



Visual Design of Packaging at One Pesantren One Product in Indonesia

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Abstract. Each visual design of product packaging for *Usaha Kecil Mikro dan Menengah* (UMKM) has a characteristic image to be communicated to customers, and there is a visual identity. This article to analyze the elements visual design of product packaging from the One Pesantren One Product (OPOP) Programs. The method used is the content analysis method. The objects of the research are two visual designs of packaging for UMKM products, Nur Al-Ulum from Sukabungur and Roudotul Wildan from Sumedang. The two products represent the UMKM of the OPOP programs in the food business. Data analysis through the study of the visual design elements of the packaging of the two UMKM. Data collection is done through document study techniques, observation and interviews. Data analysis about the visual design of UMKM product packaging is focused on visual communication of packaging based on visual appeal and practical appeal. This research resulted in an understanding of the aesthetic concept of visual packaging design and language rhetoric that connects communication between sellers and consumers. In the consumer's view, the two visual designs of UMKM product packaging are quite attractive in terms of visuals, compared to other products.

Keywords: Visual Design · Visual · Packaging · UMKM

1 Introduction

Visual packaging design has a function to protect and prevent product damage, it is also useful as a means of information and good marketing by making a creative visual packaging design, so that it will look more attractive and easy to remember by consumers or customers. [1] says that the packaging does not only function to protect the product, either from heat, sunlight, humidity or for distribution, packaging is also seen from the artistic and aesthetic side. It is also explained [2] that good packaging can build brand equity and encourage sales. Therefore, packaging has an important meaning in influencing consumers directly or indirectly in determining the choice of the product to be purchased.

Packaging design in *Usaha Mikro Kecil Menengah* (UMKM) is currently often seen by the eye. This is because many packages are not considered and conceptualized with careful planning. For example, the visual packaging design of food which is only wrapped in transparent plastic without any labels or information, gives an unattractive impression. This happens because of a lack of understanding in the packaging design of the UMKM themselves.

UMKM have a significant role in the economic structure in Indonesia. The existence of UMKM is very helpful in economic growth. According to the Decree of the President of the Republic of Indonesia No. 99 of 1998 concerning Fields/Types of Business Reserved for Small Businesses and Fields/Types of Business open to Medium Enterprises or Large Businesses with Partnership Conditions, the definition of Small, Micro and Medium Enterprises is a small-scale people's economic activity with the majority of business sectors being activities small businesses and need to be protected to prevent unfair business competition. Since 2019, West Java has had a program for the development of UMKM products, especially in Islamic boarding schools. The program is called One Pesantren One Product (OPOP). It is expected that every pesantren has at least one product that can generate economic value, improve the entrepreneurship skills of the students. For this reason, it is necessary to have the knowledge and skills of the students in making visual packaging designs, in addition to the knowledge and skills of making products.

Tjipto [3], explains that limited insight and knowledge causes the mindset of UMKM actors in the Kediri area to ignore packaging design. Then [4] in his research explained that UMKM actors had simply redesigned their product packaging, but only slightly boosted their sales turnover. Maybe this is the factor that makes UMKM actors pay less attention to or conceptualize the visual design of packaging.

However, currently UMKM are in the spirit of building economic and business competition to gain profits, market share and total sales. Sellers usually try to outperform the competition by differentiating from price, product and distribution to promotion. With various sales strategies carried out, of course one of the most important parts is the visual design of the product packaging.

UMKM Nur Al-Ulum in Sukabumi and Roudotul Wildan in Kab. Sumedang an UMKM under the OPOP West Java Program. Both were chosen for analysis because they have a pretty good visual in their packaging so it is interesting to analyze further information from the visuals of the packaging. The products sold by the UMKM are food products with quite unique brands under the names Bacimi (Baso Aci Sukabumi) and Kecimpring Kang Santri. The two brands are very synonymous with the simple image of UMKM that always clearly explain the products they sell. The selection of the study on the two UMKM cannot be separated from the visual packaging displayed, from several UMKM the authors curated and chose packages that were quite attractive to produce the two names, namely Umkm Nur Al-Ulum in Sukabumi and Roudotul Wildan in Sumedang.

