

# Visual Study on Small and Medium Enterprises Product Packaging in Bandung Regency

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**Abstract.** One of the sub-sectors of creative industry that many cultivated by Small and Medium Enterprises (SMEs) is the culinary industry (food and beverages). But in fact, existing SMEs face the common problems such as branding, logo and packaging. However, they have weaknesses that result in products stagnant, one of which is the packaging design factor. This research used exploratory research with qualitative approach. The method used is case study with SMEs' products in Bandung Regency i.e. luwak coffee, strawberry preserves and peanut. Secondary data collection is conducted through literature study. Data processing used matrix analysis that compares by aligning visual data. This observation aims to collect data related to the packaging design that becomes the research objects. The results of this study are expected to be a reference to get the appropriate Primary Display Panel (PDP) and provide an understanding of packaging design strategy by utilizing the Primary Display Panel.

**Keywords:** Packaging, Primary Display Panel, Branding

## 1 Introduction

Small Medium Enterprises (SMEs), especially the creative industries sub-sector growing and mature support by the Government of Indonesia. The culinary industry is the most growing creative industries sub-sector in Bandung Regency. In fact, there are many SMEs in Bandung Regency that lacked both managerial and technical aspects. Some of the common problems faced by SMEs are marketing, production capacity and financial capital. In marketing, SMEs experience branding, logo and packaging issues [1].

SMEs Lembah Cimanong Luwak Coffee, Sinar Asih processed strawberry and Gumiwang Spicy Peanut are existing SMEs in Bandung Regency. However, these SMEs have weaknesses that result in SME products stagnant, one of them is the packaging design aspect. In packaging designs, the Primary Display Panel (PDP) plays an important role in the responsibility of selling packaging designs in the retail environment. The size and shape of the PDP includes the display area which is the most important visual aspect of a packaging design [2]. The three SMEs mentioned earlier as multiple case study have not fulfilled the PDP design principles that are good and effective in boosting marketing.

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The selection base of these SMEs because their Primary Display Panel design are still the standard design of SMEs but they are judged to be potential on the market. First, Lembah Cimanong that produces Luwak coffee. Luwak coffee has a very high value. However, the packaging of Lembah Cimanong Luwak Coffee looks common, giving less sale value. Hope if the packaging is redesigned, then the product could enter the upper market with higher product price according to the quality of luwak coffee itself.

Second, Sinar Asih with its main products are the processed strawberries. Basically, strawberry fruit is a typical fruit from Rancabali district Bandung-West Java. On the other hand, Sinar Asih has started to market its products to Yogyakarta - Central Java. Therefore, the product packaging must have the competitiveness advantage to compete with the competitor's products in Yogyakarta.

Finally, Gumiwang Spicy Peanut already has a market network in 60 cooperatives in Bandung Raya in 2017. While its packaging has an ordinary Primary Display Panel design. Whereas according to theory, good packaging design can also be a mean of communicating product content and product quality visually. This is also confirmed in some previous studies. It is argued that packaging can be an effective marketing tool that can increase sales in retail; triggering the purchase decision process [3]. So, it becomes the consideration of the selection of Gumiwang Spicy Peanut.

With the increasing number of products offered in the market, SMEs face tough competition. Thus it needs to research SMEs' packaging to have competitive advantages. In addition, the result of this study can also be used as a reference for other similar SMEs' product packaging study.

The problem formulation are as follows: (a) How is the application of visual identity on the packaging now? (b) How does the existing design relate to the graphic design principles of packaging? This study is limited to SMEs' food products in Bandung Regency focusing on the visual elements of primary display panel of product packaging.

The study is aimed to understand how the SMEs design the Primary Display Panel of their products; and know the relation between existing design and basic principle of packaging design. This study is expected to contribute to the development of packaging designs, especially SMEs products and can also be used as a reference for advanced research to the Primary Display Panel.

## **2 Literature Review**

Packaging is a container to increase the value of a product's function. Strategic packaging functions that can provide new positioning and leverage or leverage for a product [4]. Meanwhile, the development of function and packaging role of the current attractive packaging design can tempt consumers to know more details about the product information. Packaging has three main roles [5], namely as a product protector (to protect), as container (to contain) and as a campaign media (to promote). Products that are well protected right through to the hands of consumers, having easy-to-use packaging, and designed with an attractive and informative display will help consumers make decisions when choosing which products to include in their shopping carts.

The function of packaging not only as a container and protect the product, but also communicates important messages to consumers or people who see it. Messages can be delivered visually through the form of packaging, material and graphics [5] as well as verbally through brand name, product description, variant and others. In addition, the packaging can communicate non-verbal messages such as the use of letter type, colour selection, texture usage, the use of photographs or illustrations even to the layout of elements of packaging design elements that convey specific messages.

