

DEVELOPMENT OF REGIONAL LEADING PRODUCT PACKAGING DESIGNS IN PREPARATION FOR THE GLOBAL MARKET

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ABSTRACT

The regional specialty products based on local identity is a government program that is intended to introduce products unique to the region to be sold to the market. Regional specialty products have a potent value because they can incorporate local identities that can penetrate global markets. Noodle Crackers is one of the specialty products originated in the region of Bogor, specifically in the Karadenan village. The conventional marketing, meaning that it is only distributed to Greater Jakarta areas, makes Noodle Crackers only to be produced during the fasting month of Ramadhan. Aside of that, the production decreases annually due to the lack of interest in the market outside of the fasting month. This resulted in the sale of Bogor Noodle Crackers to tank and affecting the production capacity, decreasing the revenue further every year even though the export market is a potential market for this Noodle Crackers. This paper discusses the effort in introducing the Noodle Crackers, specifically the “Kembang Matahari” brand, in order to bring the global market’s attention using a qualitative approach. The effort includes the logo and packaging design for Noodle Crackers as a part of its distinct visual identity within the global market. The results shown in this paper are the logo and the packaging meticulously designed for Noodle Crackers to prepare this regional specialty product in entering the export market, becoming one of the reliable international businesses in the Karadenan Village, Bogor.

Keywords: Regional Leading Products, Visual Communication, Packaging Design, Noodle Crackers

INTRODUCTION

Local products have the potential to thrive in the global market by incorporating a strong local identity. However, many local products in Indonesia lack the vision to introduce themselves to the international community even though they have a strong identity which is unique to their own region. This paper will discuss the effort done for Bogor Noodle Crackers business as a local product in Bogor to be known by the public at large, within and outside the country, becoming the specialty product of the Bogor regency.

Kerupuk or crackers is one of the complementary foods that have different characteristics from one region to another. Each region in Indonesia boasts a distinct form of crackers which is known locally. One of the notable examples is *Kerupuk Padang*, crackers which are widely produced in the Padang

region and has been known to be a distinct souvenir for the tourist visiting the area. Bogor also has crackers which is considered as a distinct commodity that is mass produced in the Karadenan village, known as *Kerupuk Mie Bogor* or Bogor Noodle Crackers. However, due to the conventional marketing, the crackers from Bogor faced some difficulties compared to the widely known crackers from other region.

This conventional marketing influences the overall sale of Bogor Noodle Crackers. The crackers will only sell well during certain months, especially in the fasting month of Ramadhan since Noodle Crackers has achieved an intimate status of becoming one of the snacks consumed to break the fast. However, this is only applied to the people living in the Greater Jakarta area because of the scope of its conventional marketing strategy. Even though Bogor Noodle Crackers have a great opportunity to develop a bigger market, for example at the National and International level, the conventional marketing strategy, especially the lack of branding limits its potential to compete in the market.

As a regional specialty product from Karadenan, Bogor, Noodle Crackers has become one of the pillars supporting the livelihoods of the surrounding population. This could be easily seen by visiting the region, in which throughout the Karadenan Village, many sun-dried crackers are left drying in front of the houses there. These sun-dried crackers then will be processed in the home factories located throughout the village. One of them is the "Kembang Matahari" Noodle Crackers Factory which has been operating from 1977. "Kembang Matahari" Noodle Crackers has been registered as MSME in Karadenan Village, Cibinong District, Bogor Regency. The owner of "Kembang Matahari" Noodle Crackers is Solihat, a 40-year-old citizen of Karadenan Village which inherits the factory from his mother. There are about 25 employees of the "Kembang Matahari" Noodle Crackers Factory who are generally elderly females (Yayah, *et. al.*, 2019).

Although Noodle Crackers has become a popular snack during the fasting month of Ramadhan, the Noodle Crackers trend is generally not very good in the wider community. In 2018, their cracker sales, especially those produced by "Kembang Matahari" Factory, are declining. In addition to the rarity of stalls that are willing to sell the product, there are also imitation products floating around. The imitations have the same form of crackers, but the quality provided is not the same as the production of the "Kembang Matahari" Noodle Crackers Factory. Less optimal marketing makes "Kembang Matahari" Noodle Crackers widely imitated and ultimately reduces sales. Furthermore, in terms of branding

strategy, the "Kembang Matahari" business owners do not pay close attention to the importance of a distinct visual identity, especially in the form of logo and packaging. This blunder further brings a negative impact, giving a less than maximum effect in sales. Moreover, since there is no vision and prospect to bring the products to the export market, the declining sales made Bogor Noodle Crackers to be only produced mainly in the fasting month of Ramadhan (Field observations in July 2019, at the "Kembang Matahari" Noodle Cracker Production plant, Karadenan, Bogor Regency).

