

Packaging Design as a Media for Developing the Potential of Small and Medium Micro Enterprises (MSMEs) in the Culinary Sector Typical of the Region in the Creative Industry

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Abstract. This design aims to design a typical regional food packaging design, namely Kalua Jeruk which is attractive and follows food labeling rules to develop the potential of Small, and Medium Micro Enterprises (MSMEs), especially in the culinary field. This design uses qualitative research. The data source used in the study was an interview with one of MSME Kalua Jeruk entrepreneurs and respondents related to good packaging design for regional specialties. In addition, observations are used to observe the making process of Kalua Jeruk. The steps taken in this design are to observe the process of making Kalua Jeruk, analyze the results of interviews, and design a good packaging for it. Based on the analysis data, it was concluded that need to package designs are attractive, informative, and follow food labeling rules to improve the product image and consumer purchasing power. Moreover, Kalua Jeruk has a uniqueness that is made from processed Pomelo peel with hereditary recipes. The result of this design is in the form of a 3-Dimensional Kalua Jeruk packaging design mockup which is expected to be a reference for packaging design, especially for developing the potential of MSMEs in the culinary field in the creative industries .

Keywords: Packaging Design, Creative Industries, Kalua Jeruk, Culinary.

1. Introduction

A typical culinary area can be said to be the identity of an area since long ago because it can reflect the culture of the area. Bandung Regency area is an area in West Java Province that is rich in culinary tourism. This is certainly interesting because culinary tourism in the Bandung Regency area comes from the abundant natural potential that the area has. So that many Micro Small and Medium Enterprises (MSMEs) in the Bandung Regency area utilize the surrounding natural products and then process them into special foods to be used as souvenirs for visiting tourists. One of the famous areas in Bandung Regency whose residents take advantage of many natural products is Pasir Jambu District in the Ciwidey area. Kalua Jeruk is a special food that is a superior product from the Ciwidey area. Kalua Jeruk is processed from Pomelo fruit taken from the inner skin when it is young. As a typical regional culinary product, of course, it must be better known to the wider community, especially people outside the Ciwidey region. Regional culinary specialties can also develop the potential of MSME entrepreneurs to

advance the culinary sector in the creative industry. In West Java, the culinary field is among the top three subsectors that are growing rapidly in the creative economy with a total of 26.4% [1]. When it comes to tourist destinations in the West Java area, especially Bandung Raya, tourists are very enthusiastic to do culinary tours by trying various regional specialties [2]. Therefore, regional cuisine can highlight the culture and can introduce the culture of an area to tourists who come to the area. The use of design concepts on regional food packaging is one of the factors that can attract an audience. In this case, MSME entrepreneurs who sell Kalua Jeruk generally do not have a design concept for the packaging. They still use packaging from thick plastic materials without being given any information.

Some previous research or designs that address packaging design are used as references to be the basis of theory and to look at ideas and opinions about theories that have been analyzed in previous research. This reference includes "The Visual Cultural Expression of SMEs (Small and Medium Enterprises) Through Packaging Design" written by Moch. Junaidi H., Faruk HT, Lono Lastoro S, and Yasraf Amir P. explain that packaging design is a product expression that can be achieved through a creative process that can communicate emotions, culture, social, psychological, and product information to consumers through a collaboration between the physical and visual elements of the packaging [3]. Vita Dhameria in her journal explains that packaging design is one of the most important factors in product sales. Graphic elements in packaging design can determine whether the packaging is attractive or not in the eyes of consumers [4]. Described by Moch. Junaidi Hidayat and Faza Wahmuda in their journal that packaging must be able to convey messages through informative communication, as well as communication between sellers and buyers. Packaging is also not only a container for the product, but the packaging must be able to sell the product [5]. Benny Rahmawan Noviadji explained in his journal entitled "Traditional Packaging Design in the Current Context" that the success of packaging attractiveness is determined by the aesthetics considered from the beginning of packaging planning because basically packaging must contain an aesthetic value in harmony between the shape and arrangement of graphic elements without removing the impression of the type, characteristics, and properties of the product [6]. Miao Nie in his research explained that designers should focus on the consumer experience and be able to analyze the consumption factors from consumer perspectives so that they can design packaging according to market needs [7]. Based on some of the references described earlier, this design has differences from some of the research or design that has been mentioned earlier because this design is about designing a good packaging design by the labeling rules for culinary specialties of the Kalua Jeruk food area from the Ciwidey area of West Java as one of the media to develop Micro, Small, and Medium Enterprises (MSMEs) in the creative industry. According to the Ministry of Tourism and Creative Economy Republic Indonesia, the scope of the creative industry includes 15 sub-sectors. The sub-sectors consist of advertising, architecture, the art goods market, crafts, design, fashion, video, film and photography, interactive games, music, performing arts, publishing and printing, computer services and software, broadcasting, research and development, and the last subsector is culinary [8].

