
Generation Z Surabaya's Brand Awareness of OH!SOME After KKV Rebranding

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ABSTRACT

This study aims to determine the level of brand awareness among Generation Z in Surabaya toward OH!SOME following its rebranding from KKV, a store previously well-known to the public. After the name change, OH!SOME aimed to rebuild its brand identity, particularly among generation Z, its primary target market. OH!SOME communicates its brand identity through various elements, including brand name, website/URL, logo and symbols, and packaging. This research uses a descriptive quantitative method, conducted through an onsite survey of 100 Generation Z respondents residing in Surabaya, using a non-probability sampling technique. The results show that the "logo and symbols" element has the highest average score and falls into the "top of mind" category, while the "packaging" element scores the lowest, although it still remains within the same category. Therefore, the findings indicate that the brand awareness of generation Z in Surabaya toward OH!SOME after KKV's rebranding has reached the highest level of brand awareness, namely top of mind.

Keywords: *OH!SOME; brand awareness; Surabaya; rebranding; generation z*

INTRODUCTION

The Stimulus–Organism–Response (SOR) theory, introduced by Carl Hovland in 1953, explains how external stimuli influence an individual (organism), resulting in a measurable response or behavior (Effendy, 2003). In the context of communication, this theory emphasizes the predictive relationship between messages (stimuli) and audience reactions (responses), mediated by internal processes such as attention, interpretation, and acceptance (Yasir, 2009). When applied to Marketing Public Relations (MPR), the SOR model becomes a relevant framework to understand how brand-related stimuli such as visual identity, digital campaigns, or social media content are processed by the audience and lead to outcomes like brand recognition or loyalty.

Marketing Public Relations (MPR) is one of the essential components for companies to introduce their brand and ensure that brand messages are effectively conveyed to the public. MPR involves delivering trustworthy information, knowledge, and understanding that creates a positive impression of the company or its products, in alignment with consumer

needs, wants, and interests. MPR is a comprehensive effort that includes the planning, execution, and evaluation of various programs aimed at encouraging purchases while enhancing customer satisfaction to achieve company goals (Nastiti, 2020). One of the main implementations of MPR is through social media, which plays a critical role in building brand awareness, allowing companies to introduce themselves while gaining recognition, appreciation, and trust from the public and customers (Rahmana & Hidayat, 2024).

A brand refers to a name or symbol such as a logo, trademark, slogan, words, or packaging design used to identify products or services from a seller or brand owner, and differentiate them from competitors (American Marketing Association, 1960). Branding is crucial as it provides a distinct identity that makes it easier for the public to recognize and remember a company. A strong brand facilitates the spread of brand awareness among the public, attracting a group of loyal and profitable consumers. Therefore, building a strong brand is vital for cultivating loyalty and sustaining competitiveness in a saturated market (Susanto & Wijanarko, 2004).

Brand awareness is defined as the ability of a person to recognize and recall a brand. It refers to how easily a brand comes to mind when consumers think about a specific product category. Brand awareness is a foundational element of brand equity. Without consumer awareness, a brand holds no equity (Maisari et al., 2019). The levels of brand awareness include: top of mind, brand recall, brand recognition, and unaware of brand.

In the rapidly evolving digital landscape, local and global retail brands face intense pressure to maintain brand awareness amid constant media exposure adaptations. Therefore, Rebranding goes beyond simply updating a logo or name, but also involves a deliberate communication strategy designed to reshape consumer memories and engagement (Aaker, 2020; Miller et al., 2020). The rebranding of OH!SOME from KKV in August 2024 serves as a compelling case study in effectively engaging Generation Z audiences in Surabaya. This demographic segment, characterized by its high digital fluency and constant connectivity, demonstrates a pronounced responsiveness to brands that leverage cohesive visual identities and narrative-driven social media strategies. As digital natives, Gen Z individuals are particularly drawn to immersive storytelling and visually dynamic content, which significantly enhances brand interaction and loyalty (Gen Z Loyalty Studies, 2025).

There are several communication strategies employed by the brand OH!SOME to engage with the public. Through its official Instagram account, @ohsome.idn, OH!SOME frequently shares various content that incorporates both hard selling and soft selling approaches. In addition, OH!SOME actively organizes online events such as virtual product launches and collaborations with influencers, which are broadcast on platforms like Instagram. Offline communication strategies are also employed, such as conducting direct engagement through in-store events and visual merchandising.

Measuring the level of brand awareness is highly relevant for the OH!SOME brand, particularly because the rebranding from KKV to OH!SOME is relatively recent and has generated public attention and speculation. According to observations made by the

researcher, OH!SOME currently stands out as a unique retail brand in Indonesia due to its aesthetic store concept and Gen Z-oriented lifestyle positioning. Therefore, this study focuses on evaluating the brand awareness of the Surabaya community, especially among Generation Z consumers, who represent a significant portion of the target market.

This research uses four brand elements as indicators to measure brand awareness: brand name, website/URL, logo and symbols, and packaging. These indicators are analyzed to determine the extent to which OH!SOME's rebranding efforts have successfully positioned the brand in the minds of generation Z consumers in Surabaya.

Researcher reflects on several previous studies. Research by Gunawan (2024) measured brand awareness using four brand elements including, brand name, website, logo and symbols, and packaging, which showed that MAKO reached the top of mind level among Surabaya consumers. Another study by Amaliasari et al. (2022) analyzed brand awareness after the rebranding of MUNASAIN and found that public awareness remained at the unaware of brand level. The third study discusses Rischoco's rebranding strategy and identifies the use of repositioning, redesigning, and relaunching to improve brand awareness (Kurniawan, 2019). The present study differs in subject, object, and method by focusing on OH!SOME, Generation Z in Surabaya, and applying a quantitative approach.

