

## Analysis of Visual Elements on Healthy Cendol 18 Product Packaging Design to Consumers

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**Abstract.** Analysis of Visual Elements on Healthy Cendol 18 Product Packaging. Nowadays, the visual elements in packaging design have started to develop. When it comes to the most important factors in food industry, packaging is one of it. For instance, in modern shopping the trend is that packaging always becomes an important factor. The target market for Healthy Cendol 18 is teenagers, since consuming junk food is not a new thing for them hence the production of this healthy and trendy product. This study aims to analyze the visual elements contained on Healthy Cendol 18 packaging design in order to provide results which are in accordance with the product's target market. The method used is qualitative method. The data collection is conducted through Focus Group Discussion, literature study, packaging design analysis, as well as visual elements analysis. The researcher uses perception and packaging design theories. The conclusion is that packaging is indeed one of the most important factors for a product. It becomes some kind of a protector and media for the promotion of the product. The visual elements on Healthy Cendol 18 packaging design have their own characteristics and have been considered attractive for the customers. However, it is still necessary to improve them up to the point where they could be clearer and complete. Hopefully, this research could give an impact on the development of visual element design on any product's packaging design by presenting a design which is in accordance with the product's target market.

**Keyword:** Consumer, Healthy Cendol 18, Packaging Design, Visual Elements

### 1. Introduction

Shopping is an activity carried out by the communities every day to meet their needs. Nowadays, technology is increasingly developing that changes traditional shopping to modern shopping. Many consumers choose modern shopping because it is more practical, comfortable and clean. This modern shopping style has become a phenomenon that brings changes to the consumption behavior of today's society. With the practicality and convenience offered by the modern shopping, consumers have consciously carried out excessive consumption patterns [1]. Currently, consumers who have a modern shopping lifestyle include various ages, and socio-economics. Consumers who are categorized into that type of group are teenagers. Teenagers buy something just because they want to try new products and follow the trend. Therefore, one of the markets with great potential for producers is the teenagers. In addition, shopping centers have become a hangout place for the teenagers. This can increase the

consumption of fast food both food in restaurants and snacks and soft drinks [1]. Regarding the above phenomenon, a beverage product made from natural and healthy ingredients for consumers has been produced, namely Healthy Cendol 18. This product is very safe for consumption in all circles, both children, adolescents and pregnant and lactating women. The beverage product also consists of 3 size variations, namely 100 ml, 250 ml, and 1000 ml. For those who will be traveling, they can bring the 100 ml size, because it is small and easy to carry. This beverage product is made with a unique and attractive packaging appearance, both in taste and form of packaging. This attracts the teenagers that make them want to buy it. The packaging design for Healthy Cendol 18 products now looks attractive. The appearance of packaging designs is now able to attract consumers, especially teenagers. However, there are still shortcomings in the packaging design of the product, so it is necessary to improve the overall visual elements in order to be clearer, more complete, and more attractive among consumers [2].

Visual elements are deemed to have the power to influence the mindset of customers. They can attract customers' attention and later persuade them to continuously buying the product by influencing them through some kind of a manipulation done by the illustration on the visual elements [3]. Visual elements on the packaging are included as independent variable, while customers are included as dependent variable. This indicates that a product's packaging elements can have an impact on customers [4]. The development of advertisement in various media also has a very important impact, since the target message being delivered aims to influence the behavior of each individual (customer) [5]. With this development, new strategies are then created so as to make a difference in the products and services provided, one of which is when marketers start to focus on creating new innovations to attract customers' attention by creating visual aesthetics, which in turn will create significant value for a product and making it look special [6]. Visual aesthetic value has a certain relationship in between the customers and the product itself [7]. The study conducted by the researcher is different from the previous ones. The researcher examines the visual elements of customers thoroughly meaning it is not only from customers perceptions but also from each of the visual element which contains the messages intended for the customers, for them to remember those messages and how attractive the visual elements packaging design are. Furthermore, this research not only discusses the visual elements and customers' perceptions it also explains about the promotion, since the current packaging design is a promotional medium. Discussions on customers' perceptions are conducted directly with the customers. Finally, the discussion of this study uses packaging design theory along with customers' perceptions.