Kalua Jeruk is a typical food from Pasir Jambu District area in Ciwidey area, southern Bandung Regency. This food is in the form of sweets processed from the inside of the white Pomelo peel or albedo. The processing process is quite long, starting from cutting the young grapefruit, then the separation between the inner skin or Albedo with the flesh of the fruit, then the Albedo is soaked in lime water so that the bitter taste contained in the albedo disappears. The soaking process takes approximately overnight. After the soaking process in lime water, continued soaking in boiling sugar water. Then the albedo is cut into pieces and given fruit flavorings. This fruit flavoring is represented by the colors found in Kalua Jeruk, such as the original taste or sugar flavor represented in white, strawberries represented in red, durian is represented in yellow, melon is represented in green, palm sugar taste is represented in brown and orange flavor is represented in orange color. In its packaging, generally, MSME entrepreneurs who sell Kalua Jeruk still use thick clear plastic materials for their packaging without containing any information. While good packaging is packaging that contains information about the product and follows the applicable packaging rules. Albedo which is the main raw material for making Kalua Jeruk can be seen in figure 1.



Figure 1. Albedo which is the main raw material for making Kalua Jeruk

Packaging design is a creative design that connects the shape, structure, material, color, product imagery, typography, and other design elements with product information so that the product can be marketed. Packaging is used to wrap, protect, ship, dispense, store, identify and differentiate a product in the market. Packaging design aims to meet marketing objectives by communicating information about the product to consumers. The function of packaging is not only as a product protector, but the packaging must also be able to sell products in it. The safety of a package is also very important, especially in the packaging of food products. Food safety can be seen in packaging materials that do not harm these foods and can protect food from toxins and bacteria during distribution and storage. This is to ensure the quality of food is maintained properly [5]. Packaging design is one of the factors that must be considered in the sale of products. Graphic elements in the packaging design can be said to be the determinant of the attractiveness or not of a package in the eyes of consumers. Packaging design can convince consumers so that consumers are encouraged to buy the product [2]. Packaging design is also a means to convey the message so that the message can be remembered by the audience. Therefore, the packaging design must be informative, communicative, and affect consumers. Designing packaging designs on regional specialties is also one of the efforts to increase the potential of Small and Medium Micro Enterprises in the Culinary field. The existence of this creative process is also considered capable of improving the image of local products to be better known to the wider community. This is because Kalua Jeruk has become a regional identity, especially the Ciwidey area which holds firm for generations of concoctions until now . The design of this packaging design uses qualitative research methods with data collection methods in the form of interviews and observations with entrepreneurs of one of the Kalua Jeruk MSMEs in Ciwidey and the Kalua Jeruk consumers. The qualitative method was chosen because it is needed to dig deeper and detailed information about Kalua Jeruk from MSME entrepreneurs as well as information from the point of view of kalua jeruk consumers themselves about the packaging currently used.

2. Method

This approach in design uses qualitative analysis with data collection methods in the form of observations and interviews to collect data on the processing of Kalua Jeruk and observation of interactions between MSME entrepreneurs and consumers, these observations are related to the reaction of prospective buyers when looking at the packaging of Kalua Jeruk. The use of qualitative analysis aims to collect data in the form of words and images that are not numbers. This data can be collected through interviews, records from field observations, photographs, video recordings, and documentation [9]. The observation method is carried out using non-participant observation methods. Another data collection method used is an open interview conducted with the manager of one of the MSMEs that produces Kalua Jeruk. The interview in the form of personal communication with the manager of one of the MSMEs will focus on how the process of making Kalua Jeruk to the packaging process then related to the packaging used today and the efforts that have been made to increase consumer interest. Other interview methods were addressed to respondents of 15 Kalua Jeruk consumers at the store to find out their opinions about the Kalua Jeruk packaging that is now used and their opinions about what kind

of packaging is good and attractive. The interview method is a data collection technique by asking questions directly by the interviewer or data collector to the respondent to collect data and information from the respondent which will then be recorded and analyzed [10,11]. Furthermore, the results of the interview with the respondents will be concluded and then used as one of the references for the design of the Kalua Jeruk packaging design. Other data sources are obtained from the results of documentation and library reviews. Documentation can be in the form of photos during observations in the field, while library reviews can be in the form of books and journals whose discussions approach the topic to be studied.

