

Elevating Jack Beans Sauce: A Visual Identity Strategy for Enhanced Brand Recognition

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Abstrak

Sektor UMKM mampu memberikan kontribusi terhadap pertumbuhan ekonomi di Indonesia. Jawa Sehati Mulia merupakan UMKM yang bergerak di bidang produksi kecap kacang koro yaitu Korochi berbahan dasar kacang koro lokal atau *Phaseolus lunatus* L. Pada penelitian strategi identitas visual kecap kacang koro dengan tujuan untuk meningkatkan pengenalan merek, maka metode penelitian kualitatif yang digunakan adalah berguna dalam memahami persepsi, emosi, dan nuansa budaya yang lebih dalam yang terkait dengan merek. Dengan menggunakan metode design thinking, penelitian ini mengeksplorasi peran penting identitas visual dalam membangun pengenalan merek dan mendorong keterlibatan konsumen terhadap produk nabati yang unik. Meskipun memiliki atribut yang sehat dan berkelanjutan, kecap kacang koro belum sepenuhnya membangun kehadiran merek yang kuat di pasar makanan yang kompetitif. Studi ini berfokus pada pengembangan identitas visual yang kohesif dan menarik yang mencerminkan nilai-nilai inti merek—kesehatan, keberlanjutan, dan inovasi—menarik audiens target konsumen yang sadar kesehatan dan sadar lingkungan. Dengan membuat logo, skema warna, tipografi, dan desain kemasan yang berbeda, penelitian ini bertujuan untuk meningkatkan visibilitas merek dan membedakannya dari pesaing. Selain itu, penelitian ini mengkaji bagaimana identitas visual ini dapat diterapkan secara konsisten di seluruh platform digital dan titik kontak fisik untuk menciptakan pengalaman merek yang terpadu. Pada akhirnya, penelitian ini berupaya memberikan wawasan yang dapat ditindaklanjuti tentang bagaimana identitas visual yang dirancang dengan baik dapat meningkatkan kesadaran merek, memperkuat hubungan konsumen, dan mendukung pertumbuhan kecap kacang koro di pasar yang semakin kompetitif.

Kata Kunci: kesadaran merek, pengenalan merek, visibilitas merek, identitas merek visual, UMKM

Abstract

The MSMEs sector is able to contribute to economic growth in Indonesia. Jawa Sehati Mulia is an MSMEs which operates in the field of producing jack beans sauce namely Korochi made from local jackbeans or *Phaseolus lunatus* L. When researching a visual identity strategy for jack beans sauce with

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the goal of enhancing brand recognition, qualitative research methods are particularly useful in understanding the deeper perceptions, emotions, and cultural nuances associated with the brand. By using design thinking method, this research explores the critical role of visual identity in building brand recognition and fostering consumer engagement for a unique, plant-based product. Despite its healthy and sustainable attributes, Jack Beans Sauce has yet to fully establish a strong brand presence in a competitive food market. The study focuses on developing a cohesive and appealing visual identity that reflects the brand's core values—health, sustainability, and innovation—while appealing to a target audience of health-conscious and environmentally-aware consumers. By creating a distinct logo, color scheme, typography, and packaging design, the research aims to enhance the brand's visibility and differentiate it from competitors. Additionally, the study examines how this visual identity can be applied consistently across digital platforms and physical touchpoints to create a unified brand experience. Ultimately, this research seeks to provide actionable insights on how a well-crafted visual identity can elevate brand awareness, strengthen consumer connection, and support the growth of Jack Beans Sauce in an increasingly competitive marketplace.

Keywords: *brand awareness, brand recognition, brand visibility, visual brand identity, MSMEs*

1. INTRODUCTION

MSMEs are an important sector capable of making a large contribution to the country's economy. Apart from that, the advantage of this business group is that it has been proven to be resistant to various kinds of economic shocks [1]. So it has become imperative to strengthen the capacity of MSMEs involving many groups. MSMEs have quite a large contribution or role, namely expanding employment opportunities and absorbing labor, forming Gross Domestic Product (GDP), as well as providing a safety net, especially for low-income people to carry out productive economic activities [2]. The existence of the MSMEs sector in East Java, especially in Malang Regency, has enormous potential. The contribution of MSMEs to economic performance in the East Java region reached 58.36 percent, a significant increase compared to 2020 and 2021. The contribution of MSMEs in 2020 reached 57.25 percent and in the following year it rose to 57.71 percent [3].

