

## Research article

# Local Community Development Through Product Packaging Design: A Case Study of the Derwanti Salted Egg Industry

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**ORCID**Nanda Nini Anggalih: <https://orcid.org/0000-0003-0423-0834>**Abstract.**

Community activities restrictions enforcement or PPKM has occurred due to the COVID-19 pandemic and this has negatively impacted micro, small, and medium-sized enterprises (MSMEs). Online marketing is a promising opportunity to help allay this situation. However, it is not fully utilized by the salted egg industry sellers in Bandung, who tend to be lax in engaging with market opportunities. This study aimed to contribute ideas for the development of the Derwanti salted egg production center community in Bandung. Through effective packaging design, a product can reach a wider marketing area, both online and offline. Qualitative methods were used in this study. Packaging design prototypes were developed based on the observation results, including primary and secondary packaging, which can be applied according to the availability of local resources.

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**Published** 11 August 2022

Publishing services provided by  
Knowledge E

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Selection and Peer-review under the responsibility of the ICADECS Conference Committee.

**Keywords:** branding, packaging, community

## 1. Introduction

The potential of online marketing is a promising opportunity for industry centers to sell their products especially in the Covid-19 pandemic situation. Unfortunately, this opportunity is not fully utilized by enterprisers of the salted egg industry center in Bandung. They tend to be slow in responding to market opportunities.

Derwanti salted egg industry center is a salted egg production center in Bandung in which located on Babakan Karet Street, Rancasari District, Bandung Regency [4]. Based on the interview with the head of the Derwanti industry center, it is known that the industrial center has been producing salted eggs for about 50 years in generations and involving approximately 40 families also there are 10 salted egg producers with an annual production capacity of 138,300 dozen. The business has an investment value of IDR 800 million and absorbs workers around 49 people. Advantages of Derwanti salted

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egg products compared to other salted egg products are they use natural ingredients and still use the traditional manufacture to process the products. So that the final taste has the right composition, savoury, delicious, and soft texture. The Derwati salted egg is marketed offline through some stalls (*warung*), the Padang restaurants, cooperatives, and markets. Instead of the salted egg craftsmen sell their products directly, distributors take the products from the egg craftsmen then leave their eggs to stalls, markets, and others.



**Figure 1:** System of labelling and packaging on the salted egg.

In order to reach a wider marketing area, the salted egg products require proper packaging, both visuals and functions, which aims to facilitate distribution and protect products when they reach consumers. A visual branding applied to packaging functions as a product identity that reflects on the product quality so that it increases sales due consumers recognize the product as a good quality product. Unfortunately, the identity of the Derwati salted egg product currently only uses a stamp as its brand and identity. In addition, the packaging used only uses an egg holder which is made from recycled paper. Both visually and functionally of the packaging should be improved to reach a wider marketing area at a higher price. This study aims to contribute ideas for the development of production centers in Bandung, especially a branding strategy through the development of packaging design for the Derwati salted egg industry center in Bandung.

## 2. Methods

Qualitative method was used in this study then it is strengthened by a design method through design thinking. This study used two kinds of data, namely primary data and secondary data. The primary data was obtained through field observation and interview. Next, the secondary data was obtained through desktop research and literature review regarding to the previous research. Moreover, the design thinking method was used

in the process of developing the packaging design through four stages, namely: 1) empathise, 2) define, 3) ideate, and 4) prototype. The design was limited to only making a prototype, meanwhile the implementation and evaluation have not been carried out due to the limited time of the study.



Figure 2: Design thinking methods.

## 3. Results and Discussion

### 3.1. Branding in the Development of Creative Product and Community

One of the marketing strategies which can convey product information is branding. It influences costumers to buy the product and increases profits of the product. Branding is the process of creating an identity by using a name or symbol that represents the character, quality, image, lifestyle, and other values contained in a product such as goods and services [1]. Branding aims to make a characteristic between one brand and another so that it facilitates consumers to identify the product. Further, problem or constraint of marketing that is mostly faced by the Derwati salted egg center is product similarity (brand parity) then it is usually solved by reducing prices so the consumers are willing to buy the product (hyper competition). It emerges due the product does

not have an identity so that consumers consider that all products are the same and the advantages as well as benefits of the product are not conveyed properly.