3. Results and Discussion

3.1 Results

Kalua Jeruk's packaging design is designed with a modern concept. As the concept is represented by the use of bright colors derived from the color of flavor variants of Kalua Jeruk. The use of patterns consists of drawings of the main raw materials for making Kalua Jeruk with a vector design, this aims to introduce consumers to the main raw materials for making Kalua Jeruk. In this packaging design there is also information about products that contain product names; types of product flavor variants; product images; Halal Indonesia logo; net weight of the product; product expiration date; information about the product briefly; product composition; as well as appeals regarding the use of products; logo reusing, reducing, recycling; logo throw garbage in its place; as well as information about the producers or entrepreneurs of the Kalua Jeruk MSMEs. This product information is published based on the labeling rules on food packaging which must be clearly stated [12]. The chosen type of this packaging used is the Standing Pouch type, this type of packaging can make the packaging design look better when displayed on store shelves. In addition, the type of standing pouch packaging uses aluminum foil material that can make the product last longer and be protected from dust, bacteria, and direct sunlight. The design results of this packaging design are presented in the form of a 3D mockup by showing the position of the front and back of the packaging.

3.2 Discussion

The discussion section will explain the design process of Kalua Jeruk packaging design. Starting from the stage of determining the concept, the design stage to the finalization stage of packaging design. Kalua Jeruk is candied from processed inside the skin of white Pomelo or Albedo. Based on the results of personal communication with one of MSME Kalua Jeruk entrepreneurs, Albedo is processed using hereditary recipes and then packaged using thick plastic materials. Kalua Jeruk is made without the use of preservatives and is completely purely handmade. This is one of the advantages of Kalua Jeruk. So that Kalua Jeruk has an expiration period of 30 days after it is finished processing and packaged. This sweet has several variants of the taste of fruits. Each flavor variant has a color that represents that taste. It is these colors that make this sweet look unique. The flavor variant generally consists of a dark brown palm sugar flavor, a light brown mocha flavor, a pink strawberry flavor, orange orange, green melon, and yellow durian. Generally, Kalua Jeruk sellers offer selling prices according to the amount of weight of Kalua Jeruk to be purchased. If you want to buy as much as 1 kilogram, the price is Rp 50. 000, if you want to buy 1/2 Kilogram then the price is Rp 25. 000 and for 1/4 Kilogram the price is Rp. 12. 500. This price can consist of 1 flavor variant or a mixture of all flavor variants.

As one way to increase consumer interest and develop the potential of MSMEs, it takes designing packaging designs for Kalua Jeruk food that look unique and attractive but still with the applicable packaging rules. Packaging design is a creative design that associates shapes, structures, materials, colors, product imagery, typography, and design elements with product information so that products can be marketed [11]. Packaging is one of the areas in visual communication design that has many specific provisions because of its functions directly aimed at consumers, including engineering, creative provisions, communication, and marketing that must be poured into visual language. Packaging is part

of the product that is facing consumers and can attract consumers. Packaging can be said to be good if it contains information about products that follow the applicable packaging rules. As in Law No. 18 of 2012 concerning food article six which contains rules regarding labeling on food packaging. Labeling on food packaging is mandatory. As for good packaging, it must contain a description such as the product name; list of materials used; net weight or full net contents; name and address of the party producing or importing; halal for those who are needed; date and production code; date, month and year of expiration; distribution permit number for processed foods; materials used. All information must be written and printed firmly and clearly so that it is easily understood by the public [12-14]. Some elements are important in packaging design. Among them are the main display, typography, color, and images or photos. The main display on the packaging is devoted to the provision of brand identity and all elements included in the packaging labeling rules. This part is the most important because it serves to communicate the strategy of brand marketing. Therefore, this main display section needs to be attractively designed to be able to attract consumers. Information about products can be arranged hierarchically to look better to consumers, can be started from more important information, namely product name, brand identity, product type, and then followed by other product information.