Based on the background described above, the research question of this study is: "What is the level of brand awareness among Generation Z in Surabaya toward OH!SOME following the rebranding from KKV?"

LITERATURE REVIEW

SOR Theory

The Stimulus-Organism-Response (SOR) theory, introduced by Carl Hovland in 1953, explains how external stimuli affect individuals (organisms) and elicit measurable responses (Effendy, 2003; Abidin, 2022). In communication, this model suggests a predictive link between messages (stimuli) and behavioral outcomes (responses), shaped by the recipient's attention, understanding, and acceptance. Verbal, nonverbal, or symbolic communication cues can produce positive or negative responses depending on interpretation (Yasir, 2009). This study adopts the SOR framework to analyze how OH!SOME's rebranding efforts, launched on August 1, 2024, act as stimuli that influence Generation Z in Surabaya, resulting in varying levels of brand awareness.

Marketing Public Relations

Marketing Public Relations (MPR) is the strategic integration of marketing and public relations to promote sales, enhance customer satisfaction, and build a positive brand image through credible communication (Harris, 1998; Ruslan, 2007). It plays a key role in increasing brand awareness, reducing promotional costs, managing product launches, and maintaining corporate reputation (Ruslan, 2005). MPR strategies include push (encouraging purchases), pull (attracting public attention), and pass (building image through social responsibility) (Ruslan, 2010). Its main goals are to introduce or improve products, extend

product life cycles, reach new markets, and strengthen brand image (Soemirat & Ardianto, 2008).

Brand Awareness

Brand awareness is a fundamental element in building strong brand equity. It refers to the consumer's ability to recognize or recall a brand as part of a specific product category, influencing perception and purchase decisions (Aaker, 2006; Shimp, 2003). High brand awareness often leads to positive consumer assumptions about product quality, making it a critical factor in competitive markets. Effective communication plays a key role in introducing the brand and shaping consumer cognition (Prayitno & Harjanto, 2017).

According to Duriyanto et al. (2004), brand awareness consists of four levels:

1. Top of Mind

Top of Mind is the highest level in the brand awareness pyramid, where a brand successfully becomes the first answer that comes to mind when consumers think of a particular product or service, making it the most memorable leading brand.

2. Brand Recall

Brand Recall is the second level, where consumers can recognize a brand based on product or service categories without any assistance.

3. Brand Recognition

Brand Recognition is the third level, which is the most basic and crucial level of brand awareness in the brand awareness pyramid, where consumers can recognize the brand with assistance.

4. Unaware of Brand

Unaware of Brand is the lowest level in the brand awareness pyramid, where consumers are unaware of the brand's existence or even the products or services offered by the brand.

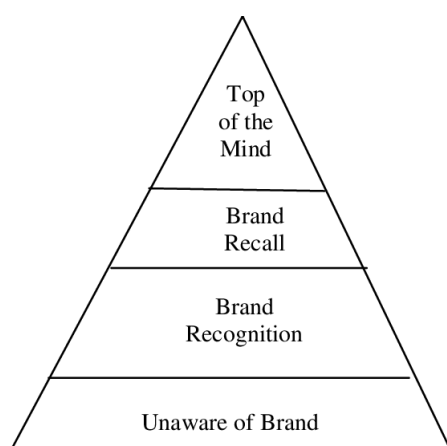


Figure 1.1 Brand Awareness Pyramid according to Duriyanto, et al.

Source : Wahid & Puspita, 2017

Brand

A brand is a name, symbol, logo, slogan, or design used to identify a seller's goods or services and differentiate them from competitors (American Marketing Association, 2024). Branding provides a distinct identity that makes a company easily recognizable and memorable to consumers. According to Aaker (2015), a brand is a valuable asset that contributes to brand equity and significantly influences business strategy and performance. Brands with strong positive value simplify the promotion process, as consumers tend to associate them with higher quality and trustworthiness. Thus, building a strong brand is essential for gaining consumer loyalty and sustaining competitive advantage in dynamic markets (Susanto & Wijanarko, 2004).

Brand Elements

According to Kotler & Pfoertsch (2006), brand elements are specific instruments used to identify and distinguish a product or service from its competitors. Keller (2003) classifies brand elements into seven key components:

1. **Brand Name**
The most fundamental element, serving as the verbal identifier of the product. A unique and memorable name helps enhance consumer recall and association with a specific product category.
2. **Website (URL)**
A standardized sequence of characters (Uniform Resource Locator) that identifies the location of a brand's online presence and provides accessibility for digital engagement.
3. **Logo & Symbol**
Visual representations of the brand that convey identity through recognizable imagery, enhancing recall and emotional connection.
4. **Character**
Human or animated figures created to represent the brand, often used to personify brand values and appeal to emotional aspects of the consumer.
5. **Slogan**
A short, persuasive or descriptive phrase used to communicate the brand's message and positioning succinctly.
6. **Jingle**
A musical message associated with the brand, designed to increase memorability through audio engagement.
7. **Packaging**
The design and form of product packaging, functioning as both an identifier and a marketing tool that influences purchasing decisions at the point of sale.

