

Local Community Visualisation Survey Analysis on Recommendation of Restyling the Corporate Image for University Sultan Zainal Abidin Malaysia

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Abstract: Corporate image is an essential and important factor that must be embraced by any business that wishes to stay afloat and ahead in a competitive business environment. And one of the most effective means of promoting a firm's corporate brand is through the use of well structured and designed advertisement images (corporate image) that promote the brand. In this study, 8 corporate images will be analyzed based on data collected from 8 different locations in the University Sultan Zainal Abidin Malaysia (each ad image for each location). The analysis is aimed at seeking to what extent the designed advertisement images fit with the corporate image of the university, especially in reaching out to both local and foreign prospective student. Mixed research methods were used in the collection and analysis of data, data was collected via interviews and questionnaires from 8 and 375 respondents respectively, the interview responses were analyzed qualitatively while the questionnaire data were analyzed quantitatively. The analyses revealed that the designed ads images fit perfectly into the corporate image of the university and will make a direct positive impact in reaching out to the Institutions prospective student both at home and abroad.

Keywords: University Sultan Zainal Abidin Malaysia (UniSZA), Corporate Image, Design, Promotion of core values, Interactive graphics.

INTRODUCTION

In any non-monopolized market, where competition is in play, it is imperative that firms in competition find innovative ways to outplay their opponents, and education being a competitive industry, innovative ways have to be used by every stakeholder in the market with the hope that this will help them outplay their opponents. In view of the aforementioned organizations begun to create a positive image in order to enhance their reputation through describes organization activities, products, and services for its consumers whether general people or financial community [1].

It is very important to get inspired and learn on how to start and scale businesses, but at the same time, it is equally important to understand the importance of corporate image. Corporate image is one of the most important assets of an organisation. It acts as a comfort factor for customers and assures them that they are buying from the best. Moreover, it influences attitudes of not only customers but also employees, media, analysts towards an organization. It is difficult to build a strong corporate image in a highly crowded and competitive environment, and it is much more difficult

to regain it if the image has got tarnished due to certain reasons [2].

Corporate image is defined as the "overall impression" left in the customers' mind as a result of accumulative feelings, ideas, attitudes and experiences with the organization, stored in memory, transformed into a positive/negative meaning, retrieved to reconstruct image and recalled when the name of the organization is heard or brought to one's mind. Thus, corporate image is a result of communication process in which the organizations create and spread a specific message that constitutes their strategic intent; mission, vision, goals, and identity that reflects their core values. Thus corporate image could be considered as a type of brand image in which the brand name refers to the organization as a whole rather than to its sole products/services [3]. In addition, the corporate image reflects the company's beliefs and trends and represents customer impressions of the company, so a good corporate image contributes to attracting more customers and investors to the organization. Conversely, a bad corporate image will reduce the number of its customers and the inability of the organization to achieve its objectives [4].

University Sultan Zainal Abdeen is one of the most recent Malaysian universities to receive international students from different nationalities, so it needs to publish a suitable picture to suit its aspirations and objectives and the close study revealed that there is no current advertisement exhibiting the curriculum and philosophy of the university. In view of the above, this research is aimed at analyzing eight advertising images of the University of (UniSZA) in eight different locations within the university environment in order to identify the extent to which these ads fit with the corporate image of the university, especially as (UniSZA) is seeking from its ads to target as many students as possible, and then a set of ads that fit the university's approach, philosophy and goals will be designed to be used by the university for long-term advertising.

The selection of the case study redesign corporate image for University Sultan Zainal Abidin has been based on considerations of:

- The efforts of the staff of the University Sultan Zainal Abidin in order to raise the level of the University and achieve its objectives and vision.
- An attempt to find out the suitability of the University Sultan Zainal Abidin declarations of the philosophy of the university and its vision to achieve the corporate image.
- Try to access a way to improve the level of University Sultan Zainal Abidin advertising.