The packaging design process starts from the discovery, creation, refinement, implementation, and production stages. The discovery phase includes consumer research as well as visual analysis. The creation stage includes brainstorming, establishing messages and communication hierarchies, mood boarding, developing concepts, and presenting designs. The next stage is refinement, where the proposed design has been approved. The implementation stage includes the final stage of packaging design. Then next is the production stage to print the results of the packaging design [15].

Based on the results of observations and interviews, it can be concluded that Kalua Jeruk already has packaging, which is packaging made of thick clear plastic. However, the packaging still does not contain information that complies with packaging labeling rules. Therefore, the author will design a packaging design for Kalua Jeruk food by taking one of the producers and sellers of Kalua Jeruk. Other design concepts include design strategies and marketing communication strategies [15]. The design strategy in this design starts with the design concept idea on the packaging. The concept idea taken is to use a visual of Kalua Jeruk made using vector style and then create a pattern and use the color of each variant of the taste of orange as seen in figure 2. In addition to representing flavor variants, these colors also have a cheerful and sweet impression of Kalua Jeruk which can be seen in figure 3. This packaging also presents an image in the form of a photo of products from Kalua Jeruk so that consumers can find out the appearance and shape of Kalua Jeruk in the packaging. Furthermore, the layout concept used in packaging design is a type of central point layout, which is the laying of all information in the middle position and information forming a hierarchy. Next up is typography, which is an easy-to-read graphic element and is one of the messenger elements. The selection of typography in the packaging design uses a typeface that has the impression of a simple, flexible, relaxed, and easy-to-read creature. The main type of writing used is, type "Alphakind" as seen in figure 4.



Figure 2. The Shape of the pattern inspired by the main raw materials for making Kalua Jeruk

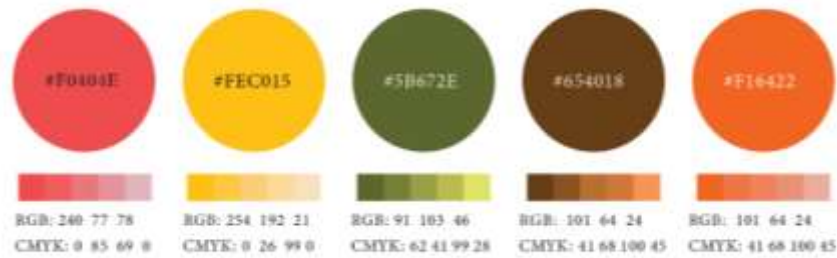


Figure 3. Pallette colors used in this design are derived from colors that represent the flavor variant of Kalua Jeruk.

ALPHAKIND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Figure 4. Types of fonts used in this design

The marketing communication strategy used in this design is the AIDA (Awareness, Interest, Desire, and Action) model. AIDA is the stage of consumer perception when looking at a product and is also one of the effective ways to convey a message to consumers [13] In this design, the information contained in the packaging must attract attention (attention) so that consumers will show a sense of interest (interest) and then arouse the desire to buy (desire) and do buying activities (action) [4] so that the use of the AIDA model in the design of Kalua Jeruk packaging design can be seen as follows:

1. Attention: Contains a unique packaging design using cheerful colors so that it can look striking and eye-catching.
2. Interest: Consumers will be interested because they are curious about Kalua Jeruk food that has an attractive packaging design.
3. Desire: Consumers will be interested in buying because they see a practical packaging design that contains a lot of product information in it.
4. Action: Consumers will buy the Kalua Jeruk product.

Based on the results of interviews with respondents, it was concluded that they liked the type of Standing Pouch because it was more practical and more flexible. Therefore, Kalua Jeruk packaging will use a standing pouch or stand up pouch type packaging made of aluminum foil equipped with a zipper lock. The selection of this type of packaging so that the packaging can stand upright and look attractive. While the selection of aluminum foil as the basic material of packaging is so that Kalua Jeruk in it remains hygienic, resistant to heat and sunlight, it can make the product can last longer [14]. Packaging is also equipped with safety seal features such as zipper lock to make it more practical and product quality more maintained and make it easier for consumers to open and close the packaging again, as seen in figure 5.



Figure 5. Aluminum Foil type packaging is equipped with zipperlock

In the design of this packaging design, based on 4 (four) keywords, namely packaging design, creative industry, Kalua Jeruk, and culinary, the design will focus on these keywords. The following are the stages of packaging design work for Kalua Jeruk. The design of Kalua Jeruk packaging design will be designed within the form of Standing Pouch packaging. The Standing Pouch packaging form has the advantages of being practical, and hygienic and can be set up on store shelves or storefronts [14]. This packaging design will come with a pattern of pomelo peel flesh visualized in vector form. This is inspired by the main raw material for making Kalua Jeruk, namely the flesh of Pomelo peel, which is seen in figure 6.



