



Study of Visual Elements of Traditional Food Packaging Designs Typical of Heritage as Regional Identity

(Case Study: Samarinda Gabin Biscuits Packaging)

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Abstract

Gabin biscuits is one of the typical food of Samarinda. A visit to Samarinda is incomplete unless you bring gabin biscuits with you. In carrying the gabin biscuits, a container is accommodated. This container is commonly referred to as packaging. As snacks by local specialties, the packaging of course contains various kinds of illustrations that convey information needed by consumers and producers according to predetermined needs. The city of Samarinda has another identity that is different from other regions. So that when bringing the snacks to the area of origin, consumers will know that the person is from traveling to Samarinda. This is what packaging makers need to capture whether their product packaging is able to display regional identity. With the regional identity displayed, it will introduce the Samarinda area, which in turn will increase people to visit, so that it will indirectly increase the flow of tourists. With the design development method, the packaging of gabin biscuits in Samarinda was studied whether it was fulfilled in displaying regional identity as local identity. As a comparison, gabin biscuits packaging from other regions and other packaging that meet these specifications are used. The results of this study obtained data from the study which was used as the basis and material for developing gabin biscuits packaging designs as souvenirs that could display local identity as regional identity. The gabin biscuits packaging in Samarinda was examined whether it fulfilled in displaying regional identity as a local identity. As a comparison, gabin biscuits packaging from other regions and other packaging that meet these specifications are used. The results of this study obtained data from the study which was used as the basis and material for developing gabin biscuits packaging designs as souvenirs that could display local identity as regional identity.

Keywords: design, gabin biscuits, packaging, Samarinda.

I. INTRODUCTION

Samarinda is the capital city of East Kalimantan Province. With an area of 718 km², it has 10 sub-districts with 59 villages in it. Since the enactment of the New State Capital (IKN = Ibu Kota Negara) on August 26, 2019 which is located in East Kalimantan as far as about 70 Km from Samarinda, will make Samarinda a destination for arrivals with various purposes and interests. As one of the big cities in Indonesia, Samarinda City realizes the potential of its territory to be developed and needs to make many adjustments to increase its various potential resources, one of which is the trade and tourism sector. One of the supports for tourism from the trade side is the provision of regional specialties, including local snacks of typical heritage. Because visitors need souvenirs from the area as special souvenirs as proof of having visited the area [1].

There are some typical Samarinda heritage snacks that can be used by souvenirs. One of them is gabin biscuits. Gabin biscuits originally comes from the name of a famous and popular Gabin biscuit brand in the Samarinda region. Gabin biscuit is now one of the typical souvenirs of Samarinda which is felt to be taken home when traveling there [2]. It is not clear where this traditional food came from. However, in East Kalimantan people make it as a typical food souvenir from Samarinda [3]. In Samarinda there are two companies that produce Gabin biscuits, namely Gabin Ria and Gabin Lido [4]. Gabin cake seen from the type of food is a snack, namely food that is not made as a main meal, which is served and consumed when it is not the main time to eat [5].

Referring to the notion of tradition, gabin biscuits, including traditional cakes which are cakes that are passed down from previous generations, continue to be produced with

not much change until now [6]. These souvenirs must be wrapped in packaging that shows the characteristics of the region and the identity of the origin of the food. The resulting packaging design does not return to tradition, instead it is modernized following current technological developments in the spirit of local culture. Packaging with local geographic characteristics is more attractive to choose [7].

So by looking at the packaging, consumers will know where the product comes from. One of them is the identity of traditional regional food as a characteristic of a region that can enter identity politics. From the conditions in the market, the packaging of the Samarinda gabin biscuit needs to be studied whether it is able to convey information, in this case it is able to display the identity of Samarinda.

II. MATERIALS AND METHODSE

This type of qualitative research uses a descriptive analysis model, in which it collects data according to the actual situation then the data is compiled, processed and analyzed to get an overview of the problems raised [8]. Revealing the elements under study by collecting, compiling, classifying, analyzing and interpreting data in the form of images into writing to obtain research results from packaging objects with the aim of obtaining an overview of the assessment of traditional food packaging of typical heritage of the areas. The main premise of this approach is to understand the phenomenon under study by using the case study method and obtaining sources of information through the packaging of gabin biscuit produced by SMEs in Samarinda and packaging outside the production of SMEs as a comparison. The purpose of this investigation is to find out and provide an explanation of the extent to which traditional regional food packaging is able to display regional identity in its graphics. The steps in the research are: 1) Descriptive: First observe and describe the elements of a work without making judgments or conclusions, 2) Formal Analysis: Discuss on how the basic elements of a work are interwoven into a page arrangement or layout, 3) Interpretation: Interpret the meaning of a work. The meaning of the wishes of the designer or artist which are revealed, how or which techniques are used to express the wishes of the creator in the work, and so on, 4) Evaluation: Conducting a broader evaluation: compare the artwork or design with the works of its predecessors, the role and the meaning of the work in the social environment at a certain time, both of when the work was made and when the review was carried out.