METHODOLOGY

This research uses a descriptive design with a quantitative approach. The method applied is a survey, in which a questionnaire is used as the primary data collection instrument. The questionnaire will be distributed through an onsite survey using purposive sampling with a mall-intercept approach. A mall-intercept survey is a data collection technique conducted in shopping malls to gather responses from relevant target groups. By focusing on four changed brand elements, the study aims to assess the level of brand awareness among Generation Z Surabaya residents toward the newly rebranded retail store, OH!SOME. The levels of awareness are categorized into four stages: Unaware of Brand, Brand Recognition, Brand Recall, and Top of Mind.

The subjects of this study are members of Generation Z in Surabaya, both male and female, aged between 18 and 28 years. This age range aligns with the productive age group that constitutes the majority of Surabaya's population, according to the Central Bureau of Statistics (BPS, 2024). Furthermore, this demographic also represents the primary target market of OH!SOME, which specifically targets Generation Z consumers.

The selection of malls in Surabaya is based on the five administrative regions of the city including North, South, East, West, and Central Surabaya, but specifically those that have KKV retail stores that have changed their name to OH!SOME. After mapping the distribution of OH!SOME stores, it was found that the brand is present in four regions: East Surabaya (Galaxy Mall), South Surabaya (Trans Icon Mall), West Surabaya (Pakuwon Mall), and Central Surabaya (Tunjungan Plaza). According to the Department of Population and Civil Registration of Surabaya (2025), the total Generation Z population aged 18–28 across these four regions is 559,338 individuals. The researcher's sample is based on Ferdinand (2005) who used 100 respondents. The sampling technique used is a non-probability sampling technique, namely purposive sampling.

In this study, researcher used four of the seven brand elements, namely brand name, website/URL, logo & symbol, and packaging to analyze and measure how high the respondents' brand awareness is. Researcher uses the Guttman Scale for descriptive statistical tests, namely the correct answer to the question will be given a value of 1 and the wrong one will be given a value of 0. Descriptive analysis was applied using Microsoft Excel to calculate the total score of each respondent, which was then categorized using the class interval formula to determine the level of brand awareness. The class classification interval for brand awareness indicators is as follows:

$$C = \frac{Xn - Xl}{k}$$

Description:

C: class size

Xn: largest observation value
 Xl: smallest observation value
 K: number of classes

Through the formula above, the calculation of the brand awareness classification scale for unaware of brand, brand recognition, brand recall, and top of mind is as follows:

$$c = \frac{1 - 0}{4}$$

$$c = 0,25$$

Then the results of the brand awareness classification scale obtained are:

- 0 ≤ x ≤ 0.25: unaware of brand
- 0.26 ≤ x ≤ 0.50: brand recognition
- 0.51 ≤ x ≤ 0.75: brand recall
- 0.76 ≤ x ≤ 1: top of mind

Frequency distribution analysis was also used to observe the overall data pattern (Kriyantono, 2009, p.167), and the results are described based on brand awareness indicators.

RESULTS AND DISCUSSION

A preliminary questionnaire was distributed to 30 participants for validity testing using the Guttman scale, analyzed via Microsoft Excel. Validity was assessed through the reproducibility coefficient (Kr) and scalability coefficient (Ks), yielding values of 0.91 and 0.82, respectively, both of which exceeded the acceptable thresholds (Kr > 0.9; Ks > 0.6). Upon validation, the questionnaire was distributed to 100 respondents. Reliability was tested using Cronbach's Alpha, resulting in a value of 0.77, surpassing the minimum standard of 0.6. These results confirm the instrument's validity and reliability in measuring Generation Z's brand awareness of OH!SOME in Surabaya following its rebranding by KKV.

Table 1.1 Brand Awareness of Generation Z in Surabaya Toward OH!SOME Following the Rebranding of KKV

No	Indicator	Mean	Category	Total Mean	Final Category
1	Brand Name	0,93	Top of Mind	0,9325	Top of Mind
2	Website/URL	0,94	Top of Mind		
3	Logo & Symbol	0,96	Top of Mind		
4	Packaging	0,9	Top of Mind		

Source : Researcher's work, 2025

Based on the data presented in Table 1.1, it can be seen that the average brand awareness score of Generation Z in Surabaya towards the OH!SOME brand after KKV rebranding is 0.9325, which falls into the Top of Mind category which is the highest level of brand awareness. This result indicates that the brand has managed to gain strong recognition among its target audience. Each of the four brand elements assessed in the study scored within the Top of Mind range. The Logo & Symbol dimension recorded the highest mean score of 0.96, followed by Website/URL with 0.94, Brand Name with 0.93, and Packaging with 0.90. The high level of brand awareness shown across all indicators demonstrates that the rebranding from KKV to OH!SOME has been well received and remembered by the public. The findings were obtained through respondents' questionnaire responses regarding their knowledge and familiarity with each brand element, validating the success of OH!SOME's rebranding strategy in maintaining top-tier mental positioning among Gen Z consumers.

Brand Name Indicator

Based on Table 1.1, which presents the average score of Generation Z brand awareness in Surabaya towards OH!SOME after KKV rebranding, the brand name indicator has an average score of 0.93, ranking third after the logo & symbol and website/URL indicators. This score places the brand name in the top of mind category, indicating that OH!SOME is the first brand that comes to the respondents' minds. According to Aaker (1996), top of mind awareness reflects a strong brand presence in consumers' memories, where the brand is easily recognized, remembered, and mentioned first in its category. As stated by Keller (2013), a brand name serves to differentiate a product or service from its competitors and acts as a core element of brand identity. Aaker (1996) further emphasizes that brand names play a central role in shaping brand awareness. Memorable, unique, and relevant brand names can improve consumer memory, build positive associations, and influence purchasing preferences and decisions (Keller, 2013). The following is a table of the frequency of respondents' responses to brand name indicators:

Table 1.2 Brand Name Indicator Elements

Elements	Frequency of Correct Answers	Percentage
Which of the following is the new brand name of an imported goods retail store in a mall in Surabaya? A. OH!SOME B. KKV	92	92%
Which of the following is the brand name of an imported goods retail store in a mall in Surabaya?	94	94%

Elements	Frequency of Correct Answers	Percentage
A. OH!SOME B. OHSOME		

Source : Researcher's work, 2025

Based on Table 1.2, it can be seen that most respondents know OH!SOME as a brand of imported goods retail store in malls in Surabaya from the question “Which of the following is the brand name of an imported goods retail store in malls in Surabaya?” where the frequency of respondents who answered correctly to that question was 92. In the second question, “Which of the following is the brand name of one of the imported goods retail stores in malls located in Surabaya?”, 94 out of 100 respondents answered correctly. This percentage indicates that the brand name “OH!SOME” is widely recognized by respondents who are part of Generation Z in Surabaya. The name “OH!SOME” itself is simple and represents a play on words from “Oh! Some,” which resembles the pronunciation of “awesome,” thereby conveying a positive, energetic, and modern impression (Blueorigin.cn, 2025). The name OH!SOME is simple, with the exclamation mark in the middle of the name conveying a strong sense of enthusiasm and emotion, making it easier for consumers to recognize and remember the brand. This aligns with Keller's (2013) view that a strong brand name should be easy to remember, unique, and reflect the brand's identity. Additionally, according to Investopedia (2022), visual and verbal elements such as brand names are important for shaping consumer perceptions and differentiating brands from others in the market.

The brand name is often the most remembered and recognizable element in consumer interactions, serving as an entry point for engagement with the product or service. Kotler and Keller (2016) describe it as an anchor in consumers' memories due to its frequent visibility and use. According to Barreda et al. (2015), brand awareness is reflected when consumers can remember and recognize a brand name. Based on the Stimulus-Organism-Response (S-O-R) theory by Mehrabian and Russell (1974), the brand name acts as an initial stimulus that influences cognitive responses such as recognition and evaluation. In this study, the high recognition of the OH!SOME name indicates that media-driven stimuli effectively shape brand recall and awareness. Aaker (1996) also identified the brand name as central to the formation of brand awareness. In relation to Marketing Public Relations (MPR), OH!SOME's use of social media, events, and mall promotions shows how media exposure helps strengthen brand identity. As stated by Harris and Whalen (2006), effective MPR integrates marketing and public relations to increase consumer awareness and engagement.


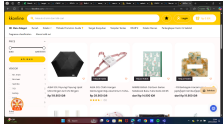
In response to the additional question, “What makes you remember the OH!SOME brand name?”, most respondents (77) stated it was because the name is memorable or easy to remember. According to Putri et al. (2010) and Keller (2008), memorability is a key criterion of an effective brand name, alongside meaningfulness, transferability, adaptability, and

protectability. The name “OH!SOME” is perceived as memorable due to its unique, simple, and engaging structure, which helps strengthen brand recall. The second most cited reason (9 respondents) was the name’s adaptability, followed by 8 respondents who found it meaningful, and 5 who appreciated its transferability. One respondent mentioned, “because it changed from KKV.” These results support Keller’s (2008) view that adaptive and meaningful brand names foster relevant associations and help brands remain resilient in changing markets.

Website/URL Indicator

Based on Table 1.1, which outlines OH!SOME's brand awareness, the website indicator has an average score of 0.94, ranked third overall and categorized as top of mind. This shows that Generation Z in Surabaya are able to identify the OH!SOME website as the first brand that comes to mind in their category. A website is a collection of digital pages that serves as an online information and communication medium for individuals and organizations. According to Laudon and Traver (2021), websites have become the main platform for digital activities, including marketing and consumer engagement. As a core element of brand identity, websites not only communicate brand values and information but also help build credibility. In terms of brand awareness, websites reinforce brand image through consistent visuals, content and user experience. Gunelius (2011) asserts that consistent branding on websites significantly increases brand recognition and recall. The following is a table of the frequency of respondents' answers to website indicators:

Table 1.3 Website/URL Indicator Elements

Elements	Frequency of Correct Answers	Percentage
Which of the following is the URL for the OH!SOME website? A. https://www.ohsome.com/ B. https://kkonline.com/collections	94	94%
Which of the following is the OH!SOME website display? A.  B. 	94	94%

Source : Researcher's work, 2025

Through Table 1.3, it is known that there were 94 respondents who answered correctly to the first question about the website, namely, “Which of the following is the URL for the OH!SOME website?” This percentage indicates the high level of brand awareness that OH!SOME has achieved after its rebranding from KKV among Generation Z in Surabaya. Many respondents answered correctly to the first question because the brand name OH!SOME is written in the website address, making it easily recognizable by the public. This aligns with Michelle (2021)’s quote from Keller (2003) that brand names are generally registered as website names, accompanied by the domain or site location at the end of the name. For the second question, which asked, “Which of the following is the website display for OH!SOME?”, 94 respondents answered correctly.