The study will be limited to the following:

- Objective limitation: This study was limited to design new ads for UniSZA suitable for corporate image.
- Human Limitation: Terengganu population, staff, and students of UniSZA.
- Spatial limitation: This study is limited to the University Sultan Zainal Abidin.
- Time limitation: This study is limited to the second semester of the academic year 2017-2018

Origin and Evolution of Graphics Design

Graphic design is the oldest of civilization, and it can be recognized that through the drawings and sculptures that have reached us, dating back to the prehistoric period where the artistic start was not only spontaneous, and more often be motivated by the thinking of human in that period of ambiguity towards the phenomena of nature [5]. One of the most important turning points in the history of design came about with the invention of paper through the Chinese and then the invention of printing prominent in 770 AD at the hands of the Chinese also, it is worth mentioning that before the invention of Gutenberg for the printing machine by 400 years was the first Korean Xing invented the mobile printing character in 1040 AD [6].

Graphics design has since witnessed some major features such as the printing press and the deterioration of the television to the great effect of advertising. This is considered one of the most significant features of the advertising. With the development of the world and technology, there was a great way to influence the advertising. The effects are impressive not only in the way advertisements are presented but have changed the way consumers behave [7].

The first is the invention of the printing machine in the 15th century by Johan Gothenburg, and the second was the industrial revolution of the eighth and nineteenth centuries. The invention of the printing machine had a great impact on the development of the graphic design, only had to pay attention to the type of line that will appear in the advertisement, where to talk on the page, when it is preferred to use the bold line and whether it is better to accompany the announcement of some pictures ... etc. From here began a new revolution in the world of advertising has increased the aesthetics and accuracy of advertising [8]. On the other hand, has increased commercial traffic and thus increased the interest in advertising a lot of new products that have become widely produced and disseminated [9]. The industrial revolution allowed for the invention of new types of printer machines and photocopiers, and the invention of new mechanical techniques that increased the speed of production. One of the most significant developments in the history of graphic design is the attention of designers in the quality of lines. Later on, developments in the art of typography were developed, and new types and models were developed from the wider and thickest lines. However, the most important revolution in the field of graphic design when the computer and the invention of the internet, graphics design became important in website designing and animation [10].

Advertising (Ad) Design

Ad design can be described as any form of communication designed to convince viewers, listeners or readers to take action and use different media types, such as newspapers, radio, magazines, television, billboards, and direct mail, to deliver messages, outdoor advertising and billboards [11].

The Advertising of the brand is a core requirement for many big and small organizations in the world. Companies need a good design that helps you reach customers in an unforgettable way. The design will help you reach the brand to the audience and create a language to enhance your presentations in your audience's minds with an attractive, compelling and compelling design. Builds credibility and brand recognition by creating a visual language and providing instant communication for services and products. Companies and affiliates need to have a good first impression with potential customers, customers, and

others. A poorly designed logo, website, brochure, or marketing tools will create an unprofessional impression on your company, which can drive people away. Do not underestimate the good design of your brand, promotional offers to the public, and good design of the most important trends that contribute to the success of your brand any company or organization [12].

Corporate Image

Corporate image is characterized as the "General Impression" left in the clients' brain because of aggregate sentiments, thoughts, demeanors and encounters with the association, put away in memory, changed into a positive/negative significance, recovered to reproduce picture and reviewed when the name of the association is heard or conveyed to ones' mind Thus, corporate picture is an aftereffect of correspondence process in which the associations make and spread a particular message that constitutes their vital goal; mission, vision, objectives, and personality that mirrors the center qualities that they treasure . In this manner, the corporate picture could be considered as a sort of brand picture in which the brand name alludes to the association in general instead of to its sole items/administrations [13]. Corporate image is a standout amongst the most essential resources of an association. It goes about as a solace factor for clients and guarantees them that they are purchasing from the best. In addition, it impacts states of mind of clients as well as representatives, media, experts, influencers and so on towards an association. It is hard to fabricate a solid corporate picture in a profoundly swarmed and aggressive condition, and it is significantly harder to recover it if the picture has discolored because of specific reasons [14].