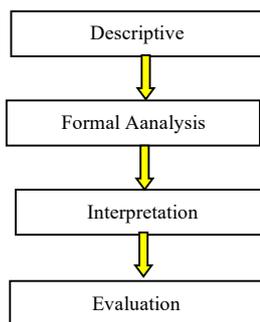


Figure 1. Qualitative research stage [8]

As the object of the case study, 3 MSEs production packages in Samarinda were used, 2 production packages from large industries, 2 MSEs products outside Samarinda, one traditional food package which was considered capable of displaying regional identity and one student re-design assignment.

Table 1 Research Sample

No	Packaging	Status	Amount
1	Ria's gabin biscuit	Main object	1
2	Lido gabin biscuit	Main object	2
3	Big industrial gabin cake	Competitor object	2
4	MSE gabin biscuit outside Samarinda	Competitor object	2
5	Another regional traditional food that shows regional identity	Comparison object	1
6	Student assignment packaging	Comparison object	1
Amount			9

The visual elements of the packaging which were analyzed using the reference in Figure 2 compiled by Menghan Ding [9]. Packaging elements include visual and verbal attributes. Visual elements consist of size, graphics, material, shape and color. While the verbal element is the information displayed in the packaging, including the name, brand, manufacturer, product information, and instructions for use [10]. Regional cultural attributes can be in the form of icons, taglines, flora, fauna, motifs, infrastructure and so on. The changes that occur are phenomena in the social, cultural, lifestyle, technology, design and other spheres.

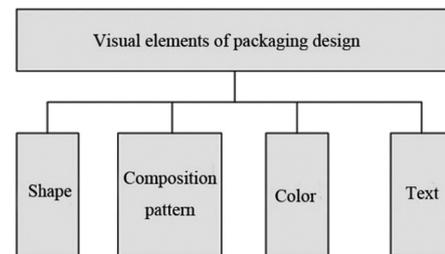


Figure 2. Visual elements of packaging design [9]

The following is an explanation of the elements in the packaging:

Shapes: packaging that has an attractive shape and visual characteristics, as well as a function that is easy to use, store, and open and close. If the shape of the product is not ergonomic or the packaging is difficult to lift and carry, it will be difficult to sell to consumers.

Composition patterns: in this case includes the type of writing and its size, as well as images or decorations contained in the visual packaging. the image triggers the automatic feeling and conclusion seen from the packaging, even when the image is not related to the product. For example, the

packaging of cornflakes cereal has a picture of rice fields of wheat on the box, even though there are zero grains of wheat in the actual product, but the cereal must taste healthy to consumers.

Color: Color in product packaging helps clarify and sustain a company's branding message, creating a key of visual element in the brand story. The more colorful a package, the less serious the impression will be given by the product, while a simple combination of two colors can look more elegant and classy, depending on the type of decoration.

Text: The writing on the packaging should be easy to read. The text should be short and clear, containing the essence of the product

From the literature review on packaging elements, data obtained on packaging elements as shown in Figure 3 below.

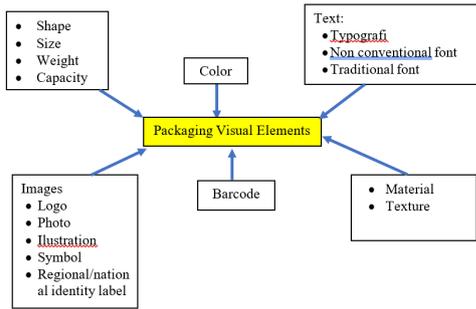


Figure 3. Packaging elements

This research is part from the design development process stage to reconstruct food packaging of traditional heritage into modern packaging that meet current style but does not leave its original identity, which is able to display regional identity so that it fulfill the function as an ambassador for the region. This section is a sub-section of design development, which is to record the visual elements of the packaging that are used as case studies.

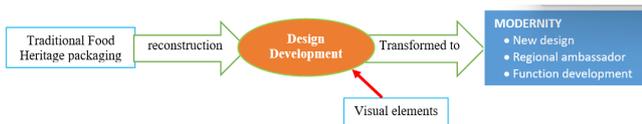


Figure 4. Design process [11]

From the result of the analysis, data of the packaging element of the object that will be consideration whether the packaging has fulfil the required criteria or not. Thus, we can decide whether the packaging should be developed or not. Output of the design process of traditional food packaging into modern packaging without loosing its origin identity that represent the identity of a province that can be the region representative.

