

Hindu Mythology in The Visual of The Aqua Brand Logo on The Market Share Of Mineral Drinking Water

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ABSTRACT

Aqua mineral drinking water has no doubt its existence in the mineral water business, where Aqua has been introduced since 1974. At that time Aqua was produced by PT. Golden Mississippi 950ml in glass bottles, what is interesting about the Aqua brand is the existence of the logo and the concept of mountain water that has remained in use since its initial launch until now so that the visual branding of the Aqua logo is so strong and very familiar in Indonesian society in general, and through across generations from the 70s to now, even the use of colors applied by Aqua mineral water seems to be a color reference used by other mineral water brands, even when Most people want to buy mineral water, the first thing that comes to mind is the Aqua brand, this happens because of the consistency of visual branding carried out by Aqua from time to time, and the mountain water used as the branding concept of Aqua mineral drinking water is strong and has a meaningful relationship in Hindu mythology.

KEYWORDS

Mineral drinking water, Aqua, logo, visual branding, Hindu mythology.



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Introduction

The existence of a visual logo is something that has a role in building a brand image [1]. The Aqua brand, previously known as Puritas, is a mineral water brand that is very familiar to the Indonesian people, this happens because of the visual consistency that is always displayed by the Aqua logotype and the use of colors that have become the identity of the Aqua mineral water brand itself. Behind the logotype used, Aqua indirectly through its branding prioritizes spring water sources from the mountains, where in Balinese cultural mythology, water is something very sacred and is the source of life, enlightenment and purity of the universe, nature and humans themselves [2]. Until now, most people in the 1970s and 1980s psychologically when they want to buy mineral water, the brand that appears first is Aqua [3]. This is what makes Aqua's position as the number one mineral water brand that is most sought after by the public difficult to be surpassed by other mineral water brands. So the number of loyal consumers of Aqua mineral water is maintained because of consumer trust when

choosing Aqua [4]. Visually, the Aqua brand has a consistent logo. Since 1974 until now, the Aqua logo has not changed significantly, there are only slight visual changes such as thicker contours and the addition of color to the logo visuals and illustrations contained in the logo. Aqua consistently displays its signature elements in its visual media, such as curved lines and the combination of blue and white. Therefore, it would be interesting to examine the consistency of Aqua's visual branding and its impact on consumer loyalty.

An Analysis of Aqua's Logotype Consistency in Brand Image Development

Branding will be said to be successful if a brand of a particular product is easily recognized and consistent in terms of quality, until finally the brand image will stick in the memory and will become the main choice for the community [5]. Logotype is one of the logo models that is made based on a font that contains the name of a particular brand and/or brand [6][3]. If observed the Visual concept of the Aqua logo uses the concept of a mountain spring that is so strong, in the mythology believed in the Asian region, water is not only a natural element, but also a medium that connects humanity with the divine, making it an essential element in religious and spiritual life [7] this is reflected in the strong visual identity of the meaning of spring water, from the use of the color Blue in the logo, and the Aqua logo is the only mineral water logo whose logotype has been consistent since 1974 until now both in the form of the font type and the color used.



Figure 1. Melukat procession
[Source: www.akarpadinews.com]



Figure 2. Changes to the Aqua mineral water logo
[Source: Mebiso Instagram.com]

An Analysis of Visual Consistency and Hindu Mythological Representation in Aqua's Logotype

1. Letter Shape

Namely a serif typeface that seems to be composed of two parts of the letter, then there is a wavy line that resembles a bubble or water wave placed on the serif part and in the middle of the logotype in parallel. The visual form of this logotype has not changed at all since 1974 until now, which has changed or rather added only to the supporting illustration at the bottom of the logotype, where since 2004 PT. Aqua began to raise the visual of the mountains on its packaging, this emphasizes that Aqua will always maintain and preserve the source of mountain springs, this is in accordance with Balinese Hindu mythology where the mountain is the head or center, which is usually called "Ulu" [8]. So this is an advantage of the visual consistency of the Aqua logo as well as being an extraordinary branding power, with an attractive logo visual it will be very easily recognized by the wider community.



Figure 3. Mountains and mountain springs
[Source : Balipost.com]

2. Color Selection:

Color is one of the important elements in building the image of a brand/visual logo, the color of the Aqua logo in principle has not experienced any significant changes, when the Aqua logo was first introduced in 1974 it still used blue as its basic color, where the color blue, apart from representing the concept of springs, also contains the meaning of tranquility, depth and breadth [8], mythologically the color blue is also closely related to the color of Lord Vishnu as the God of the universe who lives in the ocean and in Balinese Hindu beliefs every water that emerges from the ground is a blessing and manifestation of Lord Vishnu in the form of maintenance of the earth and nature [9].



Figure 4. God Vishnu
Source: Tejasurya.com



Figure 5. Aqua logo in 1974 - Present
[Source : Mebiso Instagram.com]

Conclusion

Based on the discussion above, if examined based on cultural mythology, there is a very strong connection between the mythology of Balinese Hindu culture and the visual concept of the Aqua mineral water logotype, in addition to that Aqua mineral water is consistent in the visual form of the Aqua logotype illustration since 1974 until now, passing through several generations to produce the Aqua brand image that is very attached to the hearts of consumers. This is reinforced by the level of sales of Aqua mineral water which is always ranked at the top and becomes top of mind [10][11] so that when people want to consume mineral water, in their minds the first thing that appears is the Aqua brand, and from stalls to supermarkets Aqua mineral drinking water is always available, besides the quality of Aqua drinking water which is still maintained until now.

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