Universiti Sultan Zainal Abidin

The University of Sultan Zain Al Abidin is the eighteenth open establishment of advanced education, situated in the province of Terengganu, Malaysia. It was built up in 1980 and is the main full college in the east shoreline of Malaysia Peninsula. The main college in light of the bunch group idea has four branches in particular Gong Padak Campus, Medical grounds, Tembela Campus and the most recent is the Nisa International University of Ike in Kuala Lumpur City University has 10 schools situated in different colleges offering programs in certificate, single guy and ace level and additionally theory specialist. The college is viewed as the biggest "comprehensive college" Malaysian island and is a standout amongst the most Islamic establishments that are regarded in advanced education in Malaysia has delivered a large number of graduates in all fields.

Related Study

Numerous similar works have been carried, the works are so vast that it will be impossible to exhaust them in this paper;

Yadav [15] the presented a paper to investigate the impact of green promoting capacities (green exercises, corporate correspondence of green exercises and green picture) on the corporate picture in the accommodation segment. Further, the examination tries to investigate the purchaser's aim to visit the lodgings rehearsing green marketing. Design/procedure/approach Using snowball inspecting approach, an aggregate of 220 usable reactions were acquired from the customer by means of a web study. Information was dissected utilizing basic condition displaying to assess the quality of relationship and model fit. The discoveries demonstrate that green/eco-accommodating exercises and green picture essentially impact the corporate picture of the lodging, which thusly comes about into critical positive effect over customer's goal to visit the inn. No noteworthy impact of corporate correspondence of green exercises on the corporate picture of the inns was discovered, which might be a direct result of the low level of correspondence of green practices by the inns in India [15].

Cheng [16] in his exploration proposed a model to test the connection between benefit quality and consumer loyalty, and their effect on the corporate picture. This exploration additionally looks at the interceding part of consumer loyalty on the connection between benefit quality and corporate picture; and how corporate picture hence influences client dependability in the inn business in Malaysia. The orderly inspecting approach was embraced in the examination; with the information gathered through a self-regulated survey from 300 inn visitors. Factual Package for the Social Sciences (SPSS) was embraced to dissect the unwavering quality of things and the estimated connections in the proposed examine model. The discoveries uncovered that view of administration quality is altogether identified with consumer loyalty, and both administration quality and consumer loyalty affect the corporate picture. In addition, consumer loyalty is observed to be an incomplete arbiter on the connection between benefit quality and corporate picture. Moreover, corporate picture impacts client reliability client dedication in the inn business [16].

Hussain [17] in his paper explored the linkages among benefit quality, specialist organization picture, client desires, saw esteem, consumer loyalty and brand reliability in a Dubai-based carrier. At first, the determinants of administration quality were distinguished using the SERVQUAL structure with some change. Administration quality was then utilized as a precursor to gauge consumer loyalty, a condition which can achieve mark dedication. In an exploration activity utilizing a quantitative approach, information from 253 polls was examined. Utilizing structure condition demonstrating, the information examination recommends that administration quality, saw esteem, and the brand picture has a positive critical effect on consumer loyalty, which can like this prompt brand

dependability. Hypothetical and administrative ramifications are talked about [17].

MATERIALS AND METHODS

This research is an applied research; applied research refers to scientific study and research that seeks to solve practical problems. This type of research plays an important role in solving the everyday problem”, Applied research basically means a research carried out to solve a specific real-life problem. Due to the nature of this research and based on the outlined aim in the previous section, the researchers find it imperative that qualitative and quantitative approach will be used in this research piece, however, this will be preceded with observation. After thorough and deep observation, interviews will be conducted and the results analyzed qualitatively and the conclusion will be made based on the analysis. Upon conclusion of the qualitative analysis, questionnaires will be distributed with the responses analyzed quantitatively, and finally, conclusions and generalizations will be made based on the analysis.

Observation

Observation is a way of gathering data by watching behavior, events, or noting physical characteristics in their natural setting. Observations can be overt (everyone knows they are being observed) or covert (no one knows they are being observed and the observer is concealed). The benefit of covert observation is that people are more likely to behave naturally if they do not know they are being observed. However, you will typically need to conduct overt observations because of ethical problems related to concealing your observation. Observations can also be either direct or indirect. The researcher reviewed a series of taken taken Unisza advertising images. Upon completion of the observation, the outcome of each comment revealed that there is a need to make simple, easy-to-understand and thoroughly defined ad images

that will portray the philosophy and curriculum of Unisza.