There are quite a lot of researches on visual packaging, such as the research on Indomie Tempo packaging by [5] in their research explaining the Indomie packaging used around the 80s, analyzed from the attractiveness of the packaging. Judging from the number of analytical researches on visual packaging of UMKM, it is considered rare, the majority are more about redesigning packaging design. As well as research on UMKM packaging carried out by [3] regarding the design of bakpia packaging in the Yogyakarta area, then from his research resulted in a book entitled UMKM Packaging Graphic Design which explains the poor condition of UMKM packaging so that it is designed and redesigned so that it results quite interesting visuals. The research inspired to conduct research on visual design of kemasan on UMKM in West Java in the OPOP

program. This research is important to describe the visual design of product packaging in an aesthetically appealing and communicative way for buyers.

This article aims to analyze the visual design of the packaging of the two UMKM products from the OPOP program in West Java. Visual design analysis focuses on the aesthetic elements of visual design, and visual communication and rhetoric. This is important because packaging is a means of communication from producers to consumers to inform a product.

2 Methods

This research is a qualitative research. The method used is content analysis. The object of research is the visual design of the Bocimi packaging from UMKM Nur Al-Ulum in Sukabumi and Roudotul Wildan in Kab. Sumedang. The research locations are in the area of each UMKM, namely Sukabumi and Sumedang, which was carried out from October to December 2021.

Data collection techniques are observation, literature study and interviews. Observations were made by observing and recording the visual packaging that was used as the object of research, namely the two products of Bacimi and Kecimpring Kang Santri. After the results of the observations, a literature study was carried out, adjusted and analyzed based on the appropriate theories. To strengthen based on the perception of the author of the two products. Furthermore, an interview was conducted with one of the OPOP administrators in the district. Sukabumi. Due to the pandemic conditions, interviews were conducted virtually via Google Meet.

Content analysis is a qualitatively oriented technique, standard measures applied to certain units are usually used to determine the character of documents or compare them [6]. This research focuses on the analysis of the visual packaging design, with elements of art, shape, color, line and the resulting visual image. From the rhetorical aspect of language, word use, word placement in packaging. How the visual image and language attract buyers.

The data analysis technique in this research is triangulation, which combines data from interviews, observations, and content analysis. The data were analyzed through the flow of data identification, data classification, description and interpretation of the data obtained from the visual packaging of UMKM Nur Al-Ulum and Roudotul Wildan.

3 Results

Figure 1 is a visual design of Bacimi's packaging that uses a standing pouch of aluminum foil with a size of 13x20 cm and a content of 200gr which has savory, pepper and haseum flavors. The taste of this bacimi has 3 variants, namely Cuancki, Suki and special bone rangu. On the packaging, Bacimi or Baso Aci Sukabumi uses red and yellow dominant colors, with a curved line separating the upper yellow and red colors. With the product name Baso Aci Suka Bumi in the top center and the Adri Bacimi logo on the top left. On the right side there is an illustration of a product photo and on the left side there is a metaphorical form of an illustration of a burning chili with the words "*sekali comot langsung melotot*".



Fig. 1. Photo bacimi product.



Fig. 2. Photo kecimpring kang santri product.

In Fig. 2, this is the visual design of the Kecimpring Kang Santri packaging, which has the same ingredients as the previous product, namely using a standing pouch of aluminum foil with a size of 13x20 cm and a content of 200gr. The taste of Kecimpring Kang Santri is chocolate with the basic ingredients of cassava. On the packaging, Kecimpring Kang Santri uses chocolate as the dominant product in the upper middle part and on the left side there is a cartoon illustration of santri, with the words “*cemilan mewah harga meriah*” on the right side. Then below is a photo of the kecimpring.

4 Discussion

Product packaging design is the process of creating a product for marketers to sell to their consumers. With a very broad concept, basically the development of effective and efficient ideas through visuals that lead consumers to be attracted to the product itself. Through a systematic approach, product packaging designers conceptualize and evaluate ideas, and turn them into actual product inventions. [1] that packaging is a container to increase the value and function of a product. In the same book he also said that packaging must also have a strategic function that is capable of providing new positioning and attractiveness for a product.

The attractiveness of the packaging is very important in order to capture the stimulus by consumers that is conveyed by the producer. If the consumer is interested in the

product, the consumer is expected to make a purchase for the product. [7] the visual appeal of packaging can be classified into two, namely visual appeal and practical appeal.