Jawa Sehati Mulia MSMEs is a soy sauce producer located in Jabung Village, Pakis District, Malang Regency. This MSMEs, which is managed by Mr. Dwi Prihartono, operates in the food sector and since 2017 has been producing soy sauce made from local black soybeans. This soy sauce product is known as the Tugu Jawa Soy Sauce Brand which provides various types of soy sauce produced including sweet soy sauce, spicy soy sauce, barbeque soy sauce, etc. The obstacles experienced by MSMEs are mainly related to production

aspects, namely the availability of local sources of black soybean raw materials. The increase in raw material prices has resulted in a significant reduction in Tugu Jawa soy sauce production capacity. Therefore, it is necessary to innovate alternative substitute materials to replace local black soybeans which are currently limited, namely the innovation of sauce made from jack beans. Jack Beans Sauce, a unique and flavorful condiment, has the potential to capture a wider audience through strategic digital branding.

In the Sustainable Development Goals (SDGs) set since 2015, various sustainability issues have been in the spotlight. Not only in the environmental sector, but also in the economic and social sectors. As an effort to restore the National Economy, the Indonesian government is also committed to not only returning economic conditions to the way they were before the pandemic, but making them even better. One effort to fulfill this commitment is to refer to Sustainable Development Goal 2, which is entitled ending hunger, achieving food security and improving nutrition and encouraging sustainable agriculture. SDG 2 recognizes the link between supporting sustainable agriculture, empowering small farmers, promoting gender equality, ending rural poverty, ensuring healthy lifestyles, and addressing climate change, among other issues [4].

Exploration of the potential of jack beans and their processing will become an alternative

food ingredient other than soybeans for the Indonesian population [5]. Jack beans such as jack beans kratok batik are spread throughout the East Java region, especially in Malang Regency. It is called jack beans kratok batik because the jack beans have a motif that resembles batik cloth. Kratok or kekara beans are a type of legume from the Fabaceae family. Based on the results of previous research, Jack beans kratok (*Phaseolus lunatus* L.) is a legume type plant that has quite high nutritional value, especially in protein content (19.93-21.40%) and fiber (4.20-5.50%), and low in fat (0.99-1.21%). Jack beans kratok also contains a lectin called lunatin which is an anti-nutritional substance, but also has functional properties as an antioxidant, anti-fungal and anti-proliferative. The anti-nutritional content of jack beans kratok, including lunatin, can be influenced by processing processes such as soaking, using high temperatures, and fermentation [6].



Fig. 1. Jack beans (*Phaseolus lunatus* L)

(Source: <https://www.socfindoconservation.co.id/plant/222?lang=en>, 2024).

Jack Beans Sauce, made from the nutritious and versatile jack bean, offers a unique flavor profile that stands out in the competitive world of condiments [7]. However, despite its healthy ingredients and great taste, the product's digital presence is relatively limited, and its current branding does not fully capitalize on its potential to reach broader audiences. The sauce's key attributes, such as its plant-based nature, sustainability, and health benefits, are

aspects that resonate with modern consumers, especially those seeking healthier alternatives to traditional sauces.

In an era where visual identity plays a critical role in brand recognition and consumer engagement, creating a distinct and memorable brand presence has become essential for businesses. The food industry, in particular, faces fierce competition, with countless products vying for attention on crowded shelves and digital platforms. This research aims to explore how a carefully crafted visual identity can significantly enhance the brand's appeal, increase visibility, and foster a stronger connection with consumers. By focusing on the development of a unique and cohesive visual identity, this research seeks to position Jack Beans Sauce as a standout product in the marketplace.