Interviews and Questionnaires

Interviews are often used during qualitative surveys, they are relatively more expensive and time consuming than questions, in this setting, and the interviewer will directly ask respondents questions, with the hope of getting an exhaustive response from them. A questionnaire is a research instrument consisting of a series of questions (or other types of prompts) for the purpose of gathering information from respondents. It is often characterized with quantitative analysis.

Population and Sample size

The population of the study consisted of the Terengganu population, staff and students of UniSZA the sample of Questionnaire the study comprised (375) sample. In addition, (5) interviews with top management.

Development of Appropriate Corporate Images: The Criteria, Progress, and Process

The Criteria

In the developmental of the design, the emphasis was placed on ensuring that the new advertisement images will; access the viewer through the attractive to look at the design, portray the value, ambitions, and philosophy of the university, and will demonstrate the truthfulness, fairness and glory of the rule in Terengganu.

Progress and Process

Upon completion of the observation, A mind map was constructed to assist in the development of the new coporate image, using mind maps helps you to consider as many different design directions as possible, and at the stage when they’re most needed.

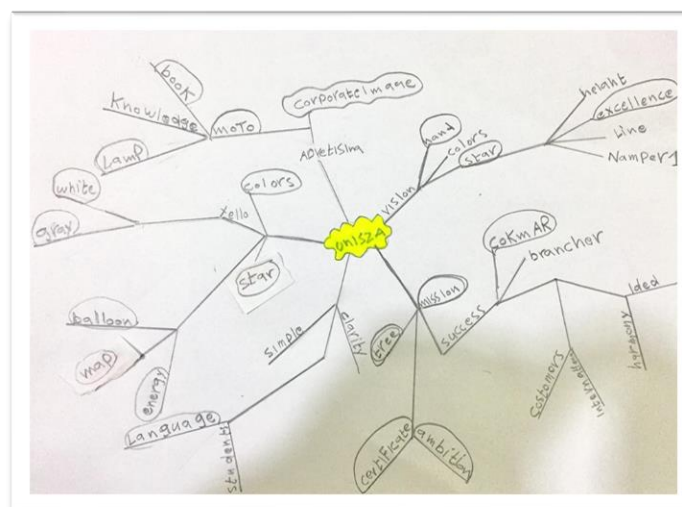


Fig-1: Mind Map of the Logo Design

The researcher at this stage translated his ideas into the mental map he invented and transformed them into realistic and visual forms. The researcher used the Adobe Photoshop program to make these drawings and

give it the program in a free drawing and design. The design is shown in the figure below the first designs screen by the researcher.

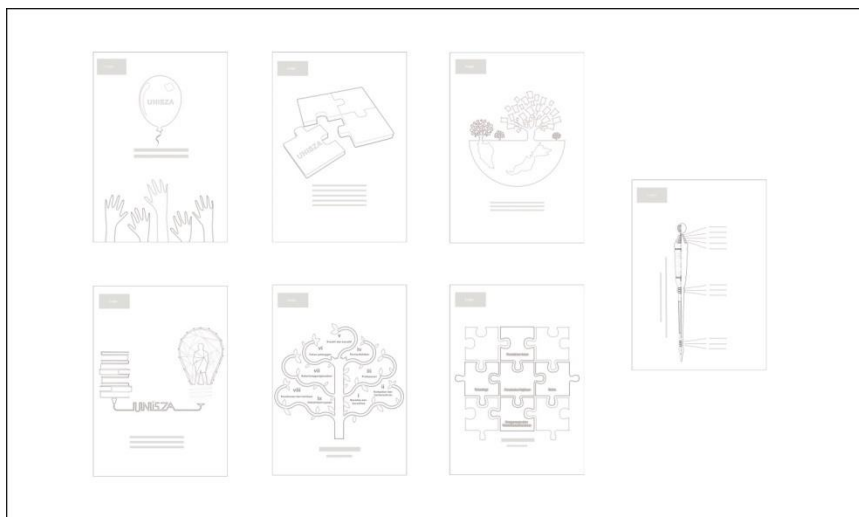


Fig-2: first Sketches

The researcher created seven sketches for seven different designs, especially the university image. These drawings contain clear ideas and special words in the novel and the mission of the university and the goals of the future university and the use of the researcher some drawings and forms and writings such as trees and certificates, and the book and the map and all these shapes prescribed scientific progress of the university and keep pace with development and its constant pursuit of prosperity and focused researcher in these designs to highlight the university image For the public in the best picture and the shape of building the second stage of sketch.

