

Improving the Persuasion Function in Packaging Design Through Redesigning Ready to Use Plastic Pouch Food Packaging for Micro Small Medium Enterprise Businesses

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ABSTRACT

Micro Small Medium Enterprise (MSME) business or known as UMKM in Indonesia is a business type with major and significant progress as part of the Indonesian economic sector. In addition, the president of Indonesia Joko Widodo also stated Small Micro Medium Enterprise business had contributed as much as 14% in the export market in Indonesia. This development led to the emergence of many MSME type businesses, and they are competing to get as many markets as possible. Consequently, it is necessary to have some type of uniqueness and differentiation of MSME products from one another in order to be increasingly prominent domestic and foreign markets. One of the main things that stands out the most in a product is the design and shape of the packaging. According to Klimchuck & Krasovec (2007), packaging is marketing identification tool that has a differentiation function and can also be used to communicate product differences using visual. However, MSME businesses usually don't have big budgets for packaging and design services, and also, they tend to be driven more towards ready-to-use plastic pouch packaging for the same reason. Therefore, it is necessary to provide new innovations that can improve the quality of the design as well as the shape of packaging without raising too much budget for MSME business so that they can be more credible and competitive in domestic and foreign markets.

Keywords: Plastic pouch packaging, Micro Small Medium Enterprise, Product communication, Design improvements.

1. INTRODUCTION

According to Lumanauw (2019) in the article titled "Jokowi Minta UMKM Kuasai Pasar Dalam Negeri" from a news portal site called Berita Satu [1], Indonesia's President, Joko Widodo stated that Micro Small Medium Enterprise (MSME) businesses have to be aggressive in the spirit of dominating Indonesia's domestic market. Furthermore, President Joko Widodo also encourages Micro Small Medium Enterprise (MSME) business owners to penetrate the global and international markets. These statements prove that Micro Small Medium Enterprise (MSME) businesses in Indonesia have a great opportunity to keep on growing, moving forward, and be the main target to raise the quality and image of Indonesia's local products.

Moreover, according to Nafi'an (2019) in the article titled "Yakin Ekspor UMKM Naik, Jokowi: Desainnya

Nggak Jadul Kaya Dulu" from a news portal site called Dream [2], President Joko Widodo also stated that the contribution of MSME businesses in the export market already reached as much as 14%. President Joko Widodo is also optimistic and confident that in the future, there will be an increase growth in exports for MSME products. According to him, there are a lot of design developments in terms of shapes and visuals from the MSME products that make them appear more visually attractive than in the past. In addition to the rise of MSME businesses, President Joko Widodo also stated that Indonesian citizens must be aware of domestic needs not to be continuously controlled by imported products. Therefore, the demand towards MSME businesses has been increasing in which an innovation is needed to increase the effectiveness of the production for these MSME products.

One of the main thing that stands out the most in a product is its packaging. According to Klimchuck & Krasovec, packaging is an identification tool in promotion which has a function of differentiation and communicating product differences through visual [3]. Without packaging design, all of the market products will look the same without any appealing uniqueness. Therefore, according to them, marketers have responsibility to differentiate their products from competitors' products through contrasting differentiation between each product. To conclude, packaging holds an important factor in the success of product marketing and sales.

On the other hand, however, packaging that is attractive in terms of shape, material and finishing generally cost a lot of money. Meanwhile, based on the Law of the Republic of Indonesia no. 20 of 2008 concerning Micro, Small, and Medium Enterprises, the criteria for MSMEs are to have a net worth of a maximum of IDR 500,000,000. This of course will be burdensome and difficult for MSME business players if they have to produce product packaging that has a high cost. Therefore, the solution chosen by MSME actors is to use ready-to-use packaging that has been sold in the market.

In general, based on observations made on ready-to-use packaging used by MSME business players, it was found that the type of packaging used for dry food such as chips and crackers is a pouch-shaped plastic package which on average has the same type and shape. In addition, the techniques used for labeling generally only use a square or circle sticker affixed to the center of the pouch packaging. Observations also found that the packaging that they used generally did not significantly differentiate from one another, causing the product to become less prominent and not providing added value for MSME products.

However, the authors see the potential for optimization that can be done and applied to this type of packaging through the addition of design and visual supporting elements, as well as innovations in packaging forms that are more effective with market needs. Through this optimization, this packaging is expected to provide added value to the quality of MSME products and further strengthen their brand as well.