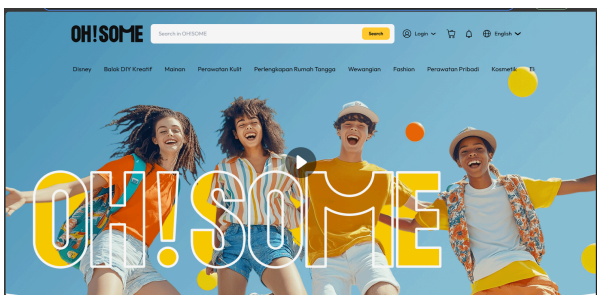


Figure 1.2 Home Page Display on OH!SOME Website
Source : Ohsome.co.id, 2025

According to Wulandari (2018), website quality can be evaluated based on usability, content, design, navigation, and interactivity. In response to the question, “What makes you remember the OH!SOME website?”, the majority of respondents (22) cited usability as the main reason. This reflects that the website offers quick access, relevant features, and an intuitive interface which are key principles of usability as defined by Nielsen (2005), who emphasizes that poor usability can lead to user disengagement. The second most mentioned factor was design (20 respondents), highlighting the impact of visual elements such as color schemes, layout, and aesthetics that align with OH!SOME’s brand personality. This supports Cyr, Head, and Ivanov’s (2006) findings that design strongly influences trust and recall. From a Marketing Public Relations perspective, a well-designed website enhances user satisfaction and supports long-term engagement (McCarthy et al., n.d.). Although fewer respondents cited content (5), this underscores its role in delivering relevant and informative messaging. As Widyastuti (2019) notes, high-quality content connects brands with consumers and supports brand awareness. Only 3 respondents selected interactivity and 2 selected navigation, while 48 reported never accessing the OH!SOME website.

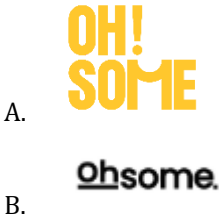
Based on the overall functions, features, and information provided on the OH!SOME website, it aligns with the general definition of a website, which is a collection of pages

containing various types of information such as text, images, or other formats. The OH!SOME website offers various features that make it easier for users to access or search for information, ultimately shaping consumer behavior and decision-making processes, thereby enhancing marketing public relations automatically. This is interconnected because the crucial role of Marketing Public Relations (MPR) is to build brand awareness, enabling companies to introduce themselves while gaining recognition, appreciation, and trust from the public and customers (Rahmana & Hidayat, 2024). Theoretically, it is also related to the SOR theory, which states that a certain stimulus can influence an organism, which then produces a response or behavioral change (Effendy, 2003:254). Brand awareness functions as an important stimulus in the SOR model, which encourages consumer recognition and memory of a brand (Yaqub et al., 2023).

Logo & Symbol Indicator

The logo & symbol indicator is the indicator with the highest awareness of the total four indicators in Table 1.1, namely 0.96, thus falling into the top of mind category. This indicates that the logo and symbol owned by OH!SOME already strongly represent the OH!SOME brand, so respondents can immediately recognize OH!SOME when they see the logo or elements related to the logo (Ramadayanti, 2019). Logos and symbols are important visual elements that represent a brand's identity and values. A logo is typically a graphic design of the brand name, while a symbol visually represents the brand's meaning or character (Keller, 2013). Both elements play a significant role in building brand awareness as they help consumers recognize and remember the brand more easily (Henderson & Cote, 1998). The following is the frequency table calculation of respondents' answers on the logo & symbol indicator:

Table 1.4 Logo & Symbol Indicator Elements

Elements	Frequency of Correct	Percentage
Which of the following is the logo of OH!SOME? 	96	96%
Which of the following is the dominant color of the OH!SOME logo? A. Yellow	96	96%

Elements	Frequency of Correct	Percentage
B. Black		

Source : Researcher's work, 2025

Based on Table 1.4, 96 respondents knew the correct OH!SOME logo and 96 respondents also knew the dominant color of the OH!SOME logo. According to Henderson et al. (2003), a well-designed logo can convey brand personality, form emotional associations, and strengthen brand recognition and recall. A logo that is easily remembered and recognized tends to become the primary symbol representing consumers' overall perception of the brand. According to Shanna Mallon in her article on straightnorth.com (2012, para. 4), the qualifications for a good logo include being simple, distinct, appropriate for the business field, and targeted to consumer preferences.



Figure 1.3 OH!SOME Logo
 Source : Ohsome.co.id, 2025

OH!SOME logo itself consists of the brand name “OH!SOME,” making it very simple and easy to remember, with a striking dominant color, namely yellow. The choice of font or typography in the logo also plays an important role in shaping consumer brand awareness of OH!SOME. According to Henderson et al. (2004), the typeface used in a logo can convey the brand's personality and influence consumers' first impressions, thereby aiding brand recognition and recall. A font that aligns with the brand's identity strengthens visual associations and increases the likelihood of consumers recognizing the brand in various contexts. Additionally, OH!SOME has prominently displayed its logo and symbols on products purchased by consumers, including on packaging paper bags and their website.

This is also supported by respondents' answers to the additional question, “What makes you remember the OH!SOME logo?” Forty respondents remembered the OH!SOME logo because it was simple or straightforward. Meanwhile, the majority of respondents, 45 in total, remembered the OH!SOME logo because it was unique. According to Henderson et al. (2003), a logo design with visual uniqueness can strengthen a brand’s position in consumers’ minds. A unique logo not only serves as a visual identity but also as a tool to build brand differentiation and popularity in a competitive market. Additionally, 8 respondents

remembered the OH!SOME logo because it was appropriate for the business field, and 5 respondents remembered it because it aligned with consumer preferences. This aligns with Henderson and Cote (1998), who state that a logo's effectiveness is greatly influenced by its level of alignment with the product category and its ability to resonate with the target audience's preferences. An appropriate logo makes it easier for consumers to understand and associate the visual symbol with the type of product or service offered, while a design that aligns with the target market's preferences can enhance emotional responses and strengthen brand recall.