Figure 6. Pomelo fruit that is being cut as a pattern reference

In the packaging design of Kalua Jeruk, there is a writing that contains the main information about products with large sizes to make them visible [12]. Then underneath there is a picture in the form of a photo of the product placed in the lower position so that consumers can know the appearance of the Kalua Jeruk. The design sketch can be seen in figure 7.

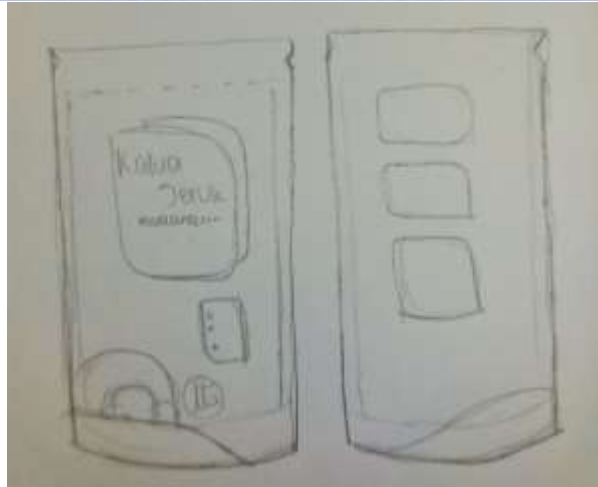


Figure 7. Packaging design sketch

The shape of this standing pouch packaging measures 13 x 20 cm to accommodate the weight of the product as much as 250 grams. Here is the look on the front view and the back of the standing pouch packaging for Kalua Jeruk as seen in figure 8. The following is also included for the design results of the front view and rearview. On the front view, the packaging design is equipped with information about the product name, product type, product photo, Halal Indonesia's logo from the Ministry of Religious Affairs of the Republic of Indonesia, net weight, product flavor variant, and description of the product expiration date as seen in figure 9. Furthermore, on the back view, there is a little information about Kalua Jeruk products, composition, information about the manufacturer, an appeal to store Kalua Jeruk at room temperature, and equipped with a reduce, reuse, recycle, and icon throw garbage in place, as seen in figure 10. Product information contained in the kalua jeruk packaging design is information that must be loaded based on food packaging labeling regulations that must be written clearly and firmly so that consumers can understand the information well [12].

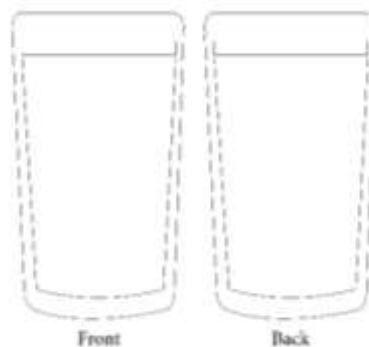


Figure 8. Standing Pouch Packaging Form



Figure 9. Front view
of packaging



Figure 10. Back
View of Packaging

Here are the results of the packaging design Kalua Jeruk based on observation results, interviews, making concepts and design ideas, and design processes, until the final stage displayed in the form of a 3D mockup that can be seen in figure 11.



Figure 11. 3-Dimensional Mockup Display Kalua Jeruk Packaging Design

4. Conclusion

Regional culinary specialties can highlight the culture and introduce the culture of the area to people who enjoy the cuisine. One way to attract consumers to enjoy the culinary is to have a design concept on the food packaging. Kalua Jeruk is known as a food in the form of sweets that develop in the Ciwidey area of Bandung Regency. In this case, MSME entrepreneurs who sell Kalua Jeruk generally do not have a design concept for the packaging. They still use packaging from thick plastic materials without being given any information. The design of this packaging design uses patterns as the basic concept, then the colors used also use colors that represent the flavor variants of Kalua Jeruk. The layout used is a type of center point layout and uses photos of Kalua Jeruk products. The type of typography used is 'Alphakind' which presents a relaxed, flexible and legible impression. The communication strategy used in this design is the AIDA model (Attention, Interest, Desire, and Action) and uses a type of Standing Pouch packaging based on aluminum foil equipped with a zipper lock. The design results of this packaging design are presented in the 3D (3 Dimensional) form of packaging mockups.

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