Packaging graphic design should be able to maximize the design area provided by the design structure so that the information to be conveyed can be loaded properly, as well as the impact of the packaging graphic design can also support the appearance of packaging on the display [5]. In the packaging design there is a side called the main panel. This panel displayed in rack will face the front of the consumer's point of view so that it is the first panel which is seen by consumers or potential consumers. Its function is very important to attract consumers to take the product and see the information on it after consumers feel interested in the packaging [5]. In other words, the packaging must also meet the needs as a container, distribution to the market, as well as likeable by consumers to support the buying decision at the purchase point.

The elements that exist in the PDP is the brand name that appears through the logogram/ logotype. The brand differentiates the products from their competitors. Thus, the brand elements itself must memorable, meaningful, likeable, transferable, adaptable, and protectable [6]. The second element is a colour that is believed to be the most easily visible element of the human eye. Before the eye is interested in the shape, letters and other elements, the eye first sees the overall colour of the package design. The use of colour will affect consumer perceptions of the product.

Furthermore, the text is an element of packaging design that appears in various forms; (brand), sub-brand, product descriptor, variant name, reason to believe, marketing claim, composition, manufacturer information, net weight and nutritional information. Afterward, another visual element is image. It can be manual graphic illustration and digital illustration, as well as photographs. The use of illustrations or photographs can help in making the packaging design more compelling, simple and more convincing. Finally, the design principle is how we arrange the layout of visual elements so that the packaging design is convenient to see [5]. These design principles are balance, emphasize, rhythm, and unity.

### **3 Method**

This study used exploratory research with qualitative approach. The method used was multiple case study by taking SMEs in Bandung regency, namely Lembah Cimanong Luwak Coffee, Sinar Asih processed strawberry and Gumiwang Spicy Peanut.

Data collection is done in several stages, the first step is the collection of secondary data by literature study. The second stage: primary data collection begins with observation through market observation of SMEs product packaging as multiple case study for Primary Display Panel packaging. This observation aimed to collect data related to the packaging design that become the object of research. The other primary data is conducting structured interviews with SMEs entrepreneurs. The third stage: collect similar packaging designs on the supermarket to make a comparison. The fourth stage: analyze the data that has been collected and compare with the existing packaging theory. Finally, the data was processed using matrix analysis that compares by aligning the visual data.

### **4 Result and Discussion**

Primary Display Panel (PDP) of three products as multiple case study are shown in Fig.1.



**Fig. 1.** Left-right: PDP Lembah Cimanong Luwak Coffee, Sinar Asih processed strawberry and Gumiwang Spicy Peanut.

Lembah Cimanong Luwak Coffee is produced by Caringin Asih 4 since 2011. This local coffee has been certified halal by Indonesian Council of Ulama (MUI) and the logo has been already registered. Lembah Cimanong brand name comes from the name of the foot of the mountain in Ciwidey area which has a valley named Cimanong. Obstacles experienced is the packaging is less elegant to be an attracting souvenir.

Sinar Asih Brand has a variety of processed strawberry products such as jam, syrup, dodol, candied balls, orange kalua, and tengteng vermicelli; and it has already had food home industry (P-IRT) number. The competitor brands are YurriBerry, Karisma and Edelweiss who have their own markets. Sinar Asih can not be sold in retail (supermarket) because the packaging is less neat and does not meet store standards. It needs the packaging design that has a distinctive feature to be able to enter the retail.

The Gumiwang Spicy Peanut is manufactured by Dapur Gumiwang 353 since 2015. The product is targeted for men and women of all ages among the middle to upper class. Brand Gumiwang derived from Sundanese literature that has golden, brightly lit meaning. The selling price offered varies depending on the size of the net weight and type of packaging. The obstacles faced by Gumiwang is the absence of a strong packaging identity, it's still using standard SME packaging (standing pouch). The packaging design was made by his son who studied design by autodidact. This SME product has entered the modern market like Transmart, besides this product is sold in Hotel, Bank, Polda, and Samsat Cooperatives.

The design audit and visual analysis of each product compared to the SME products that have entered the retail is described in Table 1, 2, and 3.

