

Redesigning the Visual Identity of Local Product Through Packaging Media: Baranahan Pangalengan Caramel Milk Candy

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Abstract. Local products are economic potentials that need attention from their development. Along with increasing human needs, the need for product variety is mostly met by products originating from local businesses. One of them is a snack product produced by Baranahan. Unfortunately, there are several things that hinder the development of Baranahan's products, such as “product image” and packaging materials that still look similar to those of its competitors. This condition is certainly interesting to research and then solve the problem. The method used is the mix method, with a qualitative approach to gain insight into consumers and product images, as well as communication methods to convey product images to the target market. This study resulting consumer insights that demand quality assurance, ease of carrying, and value of products as souvenir commodities. Consumer demand and product image can be displayed through packaging media that can represent this. Packaging can act as a representation of producers who communicate directly with consumers. The design of packaging elements is included in visual identity, including logos, colors, typography, illustrations, to the form and packaging materials. In the final stage, the research produces a packaging design prototype that can convey the image, product identity, and fulfill consumer demand based on daily activities. Not only primary packaging, this research also produces secondary and tertiary packaging. The results of this achievement are expected to be used as study material for designing other local products. Become an alternative reference in the process of designing local product packaging.

1. Introduction

The visual identity of the product is an absolute prerequisite for recognition. Without it a product will not have competitiveness, it cannot even be called present. With identity, consumers can differentiate, recognize, and then feel attracted to consume [1]. The phenomenon of local products in Indonesia, which are mostly produced by traditional micro companies, has limited access to marketing and design knowledge. This condition will certainly make it difficult for these entrepreneurs. Its products are threatened to lose competitiveness with large-scale businesses. Baranahan, as a producer of snacks

souvenirs from Garut, West Java, cannot be separated from this problem. Based on preliminary observations, the visual identity of Baranahan's products is less effective. Having a design that is similar to its competitors, does not guarantee quality, nor does it convey product advantages, see Figure 1. This makes some consumers confused and thinks caramel milk candy is made from one brand to another similar product. This condition is very unfortunate because Baranahan's production capacity tends to continue to increase, its widespread distribution, and high economic potential. If there is no change, it will have an impact on disguising the identity of the product so that it can weaken its competitiveness. This phenomenon is certainly interesting to study further as a model for developing product images through visual identities on packaging. So that getting references about efforts to build local product images, including extraction of product images, consumer insights and demands, and visual communication processes.



Figure 1. Baranahan caramel milk candy packaging.

Many previous studies have studied the topic of packaging. Svanes et al examined packaging materials and their impact on a sustainable environment [2]. Interestingly, as Svanes, Steenis et al also examined packaging materials, although packaging materials have a large impact on waste and pollution, consumers are more influenced in aspects of product purchasing decisions and perceptions of product quality [3]. Meanwhile, the discussion on how a packaging gives consumers the desire to buy through the basic form of packaging was expressed by Kotnowski et al [4]. Kotnowski et al was investigated how the form of cigarette product packaging was associated with the attractiveness of adolescents to consume it, even though the packaging materials were the same. Rebolar et al stated that there are expectations and desires of consumers to buy between visual packaging and consumers on gum packaging [5]. This opinion is in line with Kuniawan's opinion which concluded that the design of a product will provide a mindset in society so that it is influenced by product design [6]. In another study, studies on the value of nostalgia between products and consumers were also investigated by Chen & Chun [7]. Chen & Chun argues that visual packaging can provide a sensation of experience as well as memories.

From those findings, this study will try to combine them into a comprehensive design process. Regarding the process of building product image and value through packaging. To achieve good results, this study uses mixed methods. Qualitative approach is used to explore Baranahan product images and consumer insights that lead to consumer demand. In the next stage, communication strategies and creative strategies will be used to convey product images through visual packaging.