Jack Beans Sauce is a product with immense potential, offering a unique, health-conscious, and flavorful alternative to traditional condiments [8]. Despite its benefits, the brand has struggled with limited visibility in a competitive market. This research focuses on developing a compelling visual identity that reflects the core values of the brand, including its commitment to health, sustainability, and innovation. A strong visual identity, encompassing logos, color palettes, typography, and packaging design, will serve as a powerful tool to communicate the brand's message effectively to consumers and differentiate it from other similar products [9].

A well-executed visual identity strategy goes beyond just appealing aesthetics. It builds an emotional connection with the target audience by aligning the design elements with their values, interests, and aspirations [10]. This research will investigate the visual preferences of Jack Beans Sauce's potential consumers—health-conscious individuals, food enthusiasts, and sustainability advocates—and craft an identity that resonates with them. The goal is to create a visual language that embodies the brand's core attributes while also appealing to the growing demand for plant-based, eco-friendly products.

Moreover, this study will explore how Jack Beans Sauce's visual identity can be applied consistently across various touchpoints, both online and offline. From digital platforms like social media to packaging and in-store displays, maintaining a cohesive and recognizable visual identity is critical to reinforcing brand recognition. The research will address how the visual elements can be seamlessly integrated into the brand's digital presence, including its website, social media profiles, and marketing materials, ensuring a unified and engaging brand experience for consumers.

In conclusion, *Elevating Jack Beans Sauce: A Visual Identity Strategy for Enhanced Brand Recognition* aims to develop a comprehensive strategy that leverages the power of visual design to enhance brand recognition and consumer loyalty. By creating a visually compelling identity that reflects the brand's values and resonates with its target audience, this research will provide actionable insights into how visual identity can serve as a strategic tool for growth and success in a competitive marketplace.

2. RESEARCH PROCESS

This research uses the Design Thinking Method to describe the design process of mobile apps. 5 stages of design thinking are empathize, define, ideate, prototype, and test [11].



Fig. 2. Design Thinking Process

(Source: Author's Documentation, 2024).

To create a Design Thinking stage for the research, we can break it down into the five classic stages of Design Thinking: Empathize, Define, Ideate, Prototype, and Test [11]. Below is how each stage can be applied:

1. Empathize: Understand the Users and Their Needs

The goal of this stage is to gain insights into the needs and behaviors of consumers, understand the current perception of Jack Beans Sauce, analyze how potential customers perceive the product, its current branding, and its digital presence.

2. Define: Frame the Problem

The goals of this stage are to synthesize the insights gathered in the empathize stage to define the core problem and clarify the main challenge for Jack Beans Sauce's digital branding strategy.

3. Ideate: Generate Digital Branding Ideas

The goals of this stage are Develop creative solutions that can elevate Jack Beans Sauce's online presence and explore a range of branding and marketing strategies that can drive awareness.

4. Prototype: Develop Digital Branding Assets

The goals of this stage are creating tangible digital elements to bring the ideas from the Ideate phase to life and Test small, experimental initiatives to gauge their effectiveness.

5. Test: Collect Feedback and Refine

The goals of this stage are collecting feedback from real users and stakeholders to see how well the digital branding strategy resonates and evaluate the success of prototypes and iterate based on findings.

By following this Design Thinking approach, the research can generate practical and innovative solutions for elevating Jack Beans Sauce's digital branding and ultimately increasing its brand awareness.

3. RESULT AND DISCUSSION

A. Logo design

As a key component of brand identity, a logo provides instant recognition for the brand and the product. Logos help transcend international boundaries and language barriers because of their "visual" character [12]. The brand name "Korochi" from

Indonesian language “koro” which means jack beans can be a suitable choice for elevating jack beans sauce for several reasons, particularly when considering the goals of enhancing brand recognition and crafting a unique visual identity.

The logo development for Korochi Jack Beans Sauce focuses on creating a distinctive and memorable visual identity that reflects the brand's essence. The design process begins with a deep understanding of the product's unique qualities: its natural, healthy ingredients, its bold flavors, and its commitment to sustainability.



Fig. 3. Logo Design

(Source: Author's Documentation, 2024).

