
Menu Book as an Information Media of Hungreens MSME

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Abstract

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in supporting both national and regional economic growth through job creation, innovation, and local resource optimization. In line with this, the Tumbas Mbois program was initiated to enhance the quality, productivity, and competitiveness of MSMEs across the Lowokwaru district. Hungreens, a developing MSME specializing in healthy food products, requires an effective medium to communicate clear, attractive, and persuasive information to its target customers. This study aims to design a visually informative menu book for Hungreens as an integrated information and branding medium. The research employs a qualitative descriptive method through interviews and direct observation to analyze the brand's visual needs and consumer preferences. The design process emphasizes principles of visual communication—such as layout composition, typography, color harmony, illustration, and photography—to build a cohesive and appealing brand identity. By applying these design elements consistently, the project seeks to improve the clarity and visual attractiveness of product information, encourage positive perception, and influence consumers' purchasing decisions. Moreover, to align with the rapid trend of global digitalization, this menu book is also adapted into an interactive digital version, expanding its accessibility and promotional impact. Overall, this research contributes to the development of MSME branding strategies, emphasizing the importance of visual communication design in strengthening brand image and enhancing consumer experience.

1. Introduction

In developing countries, micro, small and medium enterprises (MSMEs) play an important role as a source of income, employment, skills development, delivery of goods and services and other things. The development of MSMEs is one of the tools to increase people's purchasing power (Sari & Kusumawati, 2022). In Indonesia, MSME held a very significant changes to the economic sector. According to Indonesia's Coordinating Ministry for Economic Affairs, MSME gave a substantial contribution to the national GDP, reaching 60.5% to 61.9% or totalling Rp8,573.89 trillion to Rp9,580 trillion. This contribution affirms that more than half of Indonesia's national economic output comes from the MSME sector.

Each region has made continuous efforts to strengthen and diversify its economic growth by investing in various development programs. In particular, they have focused on supporting the growth of Micro, Small, and Medium Enterprises (MSMEs), which play an important role in creating job opportunities, encouraging local innovation, and increasing community income. Through training initiatives, financial assistance, and easier access to markets, these efforts aim to build a more sustainable and competitive regional economy.

'Tumbas Mbois' is a community-based program initiated with the main goal of improving the overall quality, productivity, and competitiveness of Micro, Small, and Medium Enterprises (MSMEs) across the Lowokwaru district. The program aims to empower local business owners by providing them with training, mentorship, and digital marketing assistance. In addition, it encourages collaboration between entrepreneurs, local government, and educational institutions to build a stronger and more innovative business environment that supports sustainable economic growth in the region.

Hungreens, a developing MSME that focuses on producing and promoting healthy food products, has been identified as one of the local businesses in need of further improvement through the 'Tumbas Mbois' program. As part of this initiative, Hungreens receives guidance and support to strengthen its business management, product innovation, and marketing strategies. The program also helps the business expand its customer reach by introducing digital tools and encouraging participation in local exhibitions, allowing Hungreens to grow sustainably and contribute to the district's economic development.

Since its establishment, Hungreens has built a strong and recognizable brand image through several creative strategies. They designed a distinctive logo to gain trust from their target audience, developed an engaging social media presence by following popular trends, and consistently applied their visual identity across various promotional media. However, as time passes and consumer preferences continue to evolve, Hungreens faces the challenge of staying relevant in a fast-changing market. To maintain its connection with customers, the business needs to refresh its branding, introduce new visual and conceptual elements, and adapt its communication style to reflect the modern lifestyle and expectations of its audience. They need to update their media, particularly their informational materials such as menu book to present their products, with the aim of strengthening and expanding customer awareness of the brand while enhancing the overall experience of engaging with it.

To address this challenge, the creation of a new menu book is proposed as an effective informational medium to support Hungreens in adapting to the demands of globalization and the evolving preferences of modern consumers. The menu book will not only serve as a practical tool for presenting product information but also act as a branding medium that reflects the company's identity and values. By combining clear communication, appealing design, and updated content, it aims to strengthen customer engagement and keep Hungreens relevant in an increasingly competitive market.

1.1 Literature Review

The menu serves as far more than a simple list of available dishes, it functions as a complex marketing tool and a critical core of food service operations. In the context of restaurant and food service management, the menu is recognized as "the brain" of the operation, indicating that every aspect of a culinary business is basically affected by menu design and planning. For customers, the menu identifies available items, communicates pricing, and, through its visual presentation, identifies the service style and establishments of the brand's overall positioning. (Davis et al., 2008)

In the past, menu books were mainly presented as simple, practical informational media. However, current knowledge recognizes that the menu book holds a significant and diverse effect on the branding process, expanding beyond mere product communication. As noted by Radice and Comerford in their seminal work *Menu Design 3: Marketing the Restaurant as a Total Graphic Environment*, the menu functions as a total graphic environment that communicates the restaurant's personality, identity, and values through every visual element. This conceptual framework establishes that menu design encompasses not only practical information delivery but also sophisticated brand messaging and consumer psychology.