Visual appeal refers to the appearance of the packaging or label of a product which includes color, shape, brand, illustration, text, layout. Color is usually used for product identification so that the product in question is different from competing products. Color is also used to attract attention, bright or bright colors will reflect light further than dark colors, so consumers are expected to be more attracted to the product. Color is also used to enhance taste and so on. The form of packaging is usually adjusted to the product. The considerations used are mechanical considerations, sales conditions, display and ways of using packaging. Simple forms of packaging are usually preferred over complex packaging. The shape of the packaging should be easy to see when viewed from a distance. A brand/logo is a sign or symbol as an identification of a product. Brands or logos are used to increase consumer appeal. Brands or logos are seen to increase the prestige or status of a buyer. The brand or logo should be easy to pronounce, easily recognizable, easy to remember, not difficult to describe and not contain negative connotations.

4.1 Bacimi Product (UMKM Nur Al-Ulum)

Visual Appeal

Logo/Brand as Brand Identity. Julianti [1], the development of a logo for brand identity is a determinant of the success of packaging design, starting with the exploration of typography and visual elements that can represent the brand's personality. Then [8] the image of a brand is a unique set of associations that brand holders want to create or maintain. The association states what the brand really is and what it promises to customers.

Bacimi is a brand that is used as a bargaining power to consumers with its baso aci product from the Sukabumi area, in its name it is quite unique because it is an abbreviation of the pronunciation of Baso Aci Sukabumi. The logo used using a logotype is defined as writing the name of an entity designed using lettering techniques or using certain types of letters. The brand used in Bacimi is an abbreviation that is logically easier for consumers to remember, because nowadays people prefer something in the form of an abbreviation to be easy to remember. [8] explains that brand identity is an image that wants to be implanted in the minds of consumers, brand image is part of a recognizable brand.

Color as Visual Image. The colors used in Bacimi products are dominated by warm colors, namely red and yellow, this visually leads consumers to the perception that the product is spicy and hot food. This encourages consumers to buy their products without having to open the packaging first because it has been described in the colors displayed. According to [9], color has the ability to communicate many things including quality, taste, and product ability to satisfy various psychological needs.

Typography as Information and Communication. The typography used in the Bacimi packaging is a pen type serif and script so that it has a good level of legibility. The size

used is also quite good. In some parts of the packaging there are several descriptions of the rhetorical language used in the packaging. The rhetoric is: “*Gurih, Lada, Haseum, “Sekali Comot Langsung Melotot”, “Extra Sambal Geprek”,* besides that there are also flavor variants offered in this product such as “*Bacimi Cuangki*”, *Bacimi Suki* and “*Bacimi Special Bone Rangu* “ In that section it is clear to lead and communicate to consumers that this product has a very complex taste with extra *Ayam Geprek* which has a variety of flavor variants, just one bite will immediately make you glare because it is so spicy.

Illustration as Product Image. In the illustration section of this product packaging, there are two illustrations, namely: the first is a hyperbolic illustration depicted by a chili that looks hot because it is burning by fire. The second is a photo illustration that describes the product itself. From the two illustrations, it is clear the image of a product that is identical to hot and spicy gravy. However, the illustration section of photography is considered less attractive and evocative of consumers, because the display of the food is not so good. When compared to products such as Instant Noodles, in general, illustrations with the composition of the products displayed are quite attractive. Such as Instant Noodles with Chicken Onion Flavor, although in reality not everything is in the product, but the illustration represents the taste in the product and can be a recommendation if served as shown in the picture is more attractive.

Practical Appeal. The practical appeal of the Bacimi packaging already looks quite good, judging from its size which is not too big, protects the product well, and is easy to carry. In this packaging, the drawback is that there is no primary and secondary packaging, of course, a product is needed during the shipping process and when the product is displayed in stores or supermarkets. The packaging material used is aluminum foil with a zipper on the top.

The selection of materials used in this packaging is none other than because of the ease and low price in the production process. The properties of aluminum foil are hermetic, flexible, opaque and resistant to water, air and moisture. In general, this packaging is used for products that need to be protected from sunlight and powder products that are easy to clot. With standing pouch packaging, aluminum foil can protect all kinds of products from the influence of circumstances outside the packaging so that the shape, taste and aroma do not change and will remain the same when they were first packaged.