To encapsulate these values, the logo combines purple and white colors and clean typography, aiming to evoke a sense of freshness and quality. A key element of the logo is the use of a stylized jack bean icon, subtly integrated into the design to represent the core ingredient. This icon is paired with a modern, yet approachable font to appeal to the target audience of health-conscious consumers and food enthusiasts. The overall design is adaptable for digital platforms, ensuring versatility across social media, packaging, and advertising materials. The logo development process also includes testing different variations to ensure its appeal and impact across various digital channels, making it a powerful tool for boosting brand recognition

and fostering a strong connection with consumers.

B. Label Product

A product label is a crucial element of a product's branding and packaging that provides essential information about the product and communicates its value to consumers [14]. The product label on the Korochi Jack beans sauce packaging plays an important role in attracting consumer attention and providing clear information. The label design usually includes the product name, logo, and striking colors, which reflect the distinctive characteristics of Jack beans soy sauce. The selection of colors such purple and white can create a modern and high quality impression, while clear fonts make it easy for readers to quickly recognize the product. In addition to visual elements, nutritional information and ingredient composition are also very important. Labels usually include a list of main raw materials, such as jackbeans, sugar, and additional spices, which provide transparency to consumers about what they are consuming. Information regarding sugar content, calories, and potential allergens is also often included, helping consumers make healthier choices that suit their dietary needs. Not only that, product labels often include certifications or awards received, which can enhance the product's credibility in the eyes of consumers. For example, if Jack beans sauce uses natural ingredients or traditional manufacturing processes, this information will enhance its appeal and trustworthiness. Thus, labels not only serve as product identities but also as effective communication tools between producers and consumers.



Fig. 4. Label Design

(Source: Author's Documentation, 2024).

C. Packaging Design

Packaging refers to the creation of the exterior of a product that serves both functional and aesthetic purposes. It encompasses the design of the container, wrapper, box, or any other form of packaging that holds a product, protecting it during transportation, storage, and use. Packaging design goes beyond just the physical structure; it involves visual elements such as color, typography, imagery, and logos, as well as material choice, to communicate the brand's message, enhance the consumer experience, and attract potential buyers [15]. The packaging design of Jack beans sauce products is very important in creating an attractive first impression for consumers. The packaging usually uses transparent plastic or glass materials, allowing consumers to see the rich and appetizing color of the sauce. The packaging color, often in green tones, reflects the healthy characteristics of the jack beans sauce. Additionally, the use of images or illustrations of natural ingredients, such as jack beans and spices, can provide visually appealing information about the authenticity of the product. Additionally, to the visual aspect, the packaging design also considers functionality. The packaging must be easy to open and close and have a tight lid to maintain the product's freshness. Some Jack beans soy sauce products are also equipped with a lever or funnel to facilitate the dispensing of the desired amount of soy sauce. This not only enhances the user experience but also reduces the risk of spills and waste. Equally important, packaging design often reflects brand values, such as authenticity and tradition. In some cases, packaging can feature elements of local culture, such as batik motifs or traditional images, which connect the product to Indonesia's culinary heritage. Thus, packaging design not only serves to attract attention but also creates an emotional connection between consumers and the product, thereby strengthening brand loyalty.



Fig. 5. Packaging Design

(Source: Author's Documentation, 2024).

E. Poster Design

Promotional posters for the Jack beans sauce product campaign, which contains high nutritional value, are designed to attract consumer attention by emphasizing the health benefits of the product. At the top of the poster, there is usually an eye-catching title, such as "perkoro Roso ya Korochi!" , it means about teste is Korochi with a large font and contrasting colors. The enticing image of Jack beans soy sauce, accompanied by mouth-watering food presentations, helps illustrate how this sauce can enrich various dishes.

Next, the poster will provide information about the nutritional content of Jack beans soy sauce, such as high protein, low calories, and the use of natural ingredients without added preservatives. Brief explanations about the benefits of each raw material, such as jack beans rich in essential amino acids and antioxidants, can be placed around the image. This not only educates consumers about the nutritional value of the product but also demonstrates the brand's commitment to the health and well-being of its customers. Finally, the poster can also include testimonials from nutritionists or famous chefs who recognize kecap jack beans as a healthy and delicious choice. By adding this element, the poster becomes more credible and can influence consumer decisions. In addition, an invitation to try the product, such as "Get Kecap Jack beans at the Nearest Store!" or a special

promotional offer, can encourage consumers to make an immediate purchase. Thus, promotional posters serve not only as a medium of information but also as an effective marketing tool to attract interest and boost sales.