In the competitive landscape of food service and retail markets, strong brand identity serves as a crucial differentiator. A consistent brand identity ensures that all visual elements, tone of voice, and messaging align across every customer touchpoint, creating a recognizable and memorable brand that resonates with target customers. Research demonstrates that customers require exposure to a brand and its message at least seven times before committing to a purchase decision, making consistent branding across all platforms essential for building brand recognition and customer loyalty. (Radice & Comerford, 1988)

In the context of developing economies like Indonesia, Micro, Small, and Medium Enterprises play a vital economic role, yet many face challenges in brand development and communication. The importance of branding for MSMEs lies in its ability to increase customer trust, strengthen brand image, and differentiate businesses from competitors. A well-designed visual identity—particularly through effective logo design and consistent brand application—serves as a valuable asset that facilitates business marketing and customer recognition. (Ananda, 2022)(Wheeler, 2009)

Transforming printed menus into digital formats allows restaurants to meet modern consumer expectations and make effective use of current technology. Providing both physical and digital menus improves accessibility, reflects technological awareness, and offers more opportunities for brand promotion and customer interaction. This approach is especially valuable for small and medium-sized enterprises—such as Hungreens—that aim to remain competitive in an increasingly digital marketplace while maintaining a consistent brand identity.

2. Research Methods

This study adopts a qualitative research method with a developmental approach, as the data collected are descriptive in nature and do not involve numerical or statistical analysis. The qualitative approach enables the researcher to examine and describe the subject matter in depth.

Data Collection

Data were gathered through several techniques:

1. Interviews — conducted with the owner of Hungreens MSME.
2. Observation — observed mostly through social media and direct observation to the MSME's location.
3. Literature Review — includes previous studies, journals, and research related to Hungreens MSME.

Data Analysis

The data analysis was conducted using the STP analysis technique (Kotler & Keller, 2012), consisting of Segmentation, Targeting, and Positioning:

- Segmentation:
 - ◆ Demographic: Consumers with 20-30 years of age range, middle to upper-middle income
 - ◆ Geographic: Urban residents in the Malang area.

- ◆ Psychographic: Consumers who values wellness and nutrition, environmentally conscious.
- ◆ Behavioral: Regular healthy food consumers.
- Targeting: health-conscious consumers within the Malang city who are seeking nutritious food products with clear product information.
- Positioning: A trustworthy, health-focused food MSME with Health-conscious alternative in the local food market.

Creative Method

This research uses design thinking as a way to find solutions for Hungreens' media and branding problems. Design thinking is a method that starts with understanding customer needs and then creates creative solutions by working step-by-step. (Brown, 2008)

The process includes five main steps:

1. **Empathize:** Learn about Hungreens' customers by talking to the owner and examining the available media. Find out what they like or dislike about the media and the brand through the customer's perspective.
2. **Define:** Use this information to clearly explain what the main problems are, such as unclear menu details or weak branding.
3. **Ideate:** Think of many ideas for improving the menu book and brand design. This stage encourages creative brainstorming.
4. **Prototype:** Make simple thumbnail and rough layouts of the menu and design materials so ideas can be tested and improved.
5. **Test:** Show the new designs to real users (owner and staff), get feedback about what works well or needs changing, then improve the designs based on what is learned.

Design thinking makes sure the final solutions are not just attractive but also make sense for Hungreens and its customers. It helps try new ideas, learn from mistakes, and keep making better designs.

Through this method, the research systematically combines qualitative exploration, STP analysis, and design thinking to address the challenges face by Hungreens in strengthening its visual identity and communicating vital information.

3. Result and Discussion

This section demonstrates how design thinking methodology—through observation, analysis, ideation, prototyping, and testing—applied to create Hungreens' menu book. The design process produced a menu that simultaneously functions as an informational tool and strengthens brand identity. The findings illustrate how visual communication principles effectively enhance customer communication and support small business branding objectives.

Understanding the Visual Identity

The first step was to observe and understand Hungreens' visual identity. An observation of how Hungreens presented itself through colors, logo, and design choices was conducted. The findings showed that Hungreens had a friendly logo with a smiling face, warm colors that show health and nature, and these colors were used across all materials. However, it was noticed that the menu did not fully show the brand's design or quality. The menu was simple and functional, but it did not communicate the variety and health benefits of the products well to customers. This gap between the brand's appearance and the menu showed there was a need for a better menu design.