2. Methods

This study uses a mixed method between qualitative and the application of communication strategies in packaging design. Qualitative methods are used to explore consumer insights, so that it can be seen what the target market wants. This method is also used to explore product image data to be conveyed to consumers. Data collection was conducted through direct interviews with consumers and producers of Baranahan caramel milk candy to obtain more in-depth data. This method has been used by Eberhart and Naderer while studying consumers' sustainable purchasing behavior on personal care products [8]. Respondents interviewed were target market aged 27-40 years, men and women, and were in the middle economic segmentation. The selection of respondents is based on preliminary

observations about the majority of tourists who shop for souvenirs and snacks in West Java. In addition, according to the owner of Baranahan, middle and upper-class economic people often visit or buy their products. Interviews with Baranahan were conducted with business owners to avoid information bias. Even though they are classified as small and medium enterprises, they still have limited human resources who understand the fields of marketing and product knowledge. Most of the employees are filled by workers as technical producers only.

The next method is part of the packaging design process. Interview data will be processed in such a way, compressed to obtain core data in the form of consumer insights and product images. Then the data in the form of "words" will be translated into a visual form, in accordance with the product packaging design rules. According to Klimchuk and Krasovec, visuals on products are no less important because they greatly affect the effectiveness of the product so that it will display a different image from the others [9]. Packaging will be made in accordance with the elements and factors that exist in packaging such as communication through product image, aesthetics, identity, ergonomics, and safety and materials.

3. Results and Discussion

From the qualitative method through interviews with the target audience and the owner of the Baranahan Caramel Milk Candy, there are several things that can be used as references in the design of product packaging. Data gathered from the target audience are consumer profiles, trips, insights, and product expectations. While the data from the producer of Caramel Milk Candy is a product image.

3.1. Consumer Insight

The current consumer insight is to think of Baranahan caramel milk candy as the same product as the others because of the same appearance, the absence of a strong image on the product. Even though the Baranahan caramel milk candy has a quality product with a very good taste, unfortunately the packaging has the same appearance as the other products. In addition, the Baranahan caramel milk candy does not have a "sweet" taste and does not give the candy packaging an image. In addition, there are consumer concerns if the packaging material makes the candy melt easily. Another thing is the product packaging which cannot be closed anymore, it is feared that the caramel milk candy will be easily contaminated and eventually wasted. This perception is in accordance with van Rompay et al when testing the effect of visual packaging on consumer perceptions. The study concluded that a 'healthy' display of packaging can inspire a 'healthy' product experience and that the effect of packaging display on taste evaluation is highly context-dependent [10].

Apart from exploring consumer insights, this study also succeeded in knowing the daily consumer journey. This is considered quite important as strategic data to create the right marketing strategy. Researchers and designers can use it as a foundation in creating the right forms of packaging and marketing tools for target market daily activities. According to Kojo, Heiskala, and Virtanen, consumer journeys are used to understand thoughts, feelings and attitudes when using products, namely through activities and activities undertaken as well as steps or physical contact and touch at various points in time [11]. Based on the contact point data obtained, the optimal potential form is a form of packaging that is not too large, easy to carry for a walk, and easy to open and close again. In terms of visual design, the most suitable colors are warm colors that are also cute, and the optimal illustration is a relaxed atmosphere, not serious, in other words 'humorous'. This is based on the dense activity of the target market and the tendency for time to consume products. The daily activities of the target audience show that consuming snacks is something that is quite often done when relaxing at home, during breaks, while watching TV, and when gathering with family or friends, see Table 1. The marketing media that have the greatest potential for influence are digital media, advertising on social media, and radio. However, media marketing tools will not be discussed in this study.

Table 1. Consumer Journey

Time	Activities	Place	Point of Contact
04:30-05:00	Waking Up	Bed Room	Pillows, mattresses, blankets, calendars, clock, cellphone.
05:00-06:00	Preparing the day's activities	Home	TV, calendars, clock, cellphone.
06:00-07:00	Go to work / school	Road City	Watches, cellphones, social media, billboards, banners, flyers, radio, packaging, magazines, newspapers.
07:00-12:00	Office / school hours	Office or School	Watches, TV, internet, magazines, newspapers, handphone, bulletin.
12:00-13:00	Break		Watches, cellphones, social media, billboards, banners, flyers, radio, packaging, magazines, newspapers.
13:00-16:00	Office/school hours		Watches, TV, internet, magazines, newspapers, handphone, bulletin
16:00-17:00	Back from work / school		Watches, Handphone, social media, billboard, banners, flyer, radio, packaging, magazines, newspapers.
17:00-18:00	Private Time		
18:00-21:00	Hanging with families / friends		Watches, handphone, social media, billboard, banners, flyer, radio, packaging, magazines, newspapers.
21:00-23:00	Rest		