4.2 Kecimpring Kang Santri Product (UMKM Nur Al-Ulum)

Visual Appeal

Logo/Brand as Brand Identity. The Kecimpring Kang Santri product is a brand of this product with a logotype. However, this can be called a logo or not because the two variables of the brand name are not very coherent between the Kecimpring and Kang Santri texts. However, in the visuals that are displayed, consumers want to display this product as the result of the pesantren. Therefore, the scale of the Kang Santri text is larger than the Kecimpring text.

Kotler [2], brand image is the perception and belief held by consumers, as reflected in the associations embedded in consumers' memories. In this brand what is taken is history where the product comes from Islamic boarding schools and students as icons that appear. The identity that is displayed is clear from the name, something that is quite interesting when viewed from the name has a peculiarity. There are also many brands with historical identities, but having a history can differentiate them from other products such as Mak Ichi Chips, Suharti Fried Chicken and other products.

Color as Visual Image. According to [9] the presence of color on the packaging is an information on the product, whether from the product material, product color, product taste, or product efficacy. The color of this product is identical to the dark colors, namely brown and black. Conceptually, it is good enough to lead consumers to perceive a chocolate taste from this product. However, the brown color is too domineering so that when we look at it will look like a monochrome. If you look at marketing and display it with other products, this product will sink because the intensity of the color is not so striking, too safe with a monochrome color arrangement. Packaging has various purposes, mainly because consumers do not want to waste time just to be able to find a product [10].

Typography as Information and Communication. In the packaging of this product, the typography used is the type of serif and script, but the font used is quite a lot, namely by using 4 fonts. The size of the typography in use is not so good as well as the composition. However, it is interesting in communication from what is offered through the rhetoric of the language such as “*Mewah Harga Murah*” snacks, in persuasive words that encourage people to buy luxurious snacks at affordable prices enough to attract attention. However, the scale of the typography is less pronounced.

Illustration as Product Image. The illustrations displayed in this package are illustrations with figures of Islamic boarding schools and photos of chips/products. Visually it is not so directed and the delivery is so straightforward it is not implied. Because the *santri* figure does not have to be re-appeared because even in a name it is clear when reading from the brand it will be imagined that this product is made by santri. If the *santri* figure wants to appear, it can be included in a logo or not, it doesn't matter.

The photo section is less interesting because it only shows the illustration of the chips themselves without any visual exploration. Just like making digital imaging that combines chips with melted chocolate will be more visually appealing.

Practical Appeal. The practical appeal of the Kecimpring kang Santri packaging already looks quite good compared to the previous product, namely Bacimi, judging from its size which is not too big, protects the product well, and is easy to carry. In this packaging, the drawback is that there is no primary and secondary packaging, of course, a product is needed during the shipping process and when the product is displayed in stores or supermarkets. The packaging material used is aluminum foil with a zipper on the top.

The selection of materials used in this packaging is none other than because of the ease and low price in the production process. The properties of aluminum foil are hermetic, flexible, opaque and resistant to water, air and moisture. In general, this packaging is used for products that need to be protected from sunlight and powder products that are easy to clot. With standing pouch packaging, aluminum foil can protect all kinds of products from the influence of circumstances outside the packaging so that the shape, taste and aroma do not change and will remain the same when they were first packaged.

4.3 The Advantages and Disadvantages of Both Visual Designs for Product Packaging for UMKM

Looking at the two packages of Bacimi and Kecimpring Kang Santri, visually and narratively, the visual appeal and practical appeal of the two packages have been described thoroughly. From the two packages, if visually and in the form of packaging, it is still not completely ideal to become a product packaging. However, we need to appreciate all the efforts made by UMKM to offer a product with packaging that is technically not done by a Graphic Designer. This is a problem that has become an open secret in UMKM, from limited capital and human resources.

These two products have similarities in naming brands that take from the history of the place and subject of business actors. Bacimi is taken with the identity of Sukabumi City with abundant natural resources in terms of food, as well as the culture of the people who like traditional food that has a spicy taste. Furthermore, the Kecimpring Santri with the history of a Pesantren that appears is a male Santri called kang santri.

When comparing Bacimi's packaging with Kang Santri's Kecimpring, objectively, Bacimi's packaging is more complex and attracts more attention. From the design layout to the visual elements displayed on the packaging design, the packaging concept is focused. Although visually there are similarities with the visual packaging of instant noodle products, this is not a significant problem because in the field of food packaging it is a story that keeps happening. As explained by [10] that food categories are stuck to be "similar to each other". This happens because the food industry players do not want to take risks in attracting consumers.