Product Categories and Menu Organization

All of Hungreens' products were identified and organized into four main groups. Through interviews with the owner and observation of the business, all the products available were:

- **Veggie Rolls** included six options: Beef Roll, Chicken Roll, Tuna Roll, Prawn Roll, Crabstick Roll, and Edamame Roll. Each roll was available in two sizes (2 rolls and 4 rolls) with calorie information and prices. All rolls contained ingredients like lettuce, kyuri, carrot, red cabbage, and rice paper, plus a protein source.
- **Fruit Rolls** had four main choices: Berry Roll, Kiwi Roll, Grape Roll, and Orange Roll. These products mixed fresh fruits like melon, apple, and pear with cheese and rice paper.
- **Cold Pressed Juices** included six types: Cure, Shine, Guava, Arise, Cleanse, and Refresh. Each juice had different fruit and vegetable combinations and was offered in two sizes (250ml and 500ml).
- **Overnight Oats** had three options: Choco Crush, Blueberry Bliss, and Matcha Racha. Each included oats, cream milk, and toppings with calorie information.

Creating the Menu Book

Planning and Ideas

The design process began with planning sessions. Different ways to show Hungreens' brand and products in the menu book were considered. Options included using large photos with less text, showing more information about nutrition, or focusing on emotions and health benefits. Based on design principles found in research, three main goals were established: first, clear organization of information to help customers find what they want easily; second, consistent use of visual identity to make everything look the same; and third, attractive product photos to make the food look good. Plans were also made to create both a printed menu and a digital menu for different customers.

Thumbnails and Rough Layouts

After planning, Thumbnails and rough layouts were created. Different ways to organize the information were tried: grouping by product type (which was chosen), organizing by price, or arranging by health calories information. Several thumbnails were made for each page, trying different positions for photos, descriptions, prices, and calorie counts. Good menu design examples from books and other restaurants were studied to help with decisions about space, fonts, and colors. After trying many options, the layout that best balanced good information with attractive design was selected—organizing by product type with the same layout for all pages.

Taking Photos of Products

A problem was found during this stage: the juice products did not have good professional photos. To solve this, new photos of the juice products were taken. Good lighting and colors that matched Hungreens' brand were used. Professional photos are important because they make customers interested in buying the food. Photos that Hungreens' staff provided were also used. By combining new and existing photos, good quality images for all products were obtained.

Putting Everything Together in the Final Design

After finishing the layout and preparing the photos, all the parts were put together into the final menu book. The design followed the ideas from previous research: making key information easy to see, using Hungreens' visual identity (dark teal for titles, warm beige for backgrounds, and orange for prices), picking clear fonts, and arranging everything so customers can read it easily. Each menu page looked the same. It showed the product name, a good photo, ingredient details, calorie info in colored boxes, and prices in bright colors. There was enough empty space to keep the page neat. This consistent look made all the pages

feel connected as one brand.

Testing the Design with the Owner and Staff

After the initial design was finished, it was shown to Hungreens' owner and staff to get their opinions. Design choices were explained and feedback was requested about the colours, organization, product descriptions, and prices. The feedback received was very helpful. The staff said the ingredient descriptions needed to be clearer and more interesting. The owner wanted prices to be easier to find and see. Customers often asked about dressing options, so these needed to be shown better. Some minor improvements were made based on this feedback: text sizes for ingredients were changed, prices were made easier to see, and more space was given to dressing options. The testing also showed what worked well: the colours matched the brand, the photos looked professional and good, and the overall design looked modern. This feedback proved that the design achieved its goals of better communication and consistent branding.

Design Achievement and Results

The menu book design successfully achieved the main goals established at the beginning. It works as both information (showing what products are available) and branding (showing who Hungreens is). The design uses visual principles—good layout, clear fonts, smart use of color, and professional photos—to help customers learn about products and make choices. A digital version of the menu was also created that looks the same as the printed menu. The digital menu can be accessed on phones and computers through social media, and customers can easily see the products from anywhere. This combination of print and digital menus gives customers different ways to see what Hungreens offers. The design also helps Hungreens be seen as a modern and professional business in the community. By showing detailed information and beautiful design, customers feel more confident about the brand's quality. Both the printed and digital menus help Hungreens meet different customer needs and stay modern and relevant in today's market.



Figure 1, First page - Hungreens Menu Book



Figure 2, Second page - Hungreens Menu Book



Figure 3, Third page - Hungreens Menu Book



Figure 4, Fourth page - Hungreens Menu Book

4. Conclusions

A menu book design for Hungreens MSME was successfully developed through design thinking method. The menu serves as both an information and branding medium, displaying four product categories with consistent visual identity including colours, typography, photography, ingredients, calories, and pricing. Both printed and digital formats were created to reach different customers.

Feedback from the business owner and staff confirmed the design's professional appearance. The menu demonstrates that visual communication design significantly benefits small businesses by enhancing brand recognition and influencing customer decisions. Clear and attractive design improves customer trust and business competitiveness.

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