctive, and easily identifiable logo helps the brand to be recognized and remembered by consumers. Good brand recognition lays the foundation for further marketing efforts, allowing customers to quickly identify the brand among the various options available. In addition, a logo also acts as an effective visual communication medium [8]. The chosen logo design should be able to communicate the brand's values, characteristics, and messages to customers. A well-designed logo is able to reflect the essence of the company and give the desired impression. For example, in the hospitality industry, a logo can communicate the quality of service, ambience, and stay experience offered to guests. this makes a logo important for hotels. Logos represent the presence of a brand, when audiences see the logo, they will immediately associate it with the product being sold. hotel logos that are embedded in people's minds are, Holiday Inn, ibis Hotels, JW Marriott, Sheraton, Novotel Hotels, Fairmont, Hilton and Hyatt.



Figure 1. The HYATT Hotel logo that sticks in people's minds.

The success of a logo in visual identity has a direct impact on customers' perception of the brand, and this is why the importance of a logo as a representation of a hotel brand cannot be ignored.

Logo Relationship with Hotel Guest Experience

Logos are part of brand identity, companies that implement brand identity consistently and well integrated will help create a strong brand image, but also affect the guest experience, as stated by Parawansa, Brand awareness, as an important aspect of branding, assesses how broad and strong consumer knowledge of a brand is. The more frequently and consistently a brand appears on various platforms, the higher its awareness level [9]. When guests see a cohesive visual identity from the start, such as on a website, brochure, or social media, they can develop consistent expectations of the experience they will have during their stay. In



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addition, a visual identity that is closely connected to the hotel's values and mission can help the hotel attract market segments that align with those values. One phenomenon that proves that a company's brand is successful is when it is recognized by the audience [10]. When a brand is embedded in the minds and thoughts of the public, it is certain that it will be the only one that the public trusts[11]. A brand that sticks in people's minds can only be achieved by embodying consistent visuals across all marketing lines of the business.

A hotel's brand identity is closely linked to the guest experience. The brand shapes the perception and image that guests will remember and influence their decision to stay at the hotel. Here's an example of consistent visual identity implementation in well-known hotels.

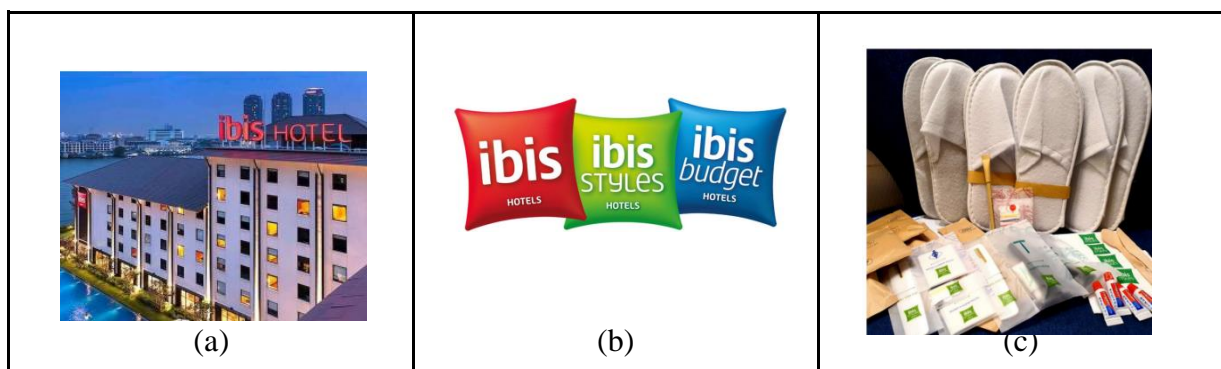


Figure 2 (a,b,c). Consistent application of the IBIS Hotel Brand identity

Analysis of the Alexander Hotel Logo

Consistent and positive branding can create customer loyalty. When guests have a satisfying experience, they are more likely to return and recommend the hotel to others [3].

The elements of visual identity at Alexander Hotel as the object of research to investigate how visual identity is applied in various media within the hotel, both in physical and digital form. The results of the observation there are inconsistencies in the application of the hotel logo, the following data collected from observations, contained in table 1, table 2 and table 3.

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Table.1 Alexander Hotel logo Monogram series







No.	Logo Code	Visual	Analysis
1.	L1 (1st logo)		The monogram logo type, has a circle shape with the letter xa, and there is a big star on the back, the background is black. Logo huruf xa diambil dari nama 'Alexander'. The letter xa logo is taken from the name 'Alexander'.
2.	L2 (2nd logo)		The monogram logo type, has two colors gold and black. there is a difference in the The letter xa has the same shape as L1, but merges with a gold-colored circle that is cut off between the end of the letter x and the letter a.
3.	L3 (3rd logo)		The monogram logo type, the shape of the logo is still the same as L1 and L2, but the difference is that the letter xa appears to be integrated with the star shape, and the star shape becomes more prominent than the letter 'xa'. This logo only uses 1 white color.

Table 2. Alexander Hotel Logo Combination Logo Mark series

No.	Logo Code	Visual	Analysis
1.	L4 (4th logo)		Using the combination logo mark type, which is a combination of L3 monograms with L4 wordmarks.
2.	L5 (5th logo)		The combination logo mark, which is installed on the car door, is at first glance the same as the L4 but the circle shape is different.

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Table 3. Alexander Hotel logo Wordmark series

No.	Logo Code	Visual	Analysis
1.	L6 (6th logo)		The logo type is wordmark, without lines below the letters, and white in color. The logo is attached to the wooden lattice facade of the Hotel building.

CONCLUSION

The results of the analysis are addressed in table 1, table 2 and table 3, quantitatively there are 6 different Alexander Hotel logos, each of which is given the code L and the number L for Logo and the number for logo sequence, the code consists of L1, L2, L3, L4, L5 and L6. In table 1, there are 3 monogram-type Hotel Alexander logos, each of which is circular, the difference is in the background color, star color, star shape and letter xa in placement, the letter xa in L1 and L2 is overlapping but the letters are still clear, but in L3, the letter xa merges with the star shape. In table 2, 2 different logos are obtained with the combination logo mark type, L4 and L5 have the same shape but differ in the shape of the circle logo (see table 2). in table 3 there is 1 logo of the wordmark type, which is found on the hotel facade building, this logo (L6) is clearly very different from the previous logos coded L1, L2, L3, L4 and L5. Based on these gains, there are 6 different logo forms with three types of logos, namely monogram, combination logo mark and wordmark. This shows inconsistency in the use of logos as part of the brand identity, and that Alexander Hotel has more than 1 logo and uses it in different areas of the hotel.

In the hospitality industry, logos have a central role as a brand representation element in a successful visual identity strategy. A logo is not just an image or symbol, but the first window that presents the brand to customers. Representation of the brand through the logo element will make it easier for customers to identify and remember the brand amidst the various choices available. A well-designed logo is able to reflect the essence of the brand



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and give a consistent impression to potential guests. A successful logo not only builds brand recognition, but also acts as a powerful visual communication tool to portray the company's unique values and characteristics. By understanding this important role, companies can design a successful visual identity strategy, create a cohesive customer experience, and build a brand image that sticks in the minds of customers.

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