Hendrikus [11], argues that rhetoric is the art of speaking. The art of speaking in packaging is displayed in the form of text which in a message has the aim of attracting consumers or the public to buy the product. The rhetoric of the language displayed on the Bacimi packaging, is more directed to the flavors in the product so that consumers can imagine the taste in the product. This is in contrast to the Keripik kang Santri product, whose rhetoric is more about affordability, not the taste of the product itself. The rhetoric used by the two is clearly different because the Unique Selling Proposition (USP) strategy is also different. According to [9] USP is a competitive strategy that enters the competition by looking for product features or uniqueness that competitors do not have. In its development, USP is also known as brand positioning. According to [12] in Pujiyanto, positioning is accepting perceptions as reality and then restructuring these perceptions to create a product or brand position in the minds of potential consumers. The position of the bacimi product is spicy meatball aci food by making it easier to cook it. Meanwhile, Kang Santri Chips are positioned as snacks with a sweet taste.

The relationship between visuals and language displayed in both packages provides a clear understanding of the purpose of the product. Where both language and visual elements provide an interaction called communication. [13] argues that visual communication language has a very special potential in conveying a message. The message conveyed on Bacimi products, between the visuals displayed, both colors and illustrations/photos, and the language conveyed through text provides a clear understanding. Writings such as "Gurih, Lada, Haseum" and "Sekali Comot Langsung Molotot" with red visuals supported by the illustration of "burnt chili" give the reader the perception that the product is spicy. Furthermore, the visuals and language used in Kecimpring Kang

Santri, between the language displayed through the text “Cemilan Mewah Harga Meriah” and the visuals of the santri characters. The character looks cheerful, in accordance with the communication of the message to be conveyed in the text using the word “meriah”. Even though wearing black and other dark colors doesn’t mean it’s not cheerful, the use of dark colors just wants to show the identity color of brown itself. Illustration of a product that is presented in a visual/non-visual form is a strength to introduce the product [14].

The language of the text displayed in both packages provides a communication that conveys how it can be digested and interpreted by the public. Communication itself is a process of generating meaning in general and not of processing the meaning of messages only [15]. The use of the language used is not so complicated and difficult, because it uses everyday language so that it is easy to catch the messages communicated through the packaging.

5 Conclusion

The two UMKM product packaging from the West Java OPOP Program are both aesthetically and visually quite attractive, although in terms of the composition of the placement of visual packaging objects in the Kecimpring Kang Santri product, it is felt to be lacking. In addition, rhetorically in the packaging, it can be conveyed in a straightforward manner through the texts displayed in the package. Because a package functions not only as a wrapper, but as a communication medium that directly interacts with the public/consumers so that they are interested in buying it.

In terms of visual appeal and practical appeal, this packaging has its own characteristics. Although practically both of these packaging materials are the same as using standing pouch aluminum foil material, which is materially quite easy to produce. The visual appeal is that it has its own charm, Bacimi visualizes the identity of spicy taste by visualizing colors and images directing consumers to the sensation of spicy taste. By imaging the red and yellow colors that are identical to the warm and spicy taste, as well as the image the same as imaging the spicy taste sensation in the illustration of the chili image. So that it attracts the attention of consumers who like spicy food. Furthermore, the visual appeal of the Kecimpring Kang Santri packaging is to display the identity of chocolate which is identical to the color brown. Then, by displaying cartoon illustrations of students which are segmented for children and teenagers who like chocolate snacks.

Packages with good or bad categories have a visual concept that they want to convey to their consumers. Because every business actor has a vision and mission in promoting their products. However, not everything is visually realized, because understanding of design is very lacking.

Weaknesses of the two packages, of course, exist, namely in terms of layouting and placement of visual objects and the text is not very understanding in visualizing them. Of course, in terms of redesign, it is very necessary, because in addition to providing a good identity for the product, it can also provide a way to maintain its business by displaying visuals on the packaging. Apart from these two products, there are still many OPOP program product packages that are still far from being suitable for packaging. Therefore, this research needs to be followed up on the packaging of UMKM products

for the OPOP Program for the sustainability of Micro, Small and Medium Enterprises. Because one of the values that elevates a product is packaging.

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