2. LITERATURE REVIEWS

2.1. Packaging Design

According to DuPuis & Silva (2011) in the book titled "Package Design Workbook: The Art and Science of Successful Packaging" (p.60), a packaging for product needs to have the "wow" factor [4]. This "wow" factor is defined by the ability to draw people's attention towards the product that we are selling. This ability can be achieved by creating a packaging that reflects product

attributes that scan make people stop to take notice. According to this book, this "wow" factor can make connections and build relationships towards consumers more than just the mere product itself. The "wow" factor can also make the product stands out more than the competition.

DuPuis & Silva (2011) define the "wow" factor as the ability to elevates perception, creates interests, engage with consumers, have a groundbreaking approach, stand out and be different, and touch the audience emotionally [4]. This ability can be translated into many approaches: making the packaging easy to use, easy to carry, solving problems, distinctive, bold, and memorable designs, or has a unique shape.

DuPuis & Silva (2011) also stated that a certain packaging label can also have a "wow" factor by creating a design that captivates audience through unique packaging structures, interesting and engaging photography, nostalgic elements, and delivering a message that this product has a premium quality and representing the brand in which are not generic and can rise above stereotypes [4].

2.2. Packaging Design Process

According to Ambrose & Harris in the book titled "Packaging the Brand", there are several considerations when designing a product packaging such as [5]:

1. The briefing process
The briefing process takes into consideration clients' needs, goals, budget, and timescales. The details from these factor can vary from one project to another and therefore, a different approach is needed to gather as many data as possible. The output of this briefing process is a document that both client and designer can always refer back to over the course of a design job. This document will ensure that every design result is created based on the goals that's already discussed at the beginning.
2. Understanding market position
This refers to the brand's market and target audience. This information is needed to create a design that answers the market's needs, behavior, and solutions to their problems.
3. Defining objectives
Every design, including packaging, always has an underlying objective that needs to be achieved. In this step, critical thinking is needed to create and define the objectives resulting from packaging design, communication strategy, and market research.
4. Creating a message
This is a central message that the client desires to communicate to the audience through the brand. In

particular, a message can focus on promoting the unique selling point of the brand.

5. The Unique selling point (USP) USP is the main advantage of a product that differentiates them from their competitors. USP can be a powerful tool to convey a design into something more interesting. When finding a unique selling point, keep in mind that it has to be credible, believable, boost reputation, and take the target market into consideration.
6. Agreeing key dates and deliverables When facing clients, a date agreement is needed to prevent any miscommunication and other mishaps in terms of deadlines.

2.3. Research Road Map

This research will be conducted in multiple phases. The first phase is to create a foundation research to map and analyse ready-to-use plastic pouch packaging. The second phase is for bottle packaging and other plastic packaging for wet food. The third phase is for aluminium foil packaging. This research's main output is a document that gives guidelines for packaging optimization and design for MSME business players.



Figure 1 Research road map.

2.4. Study Objective

By following Ambrose & Harris (2011)'s packaging design strategy, this current research study objective is to improve ready-to-use packaging for Micro Small Medium Enterprise (MSME) products [5].

3. RESEARCH METHOD

According to Ambrose & Harris (2011) in the book titled "Packaging the Brand", packaging design process has several general steps from identifying the need, creating

concept, prototyping, collecting feedbacks, among other steps to provide a strong base for the design [5].

Table 1 Design process steps.

Phase 1	Identify the need
Phase 2	Initial research
Phase 3	Writing a brief
Phase 4	Concept and research
Phase 5	Design development
Phase 6	Present
Phase 7	Feedback
Phase 8	Reviewing feedback
Phase 9	Finding a voice
Phase 10	Produce
Phase 11	Prototyping
Phase 12	Access

- Identify the need.