3.2. Product Image

Baranahan caramel milk candy is spread in several areas in West Java, Pangalengan, Lembang, Ciwidey and is marketed throughout West Java. Apart from being distributed and marketed in West Java, it is also distributed to Sumatra. However, the largest portion remains in the West Java region, because it is a typical snack from this area. The habit of Indonesian people to bring souvenirs as a sign of kinship with friends and family makes Baranahan a commodity with great potential to be developed. The value as a typical snack is the main point to be conveyed to the target market through the visual style that will appear on the packaging. Ford, Crawford, and Hasting stated that it is a good marketing strategy to describe the value and behavior of use on packaging [12]. In addition, other values are the delicious taste of the combination of caramel and milk, hygienic products, and casual companions.

3.3. Communication Strategy

The visual identity media on the Baranahan packaging used in this design aims to convey the image of the product effectively when viewing the product. Among them are guaranteed cleanliness, high quality, with a sweet and savory taste more than others. Through a different look from other similar products. Visualization on the packaging is expected to provide an overview of the product, such as the function and meaning of the product. Later, it will have an impact on a strong image. Provides a strong impression and understanding of the product image through visual packaging. Wang stated that attitudes toward visual packaging directly influence consumer-perceived food product quality and brand preference [13].

The visual on the packaging is not only an attraction but also as identification in the form of structures, shapes, materials, mascots, and illustrations. Therefore, a material that can accommodate them well and is easily found in the local market is needed. The packaging material used in the primary packaging is art paper, which is one type of cultural paper art. The packaging uses the form shown in Figure 2. This design is based on the opinion of The Dieline, this shape has an edge structure at the corner of the box that is curved and indirectly gives the impression and feel that is soft and easy to close again [14]. The edge of the box is angled apart from other standard boxes which keeps the packaging great during distribution, easier to transport, and also attractive in retail display appearance.

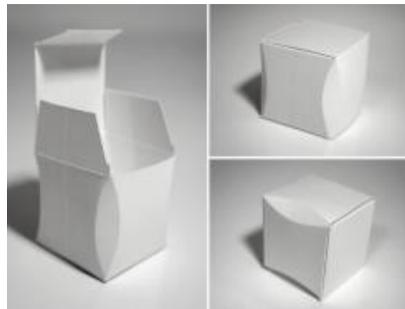


Figure 2. Curved Corner Box.

3.4. Design Concept and Media Strategy

3.4.1. *Copywriting.* One of the creative strategies used is to use copywriting in the form of the tagline “caramel can't stand...”. The purpose of this tagline is to stimulate consumer desire to try a product by highlighting its caramel content. In addition, there are several other taglines used in other supporting media to promote new packaging. The tagline "New Packaging Is More Fun" is intended to provide direct information about the new packaging for Baranahan caramel milk candy that suits consumer desires. The tagline "New fun is even more exciting" means to highlight the new features in the pack. "What's new is better" means guaranteeing better product quality. "The new packaged milk caramel ingredients bring new fun" means to tell you that with the new packaging there is no worry if the caramel milk candy melts easily and the product does not can be closed again.

3.4.2. *Visual design.* This packaging design uses a visual style in the form of cute cartoon illustrations, inspired by Brie and Camembert packaging, designed by branding agency specialist You Style, see Figure 3. The designer of this package is named Voronov Ales. Packaging Design Brie and Camembert develop constructive packaging designs that are inspired by products on the American market. This design was chosen as a reference for visualizing high-quality nutritional content and caramel content. In addition, the mascot refers to the work of Fil Dunsky who is an illustrator and character designer from Saint Petersburg Russia, see Figure 4. Fil Dunsky is already a member of the Russian Illustrator team. Fil Dunsky always creates illustrations and character designs for several products including Danone, Kinder, Panasonic, Pepsi, Etisalat, Wrigley and Heinz, McDonald's.