The input to this design process is the packaged product that is examined in this case study. The results of the analysis will obtain data on the packaging elements belonging to the object which will be taken into consideration whether the packaging has met the specified criteria or not. So it needs to

be developed or not. The output of this design process is the development of traditional food packaging designs into modern packaging without losing its original identity which is able to display regional identity so that it can become regional ambassadors.

III. RESULTS AND DISCUSSION

After understanding the visual elements of the packaging as specified in 3, the research was carried out by observing the packaging of the object that was used as a case study. The packaging is seen for its attributes according to these criteria. The results of the analysis of the object of study and data obtained are as follows:

Data collection of visual elements is followed by analysis of visual elements to obtain data specifically regarding the visual elements in the case study object, whether the packaging needs to be reconstructed or not.

The research was conducted by observing the packaging of the object used as a case study. The packaging is seen for its attributes according to the criteria in the framework. The object of packaging and the results of the analysis of the object of study and the following data were obtained:

Table 2. data analysis

No	Packaging	visual packaging visual analysis
1		Picture 5 is a package of gabin cakes produced by UMKM (MSEs) Ria in Samarinda. The material uses a transparent plastic packaging bag. The cake is put inside, then tied with a rubber band. Information about the product is found on the paper that is included in the packaging. The information includes the brand, industry address, and the composition of the cake ingredients. The visual element of the packaging has not been seen in the package. Local identity is also not visible in the package. This packaging is a primary packaging, because that is directly related to the product, and cannot be used after use.
2		The packaging of pictures 6 and 7 is the packaging of gabin cakes produced by Lido UMKM (MSEs) in Samarinda. Gabin cakes are put in plastic box packaging with sizes according to the dimensions and number of cakes. The visual elements displayed are in the form of printed graphics on the front side of the packaging, including colors, text and logos of the relevant agencies. The packaging is transparent, so you can see the amount and condition of the contents. This type of packaging is disposable, once it is opened, it cannot be used again. Tis is the type of primary packaging, because the product is directly related to the packaging. Verbal information displayed in the form of company information, cake flavors, barcodes,
		

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Figure 8-9. Gabin cakes from UMKM outside Samarinda

composition of cake ingredients, production permits, product tag lines, and industry standards owned. Local identity in the form of an industry logo that describes the environment in which the industry stands. However, this illustration has not been able to display regional identity, especially when it is sold abroad. In Figure 7, a picture of the cake is shown, and the preserved standard production logo

Figure 8 and 9 is example of the packaging of gabin cakes produced by industrials outside Samarinda. Gabin cakes are put in plastic packaging with size according to the dimensions and number of cakes. The visual elements displayed are in the form of graphics printed on all sides of the packaging, including colors, text, illustrations, images and logos according to their designation. The packaging is transparent so you can see the amount and condition of the contents. As primary packaging, this packaging is single use, once it is opened, it cannot be used again. Verbal information displayed in the form of company information, barcodes, composition of cake ingredients, composition of nutritional content, production permits, instructions and preserved industry standards. This cake is an industrial production, so there is no local identity that appears. Illustrations and pictures of cakes that are displayed, so there are no messages that can be captured.

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Figure 10-11. Big industrial gabin cake

Figure 10 – 11 are examples of the packaging of gabin cakes produced by large industries outside Samarinda area which are also known as the main food industry in Indonesia. The gabin cakes are put in a plastic box packaging according to the dimensions and number of cakes. The visual elements displayed are in the form of graphics printed on all sides of the packaging, including colors, text, illustrations, images and logos according to their designation. The packaging is not transparent so that consumers cannot know the condition and amount of its contents. This primary packaging is single use, once it is opened, it cannot be used again. Verbal information displayed in the form of company information, barcodes, composition of cake ingredients, composition of nutritional content, production permits, instructions and industry standards owned. This cake is a factory product, so there is no local identity that appears. The image of the cake that is displayed gives the impression of its taste and shape. The illustrations displayed depict the impression of a friendly, family, and light atmosphere. Giving an ipression that this snack is suitable for light, intimate and informal family activities.

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Figure 12. Comparative food packaging showing regional identity

The packaging in Figure 12 is a traditional food packaging of typical heritage from Yogyakarta, namely Bakpia. The cakes are put in a paper box with the size according to the dimensions and the number of cakes. Visual elements are displayed on all sides of the packaging. Includes colors, text, photos, illustrations, local motifs, infrastructure buildings, traditional clothing, photos of the cake-making process, and logos of related agencies. This type of packaging is secondary because it accommodates the packaging inside. Verbal information displayed is in the form of company information, type and taste of cake, barcode, number of contents, company history, composition of cake ingredients, production permit, product tag line, city of origin tag line, Javanese letters, and preserved industry standards. There are many local identities are displayed in this package, namely: regional traditional letters (Javanese Letters), infrastructure monuments, regional clothing, hometown tagline, and traditional motif silhouettes on the sides of the packaging. This packaging is able to display its regional identity so that consumers already know where the product comes from by looking at this packaging. To open the package, it is equipped with an opening and locking system, so there is no need to damage it. Strong packaging material and attractive visual appearance, make it storable and displayable after the contents run out. After the content is empty, the empty packaging can be stored or displayed as accessories.