Bogor Noodle Crackers are generally marketed in the Greater Jakarta area, but the market has seen a slight expansion in around the island of Java and some areas outside Java, such as Medan, Palembang, and Padang. However, until now, there has been no Bogor Noodle Crackers manufacturers that are able to expand their business and penetrate the export market. This has been mainly due to the lack of branding strategy, especially in the form of logo and packaging design. Thus, as an effort to introduce noodle crackers the export market, this paper will discuss the branding strategy of "Kembang Matahari" Noodle Crackers in trying to penetrate the export market by creating a distinct logo and an attractive packaging.

Visual communication design is the study of the concept of communications and expressions of creativity, which is applied in a variety of visual communication media by processing graphic design elements consisting of images or illustrations, letters, colors, composition, and layout. Everything is done in order to convey messages through visual, audio, and audio-visual media to the intended target (Tinarbuko, 2015).

The main core of design is to transform or reshape the artefact and the environment, and more broadly the people themselves. Design is also a problem-solving activity in the form of visual works, a strategic conception for handling problems, and the factors that build technological innovation in social activity, cultural dynamic, and economic change (World Bank, 1999). Design is a creative activity that reflects the diverse forms of quality, process, and systems like an interconnected circle. From this understanding of design, it can be understood that "Design" is not only an understanding of practice/applied, but it can also touch on material and human aspects, physical and non-physical, concrete and abstract, body and mind, material and non-material, and tangible and intangible so that the data obtained becomes very broad in scope and involves sensory data, awareness, unconsciousness, feelings, emotions, ideas, concepts, intuition, even the abstracts in the form unspeakable or unexplained things.

Packaging is the first construction consumers will see when they get in touch with a product. Design is a word that exists in many contexts, including graphic design, fashion design, interior design, engineering design, product design, and industrial design (Walker, 2010). According to Sutrisno, K. *kerupuk* or crackers is a type of snack that has a volume development to form porous products and has a low density during the frying process (Koswara, 2009). The development of crackers is a process of sudden expansion of water vapor in the dough structure so as to obtain a product whose volume expands and is porous. There are many types of crackers, for example fish crackers, shrimp crackers, noodle crackers, rice crackers, and vegetable crackers. Generally, there are three known types of crackers, namely: (1) Based on the flavoring ingredients used in its processing such as shrimp crackers and fish crackers; (2) Based on the processing method, the appearance, and shape of crackers such as noodle crackers and rice crackers, and; (3) Based on the place or the area where the crackers are produced such as Sidoarjo crackers, Surabaya crackers, and Palembang crackers (Koswara, 2009). Noodle crackers are crackers which are distinguished based on the appearance and method of processing. Noodle crackers are formed from sheets of noodle-shaped dough arranged or printed to form a circle.

METHOD

This study uses a qualitative approach which resulted in the design of visual identity for Bogor Noodle Crackers in the form of logo and packaging design. The making of the packaging for Bogor Noodle Crackers is based on the Walker aesthetic concept which consists of several steps. The first step is to start the packaging design by looking at the shape of the previous packaging. The existing Noodle Crackers package only use a simple plastic wrap with a label attached as seen in figure 1.



Figure 1: The existing packaging design for Noodle Crackers.

The second step is to understand the strengths of Bogor Noodle Crackers by conducting observation and in-depth interviews to map the possible direction of the logo and packaging design in accordance with the identity of the "Kembang Matahari" Noodle Crackers. The location of the observation was in the Karadenan area, Bogor Regency.

RESULT AND DISSCUSSION

The basic ingredient used in making Noodle Crackers is tapioca. Bogor is one of the largest tapiocas producing regions. Geographically, Bogor is an area which is overgrown with plants including cassava in which the tapiocas are made from.

As a regional specialty product that has long been established since 1977, "Kembang Matahari" Noodle Crackers has survived many hardships as a local MSME. "Kembang Matahari" Noodle Crackers' employees and makers are generally elderly citizen over the age of 40 years. For them, noodle crackers are a source of income. Even the tools used in making noodle crackers are still conventional. The volume of production is large and sustainable, as evidenced by the high competitiveness of the product which spurs the development of other commodities (Interview with Solihat, manager of "Kembang Matahari" Noodle Crackers, Karadenan, Bogor on 12 August 2019).

Although mainly consumed in the Java region, there is an untapped potential for noodle crackers in the export market. As an effort to introduce "Kembang Matahari" Noodle Crackers to the export market, there is a need to develop a distinct visual identity in the form of logo and packaging design. This is consistent with what was conveyed by Arlinda, the Director General of National Export Development of the Ministry of Trade of the Republic of Indonesia. As reported by Bisnis.com (23/4/2018), Arlinda said that, "Since 2016, the ministry has established the Indonesian Design Development Center (IDDC) to develop domestic business potential in order to create the best packaging and to be able to penetrate the export market". The ministry claimed that in addition to improving product quality, entrepreneurs can make an innovation to design the packaging or appearance of the products being sold. The result is believed to provide added value to the price of the product. Arlinda further said that, "If it has been designed, the price is sure to be more expensive. We try to provide assistance to MSMEs. When we started, we provided assistance and how to make attractive packaging".