Concept

The concept of posters design is about using UNiSZA colors and shapes to reflect the University overview

First, the Researcher used vector shapes to make the design as simple as possible, because simple shapes can hold big message with less conflict than the complicated designs. This will lead the targeted people to understand the idea of the design with no visual confusion and will give a fast and good feedback.

Second, the researcher relied on putting one main Character in the middle of the design to control the people eyes when they travel inside the design space this main character allows the designer to give the design one key message that people can understand very fast and another small message at the same time.

Third, the researcher put the unisza Logo at the very top left of the poster with an empty space around to make it visible and clear.

Fourth, unisza star has been used in all posters to add one more value to the design because it wa it was taken from unisza Logo and also it has that Islamic Ornament style. Finally, a bunch of colors and creative shapes have been used to make the design simple and remarkable.

Final Design

At the end of thorough fine tuning with aid of adobe illustrator, the final designs are as presented below;



Fig-2: Final Design

The figure 2 above shows the vision of the university is to become one of the world's favorite universities and hence came the idea of the design Balloon expresses the high level of the university and therefore everyone wants to come to UniSZA and

hands indicate the students either the second form It expresses the difference of al- UniSZA from other universities, whether academic or the services and activities provided by the university to its students.



Fig-3: Final Design

The shape shows the function of the university and its mission and expresses the tree shapes that indicate the university and life, and the creation of a new generation, the learner, and the continuity of life.

The second form expresses the energy derived from the book and indicates that man derives science and energy from the book.

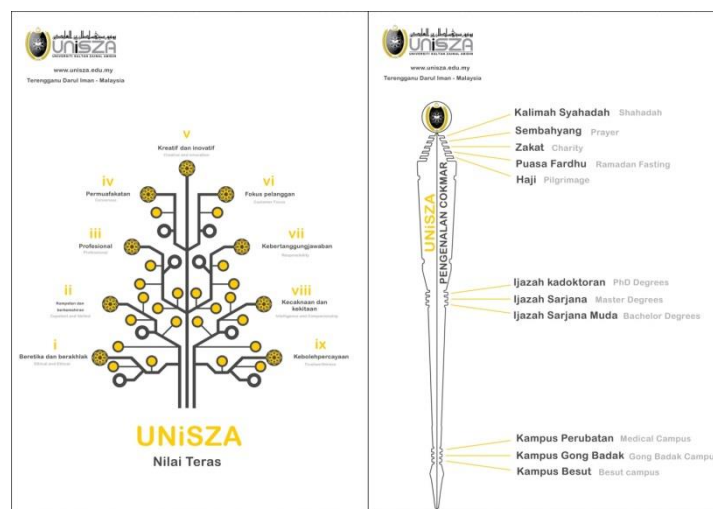


Fig-4: Final Design

The above images are showing the trees of the university of UniSZA and the values of the state and the values of the university It also shows the cohesion and unity of the university and complements each other by its specialization and cohesion.

The researcher hopes to show all designs in different places, the images below are the final forms of the design if they are eventually endorsed by the Unisza.



Fig-5: Final design



Fig-6: Fianl Design



Fig-7: Final Design

Post Hoc analysis of the Outcome of the Analysis

When tested among the 4 benchmark product categories; cash cow, dog, star, and question mark that include in the analysis of growth-share matrix for product benchmarking, the star was selected which are;

High market share, High market growth, High-quality dignity and products, Famous brand, High sales and Hard to sell.