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Figure 13. Redesign of student assignments for food packaging

Figure 13 is the packaging of gabin cakes produced by students as an assignment to re-design the existing packaging. Packaging of paper with the basic shape of a cube which is cut off the top and front sides, so as to produce a slanted side. The sloping side is given a hole covered with transparent plastic so that you can see the condition and contents inside. The dimensions and shape of the packaging are adjusted to the shape, number and arrangement of the cake. The visual elements displayed are in the form of graphics printed on all over sides of the packaging, including colors, text, illustrations, images and logos according to their designation. Verbal information displayed includes company information, barcodes, composition of cake ingredients, nutritional composition, production permits, instructions industry guidelines and standards. This package is a re-design of the existing packaging from a case study in Samarinda area that is equipped with a regional identity. Local identities that emerge are regional motifs, flora,

fauna, infrastructure, and taglines. The shape of the cake is shown in the image of the cake in the package. The original shape of the cake can be seen from the transparent side of the packaging. This package can be opened and closed without damaging it because there is a folding and locking system. This packaging can be for primary or secondary types. When the contents run out, it can be re-filled again. The packaging displays the unique identity of the region, so that by looking at it, consumers will know where this product comes from. The packaging is capable of displaying the required illustrations, so that it has an additional function that can be displayed for souvenirs other than to accommodate its contents. This package is still in the prototype stage and has not been released to the market. The results of the design have been given to the UMKM(MSEs) and are still in the discussion stage for its continuation. This package is a model study of the results of previous studies, so the results of the analysis are not followed up, as material for comparative studies

The analysis of visual elements was followed by a questionnaire to the respondents. Questionnaires are used to obtain specific data regarding what visual elements need to be developed that can display local identity when viewing product packaging. From the questionnaires distributed, 56 respondents were collected who answered. From the results of data collection of the respondents, obtained the following results.

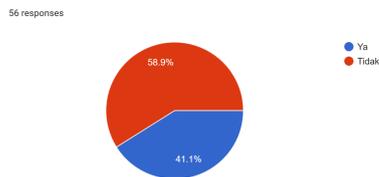


Figure 14. Packaging displays Regional Identity

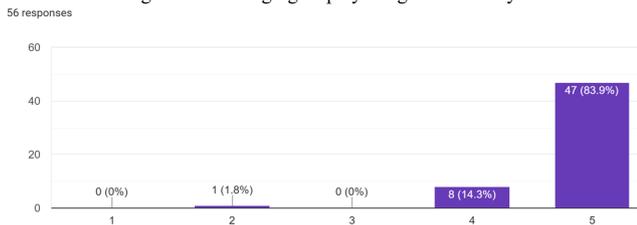


Figure 15. Gabin cake packaging needs to be developed

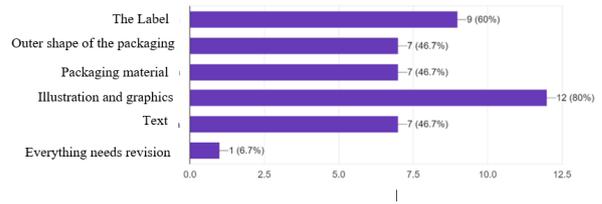


Figure 16. Elements of gabin cake packaging that need to be developed

From the analysis of the research object that has been carried out, the following results are obtained: primary type gabin biscuit packaging which is directly related to the product. The material used is plastic. The packaging is disposable, to open it you have to damage it because there is no opening and locking system. Visual displays that appear in the form of colors, images, illustrations, text and logos. No regional identity has been shown yet, so consumers know where this product is from by reading the information displayed. The packaging of the Samarinda UMKM (MSEs) has almost no changes since the first, but only few of it. This needs to be fostered by the relevant agencies to be reconstructed into a modern packaging, but still maintain its original identity.

IV. CONCLUSIONS

Based on the above study, the obtained data on the packaging of gabin cakes produced by the Samarinda UMKM (MSEs) has not changed since the first. As a traditional heritage cake, the packaging needs to be developed to meet recent styles without losing its original identity, which is able to display regional identity so that consumers will know where this product comes from. This can make the packaging be an ambassador for the region, and the packaging and products can certainly be used as souvenirs from the Samarinda region for visitors who visit there.

The prototype of re-design of the packaging made by students has been tested in the storefront and received positive response from buyers, from the shape and graphics so that it affects the consumer's choice to choose it. The results of this design can be used to help industry players or UMKM (MSEs) of gabin cakes in increasing their production.

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