This phase is needed to identify the main problem to determine whether or not design research and project is necessary. If the result is proven to be necessary, then the next step is to do in-depth research to formulate the main problem.
- Initial research

This research is not intended to find a solution but to gather as much information as possible about the product, target audience, and market which will later be used as a basis for the design.
- Writing a brief

This brief results from previous research and formulate a set of requirements and design specifications followed by conceptualization and research to find the right ideas and techniques..
- Concept and research

In this phase, the designer will have to do some brainstorming to generate ideas and concepts. The main goal of this phase is to find as many ideas as possible based on various techniques. All ideas that occur during the brainstorming step can later determine whether or not to pursue them in the next phase.
- Design development

This phase will produce various possible design solutions from all of the previous step's ideas. This phase will sort out any unrelated ideas and pursue

the ideas that have the most potential to solve problems and create solutions.

- Present

In this phase, the designer will have multiple design concepts that can be presented to the client. From here, the client can choose one of the multiple design choices to be fully worked up as the design solution. The design concept that's presented here can vary in theme, approach, etc.

- Feedback & review

There will be another research process in this phase where the designer will take feedback and review from clients and the target audience. This feedback and review will later be used to create more useful and effective designs.

- Finding a voice

This phase focuses on creating a strong voice on the packaging. This can be achieved with various visual approaches such as photography, illustration, typography, and other design styles or era.

- Produce

After the design concept is finished, the next phase is to consider the production technique such as printed material, finishing, techniques, cost, and other production considerations.

- Prototyping

Once the design has been proven to be effective and the production technique has been determined, the next phase is to create a dummy or prototype. This prototype usually is already printed using the right size, material, and finishing to give the full preview of the actual design. Through this prototype, the designer will also gain feedback regarding the production technique.

- Access

After all of the feedback had been reviewed and applied to the final design, the last phase is to carry out large production in accordance with the required amount and then distributed to the target market.

For this particular research, the author performs several research processes related to the design for further research. This process includes:

- Observation
Observing current ready-to-use plastic pouch packaging that's been used by MSME products.
- Identification
Identifying the SWOT of plastic pouch packaging to find improvement potentials for each packaging type.

- Analysis
Analyzing all of the data that's already been collected and deciding what design that we can pursue to improve current plastic pouch packaging.

The result of this research will be used and developed into further research to achieve the end result stated on "2.3 Research Road Map" which is a document guideline for packaging optimization and design for MSME business players.

4. RESEARCH PROCESS

4.1. Observation

This research starts with observing current ready-to-use plastic pouch packaging that's been used by MSME products. Through this observation, the authors have categorized plastic pouch packaging design that are commonly seen in the market, which are:

1. Plastic pouch packaging with rounded sticker



Figure 2 Plastic pouch packaging with the rounded stickers.

2. Plastic pouch packaging with rectangular sticker



Figure 3 Plastic pouch packaging with the rectangular stickers.

3. Plastic pouch packaging with various-shapes stickers



Figure 4 Plastic pouch packaging with various-shapes stickers.

4. Plastic pouch packaging with full-coverage stickers on the front



Figure 5 Plastic pouch packaging with full-coverage stickers on the front.

Through this observation, the authors found that most packaging design tends to look too crowded and often filled with too much information and don't represent the uniqueness of their products. The design also doesn't consider any suitable color and typeface choices to represent their product uniqueness. Therefore, it doesn't look appealing and most of the design looks too similar to one another causing them to blend into one another and doesn't stand out.

4.2. Identification

Through the research conducted by the authors, the SWOT of plastic pouch packaging are:

1. Strength

- Waterproof & does not leak
- Ready to use and does not require special care
- Transparent material so that it can clearly show the original product on the inside
- Durable because plastic is a material that cannot be torn or leaked

- Simple and can be used for any type of snack
- Plastic packaging is sold at a lower price than custom made packaging
- It is easy to give a cover according to the image of each product by attaching a sticker

2. Weakness

- Plastic is a material that cannot be recycled so it is not environmentally friendly
- Not air-tight unless using an extra layer
- Has a generic shape
- The flexible material makes the product less protected, especially for fragile products that cannot be stressed or crushed
- It costs extra to print stickers because the design cannot be printed directly on the plastic surface

3. Opportunity

- Many are sold in the market at very affordable prices
- Sold at retail so you can adjust your budget and needs
- No need to custom or order in large quantities
- Consists of various sizes and shapes so that they can match the needs of the product

4. Treat

- People are starting to become aware of the negative impact of using plastic which causes environmental pollution
- Plastic packaging is not visually unique so it does not have more appeal and is less prominent than other competitors
- The possibility of a government regulation banning the use of plastic makes plastic packaging unusable

4.3. Analysis

According to the SWOT, plastic pouch packaging has many benefits in terms of cost reduction and is also easy to find and access. Therefore, the optimization necessary to improve plastic pouch packaging can be applied on the outside layer of the packaging without changing or alternating the bases. This design improvement is made by considering product size, quality, and cost-efficiency.