According to Tambunan dan Nasution (2006) Bogor Noodle Crackers has a potential as a regional specialty product based on many criteria, which are:

- Made from local ingredients
- Compatible to the potential and conditions of the region
- Has a broad market
- Able to absorb enough labor
- A source of community income
- The production volume is large and sustainable
- Unique to the region
- Highly competitive
- Spur the development of other commodities

The regional specialty products based on local identity is a government program that is intended to introduce products unique to the region to be sold to the market. Regional specialty products have a potent value because they can incorporate local identities that can penetrate global markets. Therefore, the design of "Kembang Matahari" Noodle Crackers packaging will be able to strengthen the noodle crackers as one of Bogor specialty products. The "Kembang Matahari" Noodle Crackers packaging was designed through an aesthetic approach developed by Walker, an approach that specifically emphasizes aspects of art and design in relation to aesthetic appeal (Walker, 2010). The approach is also meant to bring brand awareness when constructing the packaging design.

Brand awareness is a general goal of marketing communications. High brand awareness is expected so that whenever a related condition arises, the brand will be brought back from memory which will then be considered as various alternatives in decision making (Hadiprawiro, 2018). One of the driving points in developing brand awareness within the public mind is the design of the logo. Logo acts as one of the visual elements that represents itself to be known to the public in general (Dawami, 2017). It can be seen simply from the label used by "Kembang Matahari" Noodle Crackers shown in figure 1 that the logo on the label is less attractive to the public. This becomes a problem since a memorable logo is needed in order for the brand to be properly acquainted visually with the general public (Dawami, 2017).

The existing logo of "Kembang Matahari" Noodle Crackers consists of only typographic visual elements in the form of text with serif type fonts. This serif type is used as the brand name of Noodle

Crackers which consists of the text "Kerupuk Mie" and "Kembang Matahari". The logo used a black and white photo of sunflower as the main identity of the brand "Kembang Matahari" which literally means sunflower.

Based on the existing logo, this study tried to make an alternative to the logo so that the original identity of "Kembang Matahari" Noodle Crackers was not lost. The concept on "Kembang Matahari" which means sunflower are made by stylizing the original photo of sunflower into a 2D graphic form with a shape resembling the noodle crackers in the middle of the flower. The design concept was created with the vernacular approach. Etymologically the word "Verna" comes from Latin which means home born slave (Nuttgents, 1993). In Latin, "Vernacular" means native (Sani, Supriyadi, and Rukayah, 2015). In linguistics, vernacular refers to the use of language for a particular time, place, or local group. The concept of the vernacular logo of "Kembang Matahari" Noodle Crackers was created with features resembling the graphic design of the olden era of Indonesia. The newly designed logo which is formed in accordance with the concept of vernacular can be seen in figure 2.



Figure 2: Comparison between the existing and the newly designed logo for "Kembang Matahari" Noodle Crackers

After establishing a newly designed logo, the next step for the branding strategy to introduce "Kembang Matahari" Noodle Crackers is designing a proper packaging. The packaging design concept is based on the word "Asli" (original) which can be found in the newly designed logo in figure 2. This concept is shown using the ornament taken from the logo that has been designed, creating a unique pattern in the packaging. The structure of the packaging conforms to the concept of 'Asli' which can be seen through the choice of material as well as the selection of economical packaging forms. This newly designed packaging can be seen in figure 3.



Figure 3: Packaging design for "Kembang Matahari" Noodle Crackers.

CONCLUSION

Bogor Noodle Crackers is a specialty product of the Bogor region which has the potential to become a part of export commodities to improve the economy in the Bogor area. Unattractive packaging makes "Kembang Matahari" Noodle Crackers impossible to penetrate and compete in the export market. As a part of community service program, this study provides a solution related to the branding strategy in the form of logo and packaging design in accordance with the identity construction of "Kembang Matahari" Noodle Crackers.

The concept behind the logo and packaging design was sourced from existing information in the field, giving them a strong identity in accordance to the local value. The locality is adopted using the original concept, which is reflected in the vernacular logo design, as well as the shape of the regional concept by displaying an ornamental pattern and the use of brown colored material in designing the "Kembang Matahari" Noodle Crackers packaging. This newly designed logo and packaging is expected to increase brand awareness about the regional specialty products of this area which is the noodle crackers. Thus, this study has the implication on the expansion of this regional specialty product to the export market, introducing the product to the global market as a potential target of the noodle crackers which will bring a positive impact on Noodle Crackers specifically and the livelihood of the community in the Karadenan Village, Bogor Regency in general.

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