

Visual Research of Rossi Cigarette Packaging by Bahasa Rupa Primadi Tabrani Methode

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Abstract. The purpose of this research is to conduct an analysis of the Rossi brand cigarette packaging design. Cigarette packaging is interesting to study, because in Indonesia there are very many cigarettes circulating in the market, either with international brands or local brands, with large-scale or small-scale industries or home industries. The method used in this study is to measure using the theory of Primadi Tabrani Bahasa Rupa, with a research discussion carried out in the form of photo, typography, colour, and layout on Rossi brand cigarette packaging. Primadi Tabrani's theory of visual language is divided into two, namely NPM, namely Naturalist-Perspective-Momenopname and RWD, namely Space-Time-Flat. In this research on Rossi's cigarette packaging, the visual language used is Naturalist-Perspective-Momenopname. The results obtained from this research aim to get a conclusion about the visual impression on the packaging. From this research, it can be concluded that red is used to attract attention because it has the longest wavelength compared to other colors. Impressions are quickly displayed from a bold front photo and a thinner or transparent back photo. From the typographical element, the masculine impression does not look like on cigarette packaging in general, but a bold impression that can be seen. Meanwhile, from the layout side, the aggressive impression is visible.

Keyword: Bahasa Rupa, brand, cigarette, packaging, visual

1. Introduction

Humans have known packaging since ancient times, in the book *Early Man* [1], there are illustrations that describe prehistoric humans using simple packaging made of animal skins to be used to carry game animals or when traveling. Koreans use woven straw that is tied and woven in such a way to carry and protect eggs that are carried on a trip called *kyeranguromi* [2]. In the modern era, one of the basic requirements for packaging is to be able to protect the product safely when it is brought to the marketing place.

Packaging is the first visual face that will be seen from a product. Generally, the product image will be displayed from a package by the manufacturer. According to Danesi, packaging is a protective shell for a product in order to facilitate the process of carrying, and for display at the

point of sale, in the packaging there are important things that need to be considered such as color, typography, layout, to the packaging material [3]. This means that besides being able to protect the packaging from the products in it, it must also be able to attract the attention of consumers or potential consumers from the design side.

Of the many packaging of cigarettes sold in the market, the visual of the packaging is very necessary in order to attract the attention of consumers, especially cigarette products that are not widely known in the community or new cigarette products on the market. Striking colors and attractive illustrations can be a trigger in attracting the eyes of potential consumers. Rossi's cigarette packaging is interesting to study, because the cigarette product is not a well-known trademark of a large cigarette company that is widely available in Indonesia, such as; Dji Sam Soe, Gudang Garam, Sampoerna, and Philip Morirs. However, the company dared to issue cigarettes with the Rossi brand with unique packaging for the lower middle market target.

2. Method

In the Rossi's cigarette packaging research this time, the method used is Visual Language by following the Creswell [4], where observations are made on the Rossi brand cigarette packaging object as the object of research which is a graphic, then collect data regarding visualization on the packaging and describe it in the Primadi Tabrani Bahasa Rupa method as shown in Figure 1.



Figure 1. Primadi Tabrani Bahasa Rupa NPM analysis.

In Primadi Tabrani's Bahasa Rupa method [5], it is known as NPM and RWD. NPM is a Naturalist-Perspective-Momenopname, where a visual is depicted as still, having a tendency to be limited by frames with dimensions of length-width-height. While RWD visual objects can be displayed from various distances, space, and time. RWD is Ruang-Waktu-Datar, which is mean in the visual that is displayed the time information is presented in the same frame. Even in one visual can display various scenes. Visual objects that use RWD are like pre-historic visual works or reliefs on temples, where in one frame can display various scenes. In visual research, Rossi's cigarette packaging would be more appropriate to use the Primadi Tabrani Bahasa Rupa NPM method.

3. Result and Discussion

Tobacco is a native plant originating from North America and South America with the genus *Nicotiana*. Humans have known tobacco for a long time, it is estimated that since 6,000 years BC humans have started growing tobacco. Initially, tobacco was used as a complement as an event for religious activities around 1 AD by the Mayans [6].

Tobacco entered the Nusantara when it was deliberately cultivated during colonialism by the Portuguese and the VOC around the 17th century AD, in addition to coffee, tea, and sugar. Because tobacco has a selling value and is part of the European lifestyle. In some areas in the Nusantara, initially the use of tobacco as cigarettes was prohibited, such as the prohibition of using alcohol and opium [7]. Until now, Indonesia is still one of the best tobacco producers in the world.

Despite having a high commodity value and being in great demand, packaging was not something that was considered important in the early days of the tobacco trade in Asia, Europe, and America. In Asia, such as Korea, which has also made tobacco smoking a lifestyle. Based on the analysis of the photos shown, cigarette smokers only use plain paper packages to be used as carrier packages [8].

During the Dutch East Indies era, many cigarette brands and logos marketed were not related to cigarette products, cigarette company owners often changed their product brands because they were considered unlucky, even some cigarette brands were obtained from the process of dreams and meditation. During the Japanese occupation, the cigarette industry suffered a blow, because Japan limited the cultivation of tobacco and replaced it with planting jatropa trees, and the import of cloves was stopped. Due to these things, many cigarette companies went bankrupt [9].

3.1 Rossi Cigarette

Rossi's cigarettes are made by the Pratama Esa Cigarette Factory in Kudus, Indonesia. If you look at the packaging, as in figure 2 explanation, the cigarette packaging has good packaging requirements, such as; protect the product when it is carried and displayed at the point of sale, the existence of a product brand, the existence of a product manufacturing company, product barcodes, and an appeal for the dangers of smoking which must be included on the packaging as a government regulation.