**Figure 3:** Branding in the development of creative product and community.

In fact, due MSMEs are the drivers of economic and national development, a strategy to empower the sector is necessary to be implemented [2]. Through the product branding strategy, the Derwati salted egg industry center can convey its characteristics, advantages/ benefits, and product quality. The quality of products can be informed through visual messages, characters, and other marketing attributes. Branding aims to create identity and enhance product image which supports to solve marketing problems, contributes financially to increase product sales as well as manages a business climate conducive. Thus, the products of SMEs and production centers will be able to compete with other similar competitor products so that there is no need to reduce sale prices which eventually causes the producers' profit to be minimal and less optimized.

The limitation and branding strategies application at the Derwati salted egg industry center are as follow:

1. Lack of experts (designers or other professionals who are competent in the field of branding). So that all brand attributes such as logos, stamps, and others from the producers should be undertaken by a printing company.
2. Lack of branding knowledge for producers. They do not realize that brand creation strategies affect the sales potential well and they tend to compete their products through prices instead of product excellence which is informed through product identity.
3. Low public awareness about innovation and development of marketing strategies and consumer behaviour. The craftsmen in the Derwati salted egg industry center tend to be comfortable with the same marketing strategy and are unenthusiastic to develop or learn new marketing strategies.
4. Many craftsmen in the Derwati salted egg industry center have problems with the product packaging which limits the reach of marketing area as well as distribution system.
5. Lack of product variety which is informed through its packaging thus it has an impact on low competitiveness with similar products.

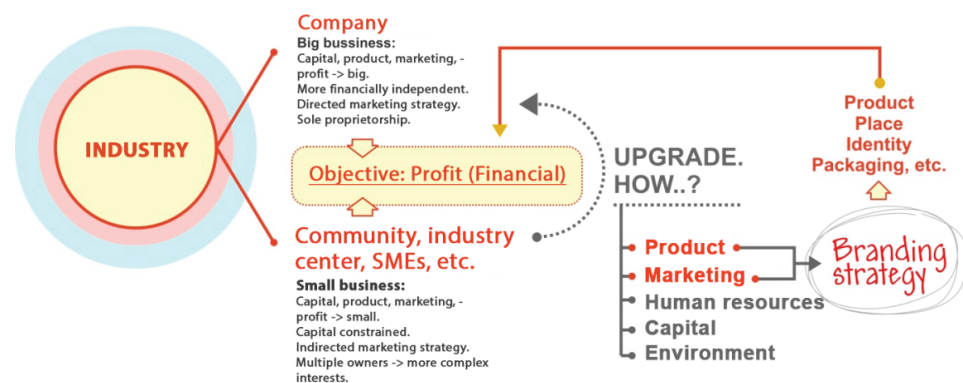


Figure 4: Branding strategy to achieve the financial gain.

The relationship model of tri-lateral network and hybrid organizations [3], as an effort to empower communities and develop creative industries, involves three roles namely government, academia, and industry. In the case of developing a branding strategy at the Derwati salted egg industrial center, those who act as community developers are academics who offer ideas, systems, and design solutions for the branding case of industry center product. Academics act as a designer to solve various marketing problems related to branding.

Kinds of education or workshops on branding are carried out to develop community in the Derwati salted egg industry centers. Instead of training craftsmen to be able to become a designer, the workshops aim to provide insight to the craftsmen about the importance of branding strategies to face all marketing challenges. Moreover, the solution offered is in the form of collaboration between the community and designers so that there will be a long-term cooperation in the future to solve various marketing problems in the Derwati salted egg industry center. It is conducted due to some cases so far in the community development efforts in which demanding craftsmen to be a designer of the product packaging is not very effective. The first reason is because their learning abilities tend to be low, it is due to the age factor. Second, the craftsmen feel that they are already very busy with various production activities. Third, insights and experiences of both designers and craftsmen are not the same.

A long-term cooperation between craftsmen and designers in the effort of empowering the Derwati salted egg industry center can be made according to these two patterns, namely:

1. Groups contain of craftsmen decide to make a direct cooperation agreement with designers. With this form of cooperation, it will facilitate a communication between the two parties so that the design solutions offered will be more effective. The designers provide directions, concepts, as well as design prototypes. Meanwhile, a group of craftsmen handle the production.
2. A cooperation, which is carried out by craftsmen who are members of groups through either cooperatives or community organizations with designers, is carried out periodically. For instance, the design strategies that have been implemented are evaluated twice to identify whether those are still effective or not.

On the other hand, the government's role is to be responsible for the sustainability of the industry center through funding, infrastructure improvements, supports for positive movements, tourism strategies, etc. In fact, the government's role is the essential thing and an inseparable part in developing the creative economy sector which has a positive impact, especially in increasing the country's foreign exchange. A successful system that is implemented in the community development can be integrated with other communities so that the resulting impact will be maximized.