Figure 1.4 Yellow and White Colors that Signify the OH!SOME Symbol
Source : Ohsome.co.id, 2025

The choice of colors in a logo also plays an important role because colors can serve as symbols that convey brand meaning to consumers. According to Aslam (2006), color acts as a symbolic communicator that is able to evoke emotions, shape perceptions, and strengthen brand identity in the minds of the audience. Color has a strategic role in creating strong associations with brand identity and helps consumers recognize and remember brands more easily (Keller, 2008). Symbols are visual representations that convey the meaning, values, and identity of a brand in a brief but powerful way. According to Danesi (2006), symbols in the context of brands function as a form of visual communication that forms associations of meaning in the minds of consumers.

In the case of OH!SOME, the use of yellow and white color combination as a brand symbol has a strong symbolic and strategic meaning. In Eastern philosophy, yellow symbolizes prosperity, happiness and power. In Chinese culture, yellow is a sacred color and is synonymous with emperors and balance (Hsiao & Wang, 2011). Meanwhile, white symbolizes simplicity, purity, and sincerity, although in some Asian cultures it is also associated with mourning. But in the context of modern branding, white is often understood as a symbol of minimalism and visual cleanliness (Labrecque & Milne, 2012). The choice of yellow color in the OH! SOME symbol is also in line with the brand philosophy of “bring happiness home”, which aims to create happiness for consumers through products and store atmosphere that support an active and expressive lifestyle.





In response to the additional question, “What makes you remember the dominant color of the OH!SOME logo?”, 74 respondents stated that they remembered it because it is eye-catching or striking. Meanwhile, 20 respondents associated the color with cheerfulness, and the remaining 6 respondents linked it to a positive impression. According to Aslam (2006), yellow is a color that can evoke feelings of happiness and stimulate enthusiasm, making it effective for brands aiming to convey friendliness, cheerfulness, and vitality. In contrast, white serves a complementary function by enhancing other visual elements, providing spatial clarity, and improving readability. The combination of yellow and white in the OH!SOME logo creates a strong visual contrast that supports an energetic, clean, and modern brand image. Cognitively, this color pairing increases visibility and facilitates brand recognition and recall, while also evoking positive emotional associations (Kauppinen-Räsänen & Luomala, 2010). Thus, the OH!SOME symbol plays a crucial role in building brand awareness through the strategic use of visual color meaning.

Logos and symbols are essential in Marketing Public Relations as they shape consumer perceptions, enhance brand image, and foster loyalty (Lim & Lemanski, n.d.). OH!SOME employs a minimalist typographic logo in yellow and white, reflecting a cheerful and energetic identity that appeals to its youthful target market (Liang et al., 2024). These visual elements function as key stimuli in the Stimulus-Organism-Response (S-O-R) model, where logos influence perception and behavior (Grinsven & Das, 2016). As part of OH!SOME’s push, pull, and pass strategies, logos are used consistently across online and offline media to strengthen brand image (Khoirunissa & Hernawati, 2023). The bright color and dynamic design communicate the brand’s “bringing happiness home” philosophy, enhancing emotional resonance. Effective logo design has been linked to increased brand recognition, impulse buying, and stronger cultural relevance among expressive, active youth (Chan et al., 2024; Summak, 2024; Kurniadi & Harnoko, 2024).

Packaging Indicator

In Table 1.1, which presents Generation Z's brand awareness of OH!SOME, the packaging indicator has an average score of 0.90. While this puts it in the top-of-mind category, it is the lowest among the four indicators measured. Nonetheless, this shows that respondents can immediately recognize the OH!SOME brand through its packaging or interior design (Ramadayanti, 2019). Packaging not only serves as a protective container but also as a visual communication tool for the brand. According to Kotler and Keller (2016), packaging attracts consumer attention and differentiates products in the marketplace, making it an important element of first impressions and brand perception. In the context of brand awareness, packaging reinforces brand recognition through consistent use of logos, colors, typography, and product information. Runderu and Rajarathnam (2014) emphasize that visually appealing and consistent packaging can increase brand recall and influence consumer purchasing decisions. The following is a table of the frequency of respondents' answers to packaging indicators:

Table 1.5 Packaging Indicator Elements

Elements	Frequency of Correct Answers	Percentage
<p>Which of the following is the packaging of OH!SOME?</p> <p>A. </p> <p>B. </p>	96	96%
<p>Which of the following is the interior design of OH!SOME?</p> <p>A. </p> <p>B. </p>	84	84%

Source : Researcher's work, 2025

Based on table 4.12, it is known that 96 respondents know the packaging of OH! SOME, in this case, the paper bag correctly. Then as many as 84 respondents answered correctly to the second question, namely “Which of the following is the interior design of OH! SOME?”. According to Kotler & Keller, packaging is a form of product packaging from a brand to make it easier for buyers to recognize certain brands (Octaviani, 2022). The various elements that need to be considered in making packaging in graphic elements include shape, color, and graphic elements (visual) (Malinda, 2017).



Figure 1.5 Packaging OH!SOME (Paper Bag)
Source : Ohsome.co.id, 2025

From Figure 1.5 of OH!SOME packaging or paper bag above, it is clear that the yellow color dominates OH!SOME packaging. Based on the results of the questionnaire in this study, the majority of respondents, as many as 80 respondents, remember the paper bag packaging from OH!SOME through its color. Then the second most, as many as 13 respondents remember the paper bag packaging from OH!SOME through its graphic (visual) elements. And finally, there are 7 respondents who remember the packaging paper bag from OH! SOME through its shape. OH!SOME's paper bag is designed with an aesthetic that reflects the brand's cheerful, modern and expressive character. In terms of color, the use of yellow in the packaging design reflects the brand's cheerful, energetic, and positive characteristics in line with the brand philosophy of "bring happiness home". This color has a high visual appeal and is easy to remember, thus supporting the process of brand recognition and brand recall, the two main indicators in brand awareness theory according to Aaker (1996).