Figure 2. Rossi Packaging Cigarette

On Rossi's cigarette packaging, there will be a discussion on several visual elements as in figure 3 explanation, namely a study of; packaging color, studies on pictures, studies on typography, and studies on packaging layouts. Where the study of the visual elements will then be discussed.

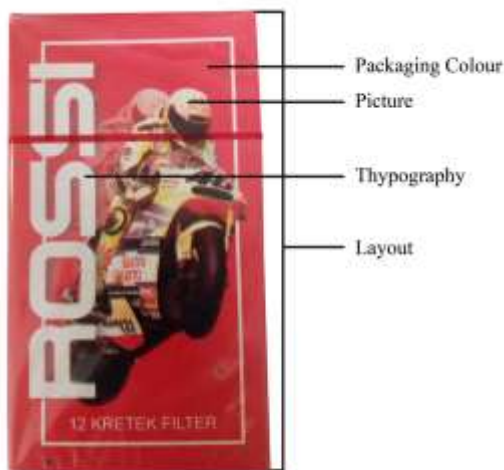


Figure 3. Rossi Cigarette Packaging Analysis

3.2 Packaging Colour Rossi Cigarette

Color is one of the most dominant elements in this cigarette packaging, which is seen to be dominated by red. In Digital Color in Graphic Design [10] the color can be seen because of the reflection of light hitting the object that is caught by the eye, then processed in the brain against the stimulus. While the perception of the color captured can be different from each individual, depending on experience, memory, and can also be influenced by ideology and culture.

Color sometimes has a universal nature, color can be used as a medium of communication, color can also be used to manipulate perception, to focus something, as a warning, to provide motivation, and can also be a command. The color red can be an attention grabber because red has the longest wavelength compared to other colors. The red color has a wavelength of up to 720nm as in figure 4 explanation [11]. In Indonesia, the color red has the meaning of being brave, based on a long-standing mutual understanding and agreement.

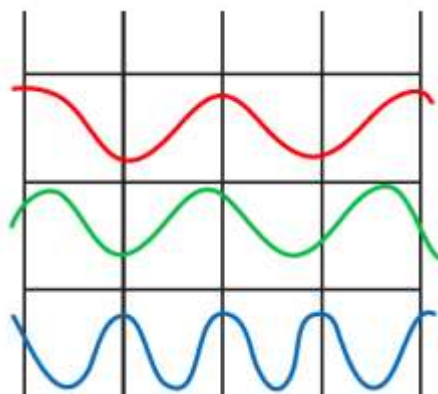


Figure 4. Wavelength of red color compared to other colors
Source: Understanding Color an Introduction for Designers p.19

3.3 Picture in Rossi Cigarette Packaging

On Rossi's cigarette pack is a photo of a motorsport racer with number 46 being ridden by Moto GP racer Valentino Rossi riding a Honda motorcycle with the front tire lifted. In the photo, there are two photos, namely a sharp and clear front photo and a transparent photo behind it.

In Primadi Tabrani's Bahasa Rupa, the transparent photo on the back has a message of motion from an earlier time. It can be said that the photo on the package conveys the message that the motor is moving fast. From the photo of the motorbike that is displayed, it also wants to convey a masculine message.

The photo on the package does not show the ground line. In Bahasa Rupa, the ground line can be replaced by another object. In Rossi's cigarette pack, the dirt line is replaced by the rear tire of the bike in the photo of the front bike.

3.4 Typography in Rossi Cigarette Packaging

In a design, typography also plays an important role as a complementary and supporting element. The size and scale of the letters play an important role in determining the impression on the design. Font size can be relative, depending on where it is placed and where the final media is, whether in digital format or print format. The choice of serif or sans serif typeface is also very influential in determining the message [12].

The typography used on Rossi's cigarette packaging uses a sans serif or unrelated type, where the impression that is captured is not masculine, like most of the types of letters used on cigarette packaging on the market, where most of them use serif typefaces to make them seem masculine. The letters on Rossi's cigarette packaging actually give a dynamic impression, while the bold impression is actually obtained from placing the letters vertically and cutting the white list frame boundaries.

3.5 Rossi Cigarette Packaging Layout

Layout concerns the placement of text and image elements within a design. How these elements are positioned, both in relation to one another and within the overall design scheme, will affect how the content is viewed and received by the readers, as well as their emotional reaction towards it. Layout can help or hinder the receipt of the information presented in a work. Similarly creative layouts can add value and embellishment to a piece, whereas understated layout can allow the content to shine through [13]. It can be said that the layout is something very important, because all the separate design elements are combined in one unit, so that Rossi's cigarette packaging can produce an overall impression.

On Rossi's cigarette packaging, the layout as a whole can be said to be bold or aggressive, due to the use of vertical typography, the color of the packaging being dominated by red, then the list of white frames cut off by typography and slightly cut off by a photo of a motorbike that looks like it's about to come out of the frame.

4. Conclusion

From this research, the following conclusions were obtained; that from the cigarette packaging Rossi wants to convey a fast image which is shown through Valentino Rossi's photo, a bold image is shown from the color of the packaging which is dominated by red. Typography tends to be dynamic and not masculine like most cigarettes on the market because it uses a sans serif type, a bold impression is actually obtained from the vertical placement of letters. There are not many cigarette packages that display bold visuals and layouts like Rossi's cigarette packs.

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