### 3.2. Design Solution



### 3.2.1. Concept

Currently, the Derwati salted eggs are still marketed in the lower economic class market segmentation. In order to reach a wider socioeconomic class includes upper middle and lower middle, it is necessary to do several branding strategies to improve the product image that is creating an adequate packaging design. The wider market segmentation of Derwati salted egg products, the more complex the packaging functions are required. It does not only protect the products when they are brought from craftsmen to the markets or restaurants, but it also aims to be a part of market competitiveness.

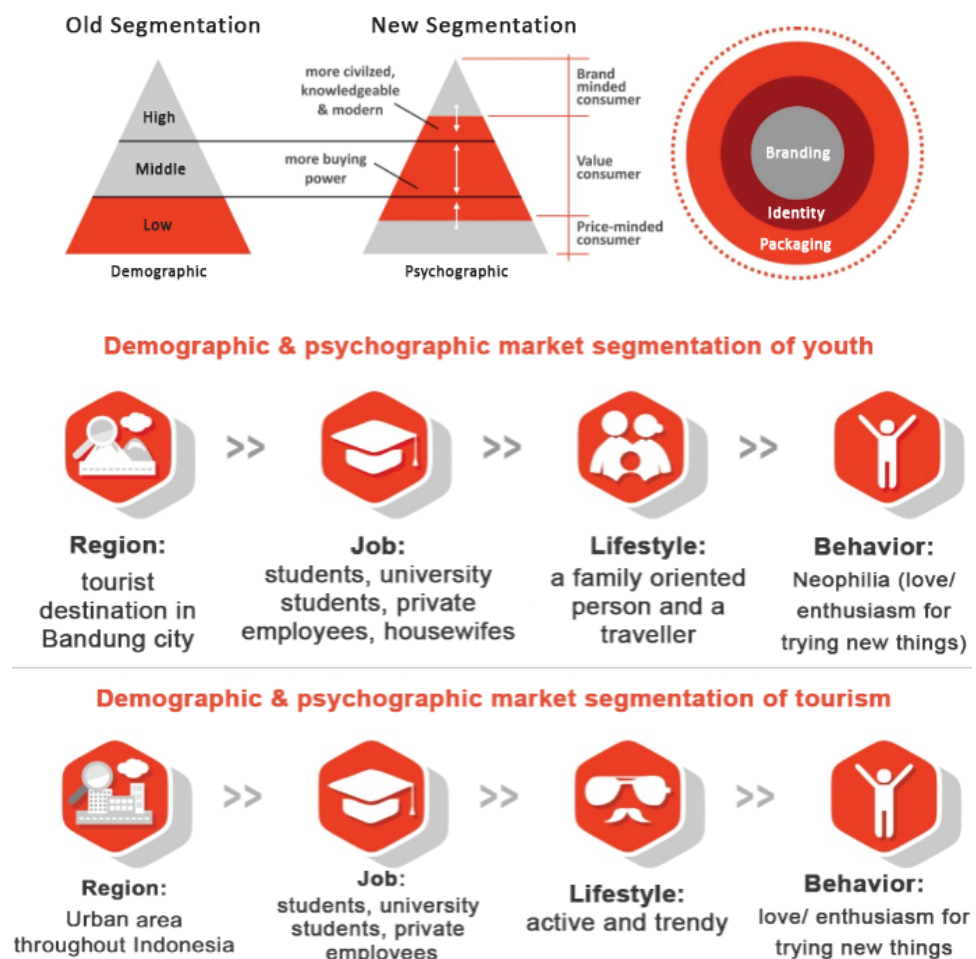


Figure 5: Design Concept.

**Market segmentation:** The target market segment of the Derwanti salted egg is young people and tourists.

**Market coverage:** There are two development of marketing area coverage namely products sold through online sales and as Bandung special souvenirs. Both of them

require a packaging that is able to protect the product well and safely, also its visual appearance to be attractive.

### 3.2.2. Design Implementation



Figure 6: Packaging design implementation.

## 4. Conclusion

Efforts to empower local community through a branding design on product packaging in the Derwanti salted egg industry center were carried out to increase market segmentation and marketing areas with a wider reach both offline and online. The packaging function needed becomes more complex, it does not only protect the product when it is transported from producer to resellers by couriers, but it also aims to be a part of the



market competitiveness. So that the packaging structure design must be able to protect the product during delivery at a minimum cost in order to reduce production prices. The choice of packaging material used is corrugated cardboard from 100% recycled material that is eco safe and economic. The printing techniques were also done by using a photocopy and stamp with ink so that they can reduce production costs.

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