Graphically, the typography design of OH!SOME's name writing on a simple paper bag can provide a unique characteristic that can strengthen a modern and creative brand image. Then from the simple but functional form of OH!SOME paper bag packaging, it also makes it easier for consumers to carry products while displaying brand identity such as logos and designs in public spaces. This is in line with Keller's (2003) view that consistent visual elements can strengthen brand associations in consumer memory. Thus, paper bags not only function as packaging, but also as a visual communication tool that supports the application of marketing public relations in increasing OH!SOME brand awareness. Packaging conveys important information about the product, including attributes and promotional messages, which are critical to public relations efforts (Hawkes, 2010) ("The Marketing Role of Packaging", 2022).

Brand awareness plays an important role in the application of Stimulus-Organism-Response (SOR) theory in public relations marketing. In the context of OH!SOME, the paper bag packaging with its distinctive design and yellow color serves as a visual stimulus that strengthens consumers' recognition and recall of the brand. This makes

consumers more responsive to visually conveyed marketing strategies as the attractive design creates a perception of quality and strengthens the brand image. Brand awareness becomes a mediator that strengthens the relationship between packaging design and purchasing decisions (Laela & Rohman, 2023), making packaging an important tool in the implementation of OH!SOME marketing public relations.



Figure 1.6 OH!SOME Interior Design
Source : Ohsome.co.id, 2025

Packaging of a brand, especially in the context of retail or services, can be seen in terms of its interior design which is part of the experience staging that wraps products and services emotionally. In this context, interior design becomes “experiential packaging”, which is how brands package the overall consumer experience, not just the product (Pine and Gilmore (1999). Kotler (1973) also introduced the concept of atmospherics, which is the use of elements of the physical environment such as layout, lighting, color, and aroma as marketing tools that shape consumer perceptions of brands. Interior design creates an atmosphere that conveys brand identity and values indirectly, thus influencing consumer behavior. This is in line with the opinion of Levy and Weitz (2012) which states that interior design is part of the retail communication mix that conveys brand messages through visual and emotional experiences. Therefore, interior design can act like packaging in products, which helps strengthen brand awareness and create a deep impression in the minds of consumers.

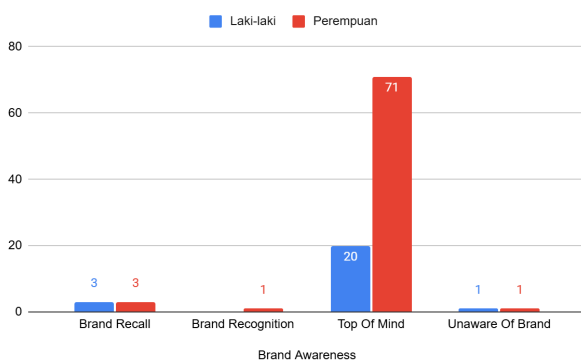
According to Setiono (2015), the main principles of interior design include unity and harmony, balance, focal point, rhythm, detail, and scale and proportion. Based on the questionnaire results, the majority of respondents (38) remembered OH!SOME's interior design because of its unity and harmony, which are cohesive elements that form a consistent theme. Next, 27 respondents cited balance, referring to the symmetrical and harmonious room arrangement. Focal point elements such as standout visuals or installations were mentioned by 17 respondents. Another 10 respondents identified rhythm in the form of repetitive and structured visual patterns. Smaller decorative features or details, such as lighting and accessories, were noted by 6 respondents, while the remaining 2 cited scale and proportion, indicating a comfortable and well-proportioned space. These findings suggest that

OH!SOME’s interior effectively communicates brand identity through thoughtful spatial design, reinforcing consumer recall and overall brand awareness.

OH!SOME's interior design expresses its fun and expressive brand identity by applying key design principles such as unity, balance, focal point, rhythm, detail and proportion. The consistent yellow color throughout the room creates a visual harmony that supports the brand philosophy of “bring happiness home”. A balanced spatial layout aids navigation, while focal elements such as wall illustrations and lighting draw the eye. Repeating patterns and decorative accents enhance visual rhythm, and proportional spacing supports visitor comfort. According to Ittelson et al. (1974), interior elements shape consumer perception and behavior, serving as visual stimuli within a Stimulus-Organism-Response (S-O-R) framework that reinforces brand awareness. Consistent interior branding can also increase brand recall and purchase intent (Spence et al., 2014), making it a valuable tool in public relations marketing. In addition, immersive design enhances brand identity and fosters deeper customer engagement and loyalty (Onem & Hasirci, 2020).