**Table 1.** Design audit for Lembah Cimanong

PDP	Lembah Cimanong	Toraja	JavaBrown	Teanyoeh
				
Brand name	less imply a luwak coffee drink. Not easy to remember and to say.	Easy to remember and imply the coffee origin from Toraja region.	Meaningful, likeable, memorable	origin of Sundanese language = brewed; imply a coffee drink to brew. Uses old spelling writing, hard to read

Colour	Represents the colour of coffee, the colour palette is less elegant	showing the colour of the product in the packaging, the combination of the basic colour of the packaging material (gold) with dark brown gives the impression of premium and elegant	The brown colour indicates the colour of the product in the packaging. One tone gives the impression of premium and elegance	Brown colour represents coffee. Alloy with light brown gives the impression of modern, colour as the identity of product line
Text	Less readable	readable and legible	readable and legible	readable and legible
Image	photographs of coffee and animals, giving the impression of more realistic and reliable products.	Toraja typical home illustration describes the origin of the product	an illustration of a cup of coffee as an appetizer	original photo of coffee beans less attractive
Layout	lack of balance and emphasis on size, shape and placement	Symmetrical formal impression, the existence of emphasis and clear hierarchy	Asymmetric, emphasizing on logo	Symmetrical formal impression, hierarchy clear but no emphasis

**Table 2.** Design audit for Sinar Asih

PDP				
Brand name	less imply the processed strawberry, unmemorable	implies a banana chip, interesting and unique to pronounce. Easy to remember	the name does not imply a snack of banana chips	imply stawberry snacks, interesting and unique, Easy to remember and pronounce
Colour	Colourful palette graded used does not look elegant	bright yellow, representing the colour of banana, young and cheerful impression	Vibrant yellow, represent banana colour, young and cheerful impression	The combination of red and pink analogue colour represents strawberry colour, evocative but monotonous

Text	Low legibility. Too much information	readable and legible. San serif impressed modern	readable and legible. San serif impressed modern	readable and legible
Image	fruits photograph including strawberry, giving the impression more realistic and reliable	banana illustrations with photos of banana chips, simple but reliable	Banana and banana chips photographs, more convincing and appealing	product photograph makes it more realistic and reliable
Layout	lack of layout balance, absence of emphasis on contrast and hierarchy	the balance layout settings, the existence of white space	Symmetrical, there is a contrast in the image	Asymmetric, emphasis on image, no hierarchy

**Table 3.** Design audit for Gumiwang

PDP	Gumiwang	Granola	Springlee	Spring Roll
				
Brand name	less meaningful, but transferable, protectable	Meaningful, Easy to remember and pronounce	Meaningful, likeable, protectable but hard to pronounce	Meaningful, Easy to remember and pronounce
Colour	monochrome palette, warm colour shows the colour of the product in the packaging	monochrome palette gives the impression of premium and elegant	Contrast scheme gives modern impression	Analogue scheme gives warm impression
Text	The text on the brand is hard to read. Using sans serif	readable and legible	readable and legible	readable and legible
Image	Peanut photograph giving the impression of more realistic and trustworthy product.	Product photograph giving the impression of more realistic and trustworthy product.	Product photograph as an appetizer.	Product photograph as an appetizer. Building illustration in background gives information on the origin of the food

Layout	There is no clear hierarchy and emphasis, overlapping, no white space	Asymmetric, there's hierarchy and emphasis on the image	the balance layout settings, there is a white space	the balance of layout settings, there is a white space

## 5 Conclusion

The function of packaging not only as a container and protect the product, but also communicates important messages to consumers or potential buyer who see it. Primary Display Panel (PDP) becomes the most viewed side by the consumer because it is facing forward when displayed on the retail display. With the good packaging, they can also make the food products worthy of sale and a beautiful souvenirs.

In this study, we reviewed the packaging PDP of three SME products of Bandung Regency. Elements that exist in the packaging design discussed in this study is the brand, colour, typography, image, and layout. PDP analysis of packaging based on the theory of design that has been described on literature review.

In designing PDP, we should pay attention to visual elements such as colour, text, image and layout. It is intended that the packaging is more easily accepted by the audience because it is memorable and likeable, so the packaging can represent the brand's visual identity. This is in line with similar research that reveals the application of visual identity which is needed to reach broad and effective target markets as well as to introduce and to increase the brand awareness [7].

From visual comparison with competitor products that already exist on the market, it can be concluded that competitors' products are accepted by retail and can enter the market because their packaging has been paying attention to the design principles. From visual analysis and field observation, it is advisable before designing packaging which becomes visual identity such as logo and image, it should be designed according to the vision and philosophy of the product and according to design principles. Moreover, in designing the logo; graphic designers should be involved from the scratch. Furthermore, the logo design can be reversed on other brand identity, one of them on the packaging design. If the logo has been registered, it would be difficult to rebranding including redesign the packaging, because the PDP must be adjusted with the existing logo.

This research is only devoted to graphic elements of food product packaging design. Therefore, for further research, other visual elements such as packaging forms as well as interesting materials are also interesting to be discussed.

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