Figure 3. Brie & Cucumber packaging.



Figure 4. Danone Fill Dunsky packaging.

The packaging media in this design is made in several forms according to the appearance needs of retailers, distribution and warehousing. The primary package consists of 3 packages with sizes between 200 grams, 250 grams, and 500 grams. The 200 grams package has a size of 10 cm x 12 cm, with a 6 cm cover; size of 250 grams is 12 cm x 12 cm and has 6 cm cover; and package size for 500 grams is 22 cm x 12 cm, has 6 cm cover. The three of them use a square shape as their basic form, see Figure 5 and Figure 6. The packaging contains the visual product name, mascot, illustration, typography, content or web, composition and list of ingredients, halal label, number from BPOM / PIRT, name and address of producer or importer, production code on the product, product expiration date, nutritional value contained in the product, product delivery instructions, product usage instructions, product net weight, barcode on the product, and instructions for use.

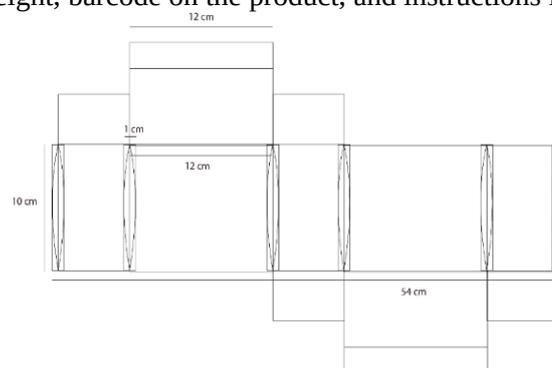


Figure 5. 200 grams pack form.

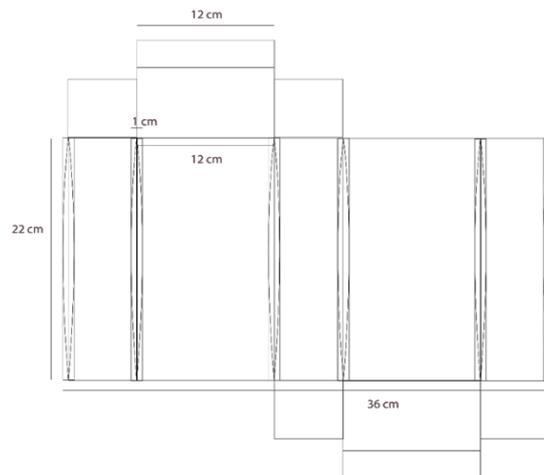


Figure 6. 500 grams pack form.

3.4.3. *Layout.* The priority of reading direction in this design layout starts from left to right, as has been done by all Indonesians. While the layout is oriented towards a symmetrical disposition, changing the components on the front side in a balanced way. Balance requires a layout measuring color, direction, and other attributes. The weight evenly distributed in this design layout refers to the title and body text. Gagnan and Badie stated in their study that the symmetrical disposition of information items reduces visual complexity which can result in optimal communication between products and consumers [15].

3.4.4. *Typography.* Typography in this packaging design is closely related to other visual fields or elements. In order to have excellent readability, it will provide information that can be captured directly by consumers. Typography in this design uses 3 types of fonts, the brand name 'Baranahan' uses a typeface made specifically for this design, which is taken from several keywords from caramel milk candy; sweet, sticky, chocolate, and melted, as shown in Figure 7. The decorative font was modified from the Holiday in Monday, designed by Dikas Studio to obtain a commercial license. Fonts must be tailored to the needs such as brand name, title, and body text. The body text and headlines use the Chewy Caramels which designed by Hanoded; licensed 100% freeware; to emphasize the "cute" impression. In addition, the nutritional value information label uses the Helvetica font. Its use is motivated by ease of reading, considering that the nutritional value information is made quite small. This font was designed by Max Miedinger and Eduard Hoffman in 1957 under a 100% freeware license.