Crosstab

Chart 1.1 Results of Cross Tabulation of Occupation with Brand Awareness

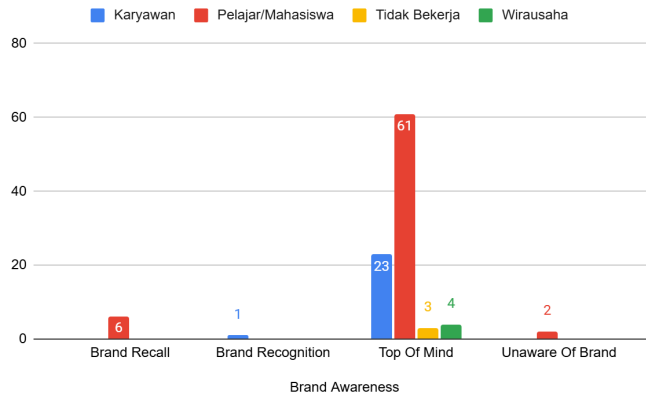


Source : Researcher's work, 2025

Based on the results of the cross tabulation above, it shows that the highest brand awareness, namely top of mind, is dominated by the female gender, namely 71 respondents. According to research conducted by Herlitz, Nilsson, and Bäckman (1997), women generally show better performance in tasks related to verbal memory and recognition, which is one of the important aspects in forming brand awareness. This explains why women tend to have higher brand recall ability than men. In this case, women are also known to be more sensitive to brand elements such as name, color, and packaging, allowing them to more quickly and accurately recognize and remember a brand (Meyers-Levy & Loken, 2015). Therefore, the dominance of women in the top of mind level of brand awareness can be attributed to

cognitive factors that support sharper recall of brand stimulus or more precisely in line with the SOR theory.

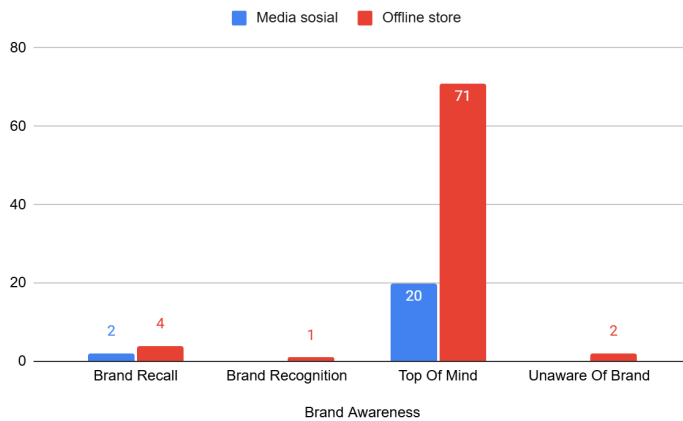
Chart 1.2 Results of Cross Tabulation of Occupation with Brand Awareness



Source : Researcher's work, 2025

Based on the results of the cross tabulation between occupation and brand awareness in Chart 1.2, it is known that respondents with occupations as students or college students dominate at the top of mind level, namely 61 respondents. This can be influenced by the consumption preferences of this age group who tend to be interested in products that represent trends, lifestyles and self-expression, as offered by brands such as OH!SOME. According to Schiffman and Kanuk (2008), age and consumer life stage influence purchasing behavior, where students or college students are in the identity exploration phase which makes products and brands part of self-image. This is reinforced by research from Solomon (2011), which states that adolescents and young adults are segments that are very responsive to brand trends and have high levels of brand awareness, because they make brands part of self-expression and social image. Therefore, the high brand awareness in the student group can be attributed to the brand's relevance to their self-expression needs and their tendency to follow trends that are popular among the younger generation.

Chart 1.3 Cross Tabulation Results “Where have you seen the OH! SOME brand?” With Brand Awareness



Source : Researcher's work, 2025

Based on the results of the cross tabulation between the question “Where have you seen the OH! SOME brand?” and the level of brand awareness, it is found that the majority of respondents who are at the top of mind level saw the OH! SOME brand through offline stores, as many as 71 respondents. This number is much higher than respondents who recognize the brand through social media, which is 20 respondents. This finding can be analyzed using the Stimulus-Organism-Response (SOR) theory proposed by Mehrabian and Russell (1974), which explains that a stimulus from the environment will affect the internal condition of the individual (organism), such as perception and emotion, which then produces a certain response, in this case brand awareness. The physical presence of a brand in an offline store is a strong stimulus because it allows consumers to experience direct interaction with products, services and store atmosphere. This creates a richer multisensory experience than interaction through digital media. This concept is in line with Kotler's (1973) opinion in his theory of atmospherics, which states that elements of the physical environment such as lighting, color, layout, and atmosphere can be used as marketing tools to shape consumer perceptions of brands. Therefore, direct experience gained in offline stores has a greater influence on the formation of brand awareness compared to limited experience through social media.

CONCLUSION

This study reveals that the brand awareness of Generation Z in Surabaya toward OH!SOME, following its rebranding from KKV, falls within the Top of Mind category. The assessment was based on four out of seven brand elements: brand name, website/URL, logo & symbols, and packaging. The overall mean score of brand awareness is **0.9325**, with each indicator scoring within the top category: Logo & Symbols: 0.96 (Top of Mind); Website/URL: 0.94 (Top of Mind); Brand Name: 0.93 (Top of Mind); and Packaging: 0.90 (Top of Mind). In summary, OH!SOME has achieved Top of Mind brand awareness among

Generation Z in Surabaya, with an average score of 0.9325 across four brand elements. These results indicate that OH!SOME, despite being a newly rebranded retail brand, has successfully positioned itself as a leading name in the minds of consumers within its category.

As a suggestion, future research should explore brand awareness in Generation Z by considering psychographic factors and digital behavior, and extend this research to other rebranded brands. The current theoretical framework can also guide similar research on rebranding. Practically speaking, OH!SOME should maintain the use of the distinctive yellow color across brand elements, which has been proven effective for enhancing memorability. In addition, improvements to the stability of the website and user interface are also recommended, as there have been some technical issues reported. An optimized website can improve user experience, trust, and overall brand awareness.

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