Fig. 6. Poster Design

(Source: Author's Documentation, 2024).

F. X-banner Design

X-banner is one of the effective promotional media for the Jack beans soy sauce product campaign as an alternative to regular soy sauce. The design of this x-banner usually features attractive visuals, such as enticing images of Jack beans soy sauce packaging and dishes that have used the product. With a sufficiently large size, the x-banner can easily attract consumers' attention in various locations, such as supermarkets, markets, or culinary events. This allows Jack beans soy sauce products to become more widely known by the public. In addition, the x-banner also conveys key information about the advantages of Jack beans soy sauce compared to regular soy sauce. For example, the poster can highlight the unique aspects of jack beans soy sauce, such as the use of natural ingredients and traditional production processes, which provide a richer flavor. By including messages such as "Healthy and Delicious Alternatives for Your Meals," the x-banner serves to educate consumers about better choices without sacrificing taste. Finally, the x-banner can be equipped with information about special offers or ongoing promotions, such as discounts or bundling packages. This can encourage consumers to try jack beans sauce as a substitute for the soy sauce they usually use. In this way, the x-banner not only serves as a visual promotional tool but also as a means to boost sales and build brand awareness in a competitive market.



Fig. 7. X-banner Design (Source: Author's Documentation, 2024).

G. Testing

To evaluate the existing prototype, a semantic differential survey was conducted online via Google Form, consisting of 10 sets of adjectives where user targets may share their views regarding the design between 10 sets of adjectives. Semantic differential itself is a method to process the findings which could be used to set the hierarchy of criteria pertaining to the advantages of engaging in professional activity [15]. Users' view on the design can be seen in Table 1.

TABLE 1. PROTOTYPE TESTING REPONSES

Adjective 1	1	2	3	4	5	6	7	Adjective 2
Passive								Active
Inefficient								Efficient
Complicated								Easy to understand
Boring								Interesting
Cluttered								Organized
Confusing								Informative
Complex								Simple
Inconvenient								Convenient
Dull								Vivid
Varied								Consistent
Tiring								Engaging

The overall Korocho Jack beans sauce visual identity is deemed functional as it engages users, is organized, rather interesting, informative, and convenient for user targets.

4. CONCLUSION

The conclusion of the community service activity titled "PKM Enhancement of Human Resource Capacity in Jack beans Soy Sauce Product Innovation at Jawa Sehat Mulia MSMEs" shows that the enhancement of human resource capacity (HR) and the application of innovation in jack beans soy sauce production have a significant positive impact. The training provided successfully enhanced the knowledge and skills of MSME actors in more efficient production techniques, thereby improving the quality and competitiveness of their products in the market. This success demonstrates the importance of human resource development as a key to achieving business sustainability. In addition to capacity building, this activity also succeeded in diversifying the jack beans soy sauce products to be healthier and of higher quality. With the innovation in recipes and production techniques, this local product has become more appealing to consumers, which in turn contributes to the increase in sales and income for SMEs. This not only benefits the entrepreneurs but also provides a more diverse and nutritious food alternative for the community, supporting food security in the region.

However, to achieve more optimal results, the suggestion for further development is to conduct periodic evaluations of the programs that have been implemented. Collecting

feedback from MSME actors and the community will be very useful for understanding the challenges faced and adjusting the appropriate approach. Additionally, it is important to strengthen the marketing and distribution networks so that Jack beans soy sauce products can be more easily accessible to consumers, both locally and through digital platforms.

Finally, it is recommended to establish broader partnerships with government agencies and non-governmental organizations to gain additional support. This collaboration can include the provision of advanced training, access to larger markets, as well as assistance in terms of funding and resources. With a holistic and collaborative approach, it is hoped that this activity can continue to contribute to the improvement of community welfare and sustainable food security in the future.

STATEMENT OF APPRECIATION

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