Figure 7. Design Result of Baranahan trade mark

3.4.5. *Illustration.* Packaging design illustrations generally visualize the instructional information on the steps in the guide to make them look more specific. According to Silayoi and Speece, a good illustration on the packaging can generate positive associations that can generate a desire to buy [16]. Currently we need a packaging design that uses an illustration as one of the reinforcements on the

product display. Illustration is an image that is used as an explanation or a specific purpose expressed through visual design. This design uses the visual of a cow; made using digital painting techniques; serves as a mascot by highlighting the main ingredient of cow's milk. The mascot used is a female cow that has large round eyes with two white dots on the iris. Widened eyes give the impression and sign of sparkling, amazement, and surprise at the exquisite taste of the Baranahan caramel milk candy. The shape of the head, nose and mouth of a cow is square, stiff, symmetrical and smaller than a cow's nose and mouth. This aims to emphasize the 'taste' represented through the sense of taste, namely the tongue in the mouth. The horn on the mascot is the horn of a female cow which is characterized by short, circular growth. The mascot body shape indicates a cow that is neither too fat nor too thin. However, having a fit and fit body will give the impression that the ingredients used are the result of healthy cow's milk. Cow nipples are made round and conform to their original shape, namely there are 4 nipples because it will give an impression and a sign that the milk used is genuine cow's milk which is guaranteed quality and is produced from healthy cows. The pattern on the cow's body is made different from the background, which is round because the round shape is the basic shape that will be easier to remember and recognize. The mascot consists of three movements and each of them has a story that implies the image of Baranahan caramelized milk candy. The first mascot; for the 200 grams pack; visualized by sticking out a cow's tongue, gives the impression that the Baranahan caramel candy has an irresistible delicious taste, as shown in Figure 8. Then the cow that looks like it flies and flows with caramel, which implies that if consumer buy the 250 grams pack; consumer can't stand the good taste of the caramel temptation. Finally, the very cheerful looking cow is used for the pack of 500 grams in Figure 9, gives the impression when buying a larger size wrap that it is not only delicious and likes to flow with caramel but will have fun with caramel. The mascot for this Baranahan caramel milk candy design has an approach of combining flavors and happy feelings. It caused that Baranahan caramel milk candy always maintains its image by preserving the taste of its products.

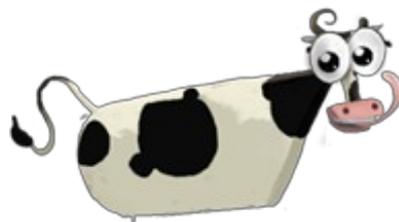


Figure 8. 200 grams character.



Figure 9. 500 grams pack character

The packaging background refers to the dairy cow leather pattern. This was done in order to give the impression and sign that the Baranahan caramelized milk candy was a product that had more authentic ingredients and quality milk. In addition, in the background there is a caramel illustration that looks like it is being stirred, as shown in Figure 10 and Figure 11. Which gives a deeper impression and indicates that the process of making caramel milk candy such as caramel processing is very concerned. Not only the ingredients that are considered, but also in the cooking process of the Baranahan caramel milk candy.



Figure 10. 200 grams pack illustration



Figure 11. 500 grams pack illustration.

3.4.6. *Colors.* The colors in the packaging design elements can help provide communication to the product. Color can form a brand in consumer image. Because, color gives a personality that will make a difference from its competitors. The study of product color has been investigated by Kurniawan [6], a study related to color perception and consumption desire. This design uses colors from the base caramel milk candy and also milk which is a color gradient from the Baranahan caramel milk candy color and the milk color. The colors used are the background for this design, while the colors for the illustrations and mascots are adjusted with references from mascot or illustration in order to get a color match. The colors in this design consist of 3 basic colors, namely beige, brown, black and white. The colors in this design consist of 3 categories of RGB, CMYK and HTML colors, as shown in Figure 12. This is based on production needs in various media to support product marketing