Packaging design is a creative business related to a form, material, color, typography, structure, image, and other visual elements by providing information about a product so that the product is marketable. Therefore, packaging design is applied to a product marketing by communicating personally or as a function of a unique consumption product [8]. Nowadays, the function of packaging is not only as a protector or a container, but also as a promotional means for the product [9]. Design elements in a product packaging are broadly divided into two, namely visual design elements and verbal design elements. Visual design elements are elements that can be seen directly by the eye. Then, verbal design elements are informative elements. In this study, the elements used and investigated are visual design elements, namely visual elements that are directly visible to the eye, such as packaging forms, logos, typography, illustrations, colors, and layouts [10].

By looking at the aforementioned phenomenon, the researcher is interested in conducting an analysis on Healthy Cendol 18, which is still a new product and has now started to spread, giving it so many customers who really want to buy and consume it. This research is conducted using qualitative methods, one of which is by doing a Focus Group Discussion with five resources of customers who have consumed this product. This is done in order to understand what are their perceptions regarding this product's packaging design. This study also analyzes the visual elements contained in the packaging design of this product. It is made in order to figure out and understand how the visual elements on Healthy Cendol 18 packaging design are, both in their function and usability, based on the packaging theory.

## 2. Methods

The object of this study was the visual elements in the packaging design of Healthy Cendol 18 products.



**Figure 1.** The object of the study

The research method used in this study was a qualitative method. Qualitative method is a research method used to examine the condition of a natural object, where the researchers are the first person as the key instrument [11]. In addition, qualitative method is used to understand a phenomenon about what is experienced by a research subject, for example behavior, perception, action, and can also be through descriptions in the form of words and language on a natural content by utilizing various natural methods [12]. The qualitative approach was used in this study because it is in accordance with the objectives of this study. Then the analysis technique used was descriptive analysis, because this analysis is in accordance with this study. Descriptive analysis is an analysis used to analyze data that can describe the collected data. The packaging of this product is interesting to study so that the researchers want to know how the packaging of this product is perceived by consumers. Therefore, this study analyzed visual elements on Healthy Cendol 18 product packaging, such as the logo, typography, packaging form, color, illustration, and layout on this product packaging.

The data in this study were collected from various sources, such as Focus Group Discussions, literature studies, packaging design analysis. The selection of the data and simplification of information aimed at providing an understanding of the data collected. Then, drawing conclusions was based on the understanding of the data that have been presented and made to be easy to understand by examining some of the main problems under the study.

## 3. Results and Discussion

Healthy Cendol 18 is a health beverage produced in a contemporary way for teenagers. This beverage is different from most similar beverages. It is made from healthy ingredients, such as almond juice, soybeans, and organic brown sugar. Then, the *cendol* is made from seaweed which is very good for health, particularly for digestion. This product is guaranteed to be healthy and also has high nutritional value. Moreover, the product is also supported by the manufacturing and packaging processes that strictly maintain the quality and cleanliness. The function of the packaging, as a protector of the quality of the product, can make the product last for a long time. Then, the packaging also attracts consumers to be interested in buying this product and is also as a means of communicating the product to its consumers. Packaging design is not only a container or place for a product to increase the value and function of a product, but also has become a medium in helping marketing strategies, and can motivate consumers to buy the products offered [14].

Promotion has an important role in a marketing variable [15]. Promotion aims at attracting consumers' attention to tell new information. Promotion can be used as a provider of information contained in this product that will add value and goods to its consumers. Promotion can also change consumers' behavior, who are initially not interested to be interested in buying this product, and can also stimulate customers so that they will repurchase the product [16]. Healthy Cendol 18 conducted promotions through social media, word of mouth, and attractive packaging designs for its consumers. In creating an interesting work in conveying a message and information effectively, visual elements are very necessary and essential [17].

Then, in analyzing the visual elements of the product, the researchers analyzed them in detail based on the results of the Focus Group Discussion, which is associated with the theory of the components of visual packaging design elements consisting of packaging forms, logos, typography, colors, illustrations, and layouts [10]. The following are the picture of the healthy Cendol 18 product packaging design and the discussion of the visual elements on the Healthy Cendol 18 product packaging design.



**Figure 2.** Healthy Cendol 18 packaging

### 1. Packaging Form and Material

The form of packaging on Healthy Cendol 18 is in a bottle shape. This form is commonly used because it is easy to grip, and is made of plastic so it is not heavy to carry around. The material used is a lightweight plastic base and tight packaging which is able to condition the contents of this product to remain in an airtight condition after the bottle sealing process so as to maintain the quality of the product.