SWOT analysis or SWOT mateix is a strategic planning technique used to help a person or organization identify the strengths, weaknesses,

opportunities, and threats related to business competition or project planning. The SWOT analysis of the new images is as shown in the table below;

<p>(S-Strength) Academic studies as problem solving. Gives economic growth to bumiputra companies. Durable and strong</p>	<p>(W-Weakness) New advertisement</p>
<p>(O-Opportunity) Create aspecial identity for the university Expressing about vision and philosophy of the university .</p>	<p>(T-Threats) Increase the number of universities competition.</p>

In addition, the analyzed interview data revealed that; all designs received relatively positive responses from respondents, especially the core value and balloon design. Participant believes the cooperate designs will help promote and advertise UniSZA positively. It is worthy to note, however, that a respondent called for the replacement of the balloon with a book or Al Quran, while some respondents also reiterated that not all the images are showing the characteristics of UniSZA. In conclusion, all images are good and they are displaying some of the values or characteristics that have been synonymous with UniSZA since time memorial.

Finaaly, the following conclusion was made after thorough analysis of the questionnaire dat; To ascertain that the developed scale of measure is dependable and reliable, a reliability test was conducted, and the calculated Cronbach's Alpha is 0.922, indicating that the scale of measure is highly reliable. Furthermore, all responses indicate that the respondents are positive about the quality and design of the corporate images, the majority believe the corporate images will solve all issues raised as regards the design and application, overall, the corporate images received positive remarks from respondents.

DISCUSSION AND RESULTS

As earlier mentioned, the corporate image reflects the company's beliefs and trends and represents customer impressions of the company, so a good corporate image contributes to attracting more customers and investors to the organization. Conversely, a bad corporate image will reduce the number of its customers and the inability of the organization to achieve its objectives [4]. The corporate image increases the number of its clients and improves the level of satisfaction and loyalty of them. Also, the corporate image includes a number of elements, such as the quality of its products, company philosophy, company name, and logo, as well as the company's approach and employees. It is therefore imperative that a firm takes the design of its corporate images as one of its utmost priority. The aforementioned begat this research of seeking to develop and evaluate some corporate image for University Sultan Zainal Abdeen, for the purpose of selecting and using the best possible corporate images.

Education is one of the most competitive industry in this contemporary time, it is, therefore, necessary that any player in the field promotes its virtues in the best way possible, and corporate one the most potent ways, it is imperative that the logos be designed to be assessed using some laid down principles, the following principles will be followed as discussed earlier; principles of qualitative design, quantitative design, judgmental sampling, questionnaire design, interview and observational techniques were strictly adhered to; some of the findings made after analyzing the qualitative data was used in the design of the questionnaire for the quantitative analysis.

The research findings revealed that it is possible to develop corporate image design capable of providing a sustainable solution in order to re-assist the long-standing publicity for the UniSZA at the national and international levels. As the both the qualitative and quantitative gave positive results, respondents were confident that the new logos will promote the values of the university as seen in the preceding chapter.

The aim and objectives of the study were meant as eight logos were designed with the strict and thorough study of the University's previous advertisement, the assessment was carried on them to determine whether these newly designed corporate images are in concord with the philosophy, objectives, vision, and mission of the university. This was achieved using some research principles as documented in the methodology chapter.

The hypothesis of the study is; "Is there any effect of using corporate image design on the long-standing publicity for the UniSZA at the national and international level?" the analysis results revealed that indeed the use of corporate image design on the long-standing publicity for the UniSZA at the national and international level is having a high impact on the promotion of the university and the propagation of its name.

Like every academic research, this study is laced with some limitations, amongst the limitations are; the findings of this research is only applicable to UniSZA alone as the data was sourced from the university alone. Time is also a limiting factor as the

researcher understands that perception of people changes over time, it is, therefore, necessary to state that this research is limited to 2017/2018 session alone.

CONCLUSION

Applying some laid down research criteria and principles, the researcher has been able to establish with scholarly and academic backing that the newly developed images will serve the purpose for its creation effectively and efficiently, the conclusion was made based on the analysis that the new corporate designs will positively affect the promotion of UniSZA amongst its peers. It will also serve as an eye opener for future designers to ensure they design images that will be suitable with the philosophy and objectives of the university.

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