C:27% R:157 HTML M:50% G:97 #9D5F15 Y:91% B:21 K:15%	C:11% R:220 HTML M:32% G:163 #DCA36E Y:47% B:110 K:0%	C:10% R:225 HTML M:17% G:201 #E1C992 Y:36% B:146 K:2%	C:64% R:23 HTML M:59% G:23 #1C1718 Y:55% B:24 K:71%
C:12% R:220 HTML M:32% G:161 #DCA13D Y:72% B:61 K:2%	C:24% R:194 HTML M:51% G:102 #A86443 Y:81% B:67 K:10%	C:0% R:237 HTML M:6% G:234 #E6EACE Y:16% B:206 K:0%	C:2% R:248 HTML M:2% G:246 #F8F6ED Y:5% B:237 K:0%
C:4% R:243 HTML M:8% G:230 #F36B82 Y:27% B:178 K:9%	C:2% R:247 HTML M:34% G:158 #77A67D Y:42% B:153 K:0%	C:8% R:234 HTML M:8% G:233 #EAE9D6 Y:10% B:229 K:9%	C:3% R:246 HTML M:10% G:228 #F6E4D2 Y:13% B:210 K:10%
C:8% R:232 HTML M:12% G:216 #E8DB87 Y:22% B:183 K:1%	C:2% R:246 HTML M:22% G:197 #FAC5A8 Y:34% B:171 K:0%	C:9% R:231 HTML M:6% G:231 #E7E7E3 Y:9% B:227 K:9%	C:5% R:238 HTML M:14% G:214 #FEE8A9 Y:28% B:169 K:1%
C:5% R:242 HTML M:7% G:232 #FDE8D3 Y:13% B:211 K:0%	C:0% R:253 HTML M:8% G:233 #FDE9D8 Y:10% B:219 K:0%	C:3% R:246 HTML M:2% G:246 #F6F6F6 Y:2% B:246 K:0%	

Figure 12. Color scheme used in packaging design.

3.5. Design Results

With the concepts described above, the result is a package, if placed in a parallel position will provide a continuous background and illustration, as shown in Figure 13. The results of several series of pictures related to stories of taste and enjoyment. In accordance with the design objectives, namely conveying an image that is different from similar products and consumers can effectively understand the image of product quality.



Figure 13. Final Primary Packaging.

Apart from the main media in the form of product packaging, the design process also produces secondary packaging. In the secondary package design, the designer uses less illustration as he will focus more on the background and brand name, as shown in Figure 14. The second package serves as an additional packaging, used as direct contact with the candy to add hygienic value. The secondary package uses candy wrapping paper so it is not easy to melt and stick. Since caramel milk candy is a candy made from milk and milk sugar, it turns out that this candy has a high fat and sugar content.



Figure 14. Final Secondary Packaging.

Other supporting media are parcels which function as packages for shipments using corrugated paper. Because it can protect the contents inside and can also be a damper when the process of storing and shipping goods using a vehicle such as a car box. Georgakoudis and Tipi have studied this material, who's claimed that using of paper corrugated packaging has cost savings for most links of the supply chain [17]. In addition, could further offer weight and transportation benefits, provide better environmental performance and better protection for the packaged products. The shipping package in Figure 15 is designed without illustration. Only focus on the brand name and warehouse storage and other distribution information. Such as symbols do not step, limit the maximum stack, and avoid contact with direct sunlight.



Figure 15. Final Shipping Packaging.

The design also produces tertiary packaging media in Figure 16. Tertiary packaging is an additional package used to wrap primary packages such as paper bags. This media is used as an amplifier for product promos, made in the form of a tote bag at the time of purchasing a promo package and can be reused for other items. So that the promotion will be sustainable. The illustration used is the same as the cow mascot used on the 200 gram and 250 gram packages. This is because we want to present the previous image, namely taste and enjoyment.



Figure 16. Final Tertiary Packaging.

4. Conclusion

When redesigning the visual identity of local microbusinesses, a long and comprehensive study is required. Focus on extracting the value of a specific product, as well as the profile of the target audience. By not forgetting the aspect of locality as an identity as well as supporting product marketing. Another thing that needs to be considered is understanding consumer insights, so that it can be explored through visual content that provides "fulfillment" of the daily needs of the target market. At the level of the design concept, it is necessary to pay attention to feasibility such as function, product meaning, ergonomics and social factors. In addition to design specifications, packaging material is also important because it will determine the right target based on considerations of cost, material, packaging, distribution, and product appearance

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