### 2. Healthy Cendol Logo





**Figure 3.** Healthy Cendol 18 logo

The logo on this *cendol* packaging product is a combination of the logotype and the logogram. The logotype on this packaging logo is the word Healthy, Cendol, and the number 18. Then for the logogram, there is a semi-circle attached to a leaf that seems to be the stem of the leaf. The letters used in this logotype use an abstract typeface that is a combination of sans serif and decorative letters, because the words Healthy and Cendol have different typefaces. Furthermore, the logogram on this product is a combination of a semi-circle with a leaf as if it became a stem on this leaf. This logogram has a health meaning combined with green which means fresh and organic.

### 3. Typography



**Figure 4.** Typography of Healthy Cendol 18 Packaging

The use of typography on Healthy Cendol 18 products is divided into 2 categories based on their function, namely typography on the logo and typography on product information and product variants. Typography on the logo belongs to the category of abstract letters, a combination of sans serif and decorative letters. One of the sides is tilted up so it does not look flat. Then, typography on product information and product variants uses sans serif typeface so that it can be easily read by the target market. However, the font size for the typography on this product information is very small, making it difficult to read.

### 4. Color

The colors on this product packaging design are divided into 3 categories, namely the colors on the logo, illustrations and product information. The green color on the logo symbolizes as a color that provides freshness and organic. Then the color on the illustration of this product packaging design varies by symbolizing contemporary and as an attraction for consumers, and the black color on the product information section serves to emphasize and give a modern impression

#### 5. Illustration

The illustrations on this packaging design vary widely, such as glasses, motorbikes, cameras, beaches, and so on. In accordance with the target market of this product, teenagers, the illustrations are made like a teenager style and are colorful to make it look attractive. Then, each of these illustrations also gives the atmosphere of this beverage product itself. For example, the illustration of beaches and motorbikes represents that this beverage product is perfect for traveling because it is easy to carry and gives a freshness effect while on vacation at the beach.

#### 6. Layout

The layout of the visual elements on the product packaging design is proportionate. This can be seen from the placement of the same elements on the grid line. However, the logo position is less centered, so it looks less symmetrical and the illustration position still looks asymmetrical.

Regarding the consumers perceptions, a comprehensive and directed approach is necessary, so the stimulation patterns (signs, symbols, etc.) provide an effect that will be conveyed to the target so that the target will feel it. Considering the information about an environment included in the character of an object or place through little effort or cognitive activity [13], therefore, it is important to know the perceptions of Healthy Cendol 18 consumers. The following are the results of the discussion based on the perceptions of the five interviewees. The results of the interviews showed that the overall appearance of the packaging design is attractive, but the information about the product is still incomplete, so it needs to be improved so that the packaging will be much better. Furthermore, the logo looks lacking because there are too many elements in which the logo looks simple but not attractive. Then, regarding typography, the results of the Focus Group Discussion showed that typography on the visual elements of the product packaging design is easy to read, but there is a text size on the packaging information on Healthy Cendol 18 which is too small so it is difficult to read. Later, regarding the illustrations on the packaging labels, the placement is less symmetrical. The results of the interviews showed that the illustration element is a bit disturbing, but if the illustration elements on the packaging label are minimized, it will look more attractive. Regarding the information on the packaging design of this product, it is incomplete, so that information about this packaging product, such as composition, benefits, and so on is necessary to add. The conclusion that could be drawn from the results of this Focus Group Discussion was that several visual elements need to be improved so that they are clearer, more complete and more attractive to the target market and consumers.

#### 4. Conclusion

One of the most important factors in a product is packaging. Nowadays, in terms of modern shopping, the function of packaging is not only as a wrapper and product protector, but also as a medium for promotion. Then, it could be concluded that the packaging for this Healthy Cendol 18 product used warm colors. The color of this *cendol* product is adjusted to the type of product that is health beverage. The use of colors in this product packaging has had its own charm in the packaging of this Healthy Cendol 18 product which entirely is adjusted. Then, to make the consumers easier to buy the product, each of the visual elements on the product has become its own characteristic. Wrapped in a more contemporary visual style and followed by a typical health beverage, the packaging of this *cendol* product is already attractive among consumers. However, the value of information and some visual elements need to be improved so that they become clearer, more complete and more attractive in order to be conveyed better to the target market and consumers.

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