There are 3 different design options that are suggested regarding the research:

1. Sticker-based on top of the pouch and can also be used as a protective seal.

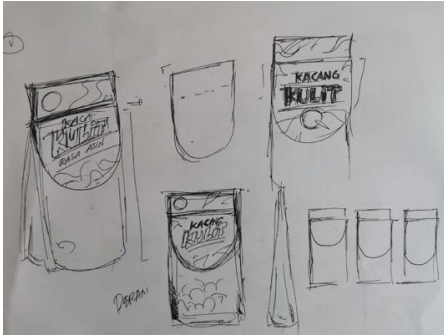


Figure 6 Sticker-based on top of the pouch.

2. Carton-based and can also help in product handling.

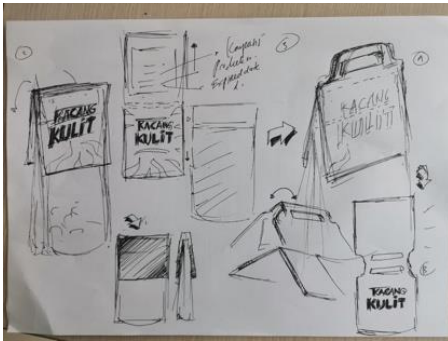


Figure 7 Carton-based packaging cover on top.

3. Carton-based in the middle as a plastic coverage.

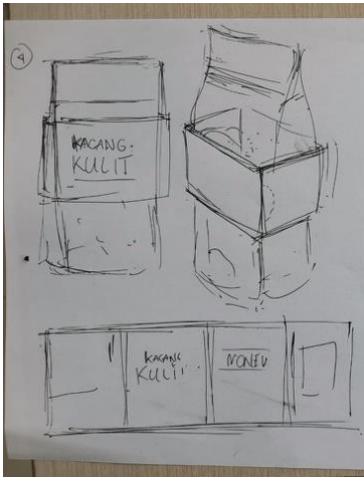


Figure 8 Carton-based packaging cover in the middle.

4. Carton-based on the bottom to boost packaging structure.

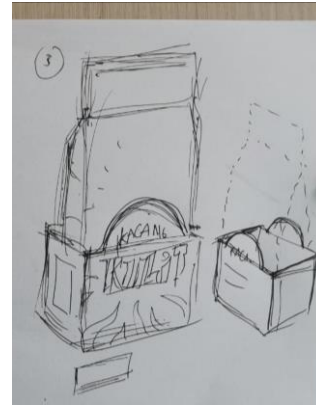


Figure 9 Carton-based packaging cover on the bottom.

5. CONCLUSION

MSME business have great potential for the development of the economic sector in Indonesia. With the right approach, MSME can also dominate the import market to be widely known to the global community. This potential can be seen from the products produced by MSME businesses that are of high quality.

In addition, the community has also begun to have a broad knowledge of the importance of developing local products in Indonesia. However, one of the obstacles faced by MSME businesses is their inability to make products more prominent than other products so that the majority of MSME products look generic and difficult to distinguish. This is because most MSME players have limited money and resources to produce packaging, which makes them choose ready-to-use packaging instead.

Therefore, it is necessary to increase the competitiveness value of MSME businesses to stand out and become the primary choice compared to other competitors without adding to the economic burden on these MSME owners. One of the main things that stands out the most in a product is the design and shape of the packaging. One solution that can be applied is to optimize the packaging used by MSME players both in terms of design and packaging form to further highlight the differences and uniqueness of these products without adding extra costs. Therefore, it is important to create a certain design and shape that looks different, unique, and emphasizes on their competitive value.

Through this research, it is hoped that MSME business players can make packaging that remains unique, prominent, different, and able to persuade potential buyers even though they still use ready-to-use plastic packaging as the base. This research can also be used as a base for further research related to packaging design for MSME business players and can achieve its main purpose which is creating a document consisting packaging optimization and design and guidelines for MSME business players.

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