

Research Article

Memory Collective in the Visual Rhetoric of Traditional Packaging Designs

Andika Agung Sutrisno¹, Bambang Sunarto² and Pujiyanto Pujiyanto³

¹Universitas Negeri Malang, Malang

²Pascasarjana Institut Seni Indonesia Surakarta, Surakarta

³Universitas Negeri Malang, Malang, Malang

ORCID

Andika Agung Sutrisno: <https://orcid.org/0000-0003-0107-4733>

Abstract.

Campaigns against environmental issues are now being voiced more and more, one of which is the problem of waste due to packaging. The packaging process uses organic materials, mainly producing waste that can pollute the environment. Packaging has been done by the community through the system of storing dish ingredients. Consumerist societies appear as a result of consuming signs, and any signs that appear visually greatly affect the target motivational audience both intrinsically and extrinsically. The representation of visual language in the form of processed natural materials into packaging products gives rise to the perception of traditional imagery. The fact that the packaging design at the company Jajanan Rakyat Khas Indonesia (jarkasi) still maintains natural ingredients for traditional food products in Blitar is a concern in this study. This study uses qualitative research with intrinsic case studies that will discuss the packaging design of regional culinary dishes that use noodle-style ingredients as product wrappers. Research was conducted using interpretation analysis methods with a semiotic approach through sign science to observe symptoms that appear. This technique depicts traditional images that appear in packaging designs that use natural materials as research objects and inherent attributes as visual signs that can build persuasive messages of traditional images. The use of natural ingredients in the choice of packaging is intentional due to the value proposition in snack products offered to consumers, where the value proposition is a special offer allocated to consumers and potential consumers. Overall, the memory of the manifestation of past cultural products has special values that are built through the process of in-memory transmission until it is meaningful. This meaning will be passed on to other potential consumers through a symbolic stimulus as a collective of memory.

Keywords: memory, visual, rhetoric, packaging, design

Corresponding Author: Andika Agung Sutrisno; email: andika.agung.fs@um.ac.id

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1. Introduction

Packaging design materials in traditional food products are very saline and mostly use materials from nature, such as leaf, bamboo, wood, roots and so on. The movement towards a more advanced era, now food packaging creates a modern, practical, and hygienic impression and uses artificial materials. The artificial material used takes a long time to decades to decompose, so it is prone to polluting the environment.

Packaging has been carried out by the community through a system of storing dish materials. The food material storage system begins with putting the dish into a container it encounters. The form and function are still very simple, the main function is as a container for dishes that are not consumed and as a means of distribution to other regions ([1]. The appearance of packaging designs that use natural materials looks more traditional. Color, texture, shape and use of materials can also cause certain aromas in the product. The skill of packaging using natural materials is usually carried out for generations with simple technology. Although today it has developed and adapted with more modern technology. The packaging process is still carried out by relying on crafts from the expertise of the local community that are influential in a particular product cycle.

Packaging design will not be separated from the use of materials to wrap the product, the material used will have an impact on users. The traditional image of the use of natural materials in packaging design has value and meaning through persuasive messages captured by the target audience. Packaging comes from the word pack (wrapped), which has a special purpose because of the function that comes face to the target audience with the attraction and persuasive message behind it [2]–[4]

Large consumption attitudes have a direction in a culture that is planned for life in today's civilization is not influenced by internal and external factors that are purely economical and sourced from rational options alone, but there are cultural systems and systems of social meaning that are able to concentrate options over commodities [5]–[7]. Consumptive society arises as a result of consuming signs, every sign that appears visually greatly affects the motivation of the target audience both intrinsically and extrinsically. In simple terms, signs can take the form of visual or physical captured by the human senses that can represent something other than him [8, p. 7]. The visual signs that appear hint at a message as an identity of both the brand and the cultural traditions attached to the product due to the selection of natural materials in the packaging design.

Identity connects a message where the construction of meaning is based on the signs of a collection of codes (in the form of symbols) that identify something that is missing from the context of space and place, where association becomes a mechanical reproduction of its formation in the past [9].

The representation of visual language in the form of processed natural materials into a packaging product gives rise to the perception of the best traditional image, the packaging design at the company Jajanan Rakyat Khas Indonesia (jarkasi) still maintains natural materials for traditional food products wajik and jenang in Blitar is a concern in this research problem. The sustainability of packaging design by using al-woven bamboo (besek) and corn leaves (klobot) as product containers. Although currently the company also uses alternative packaging with more modern materials such as paper and plastic.

In this study, we will discuss how visual rhetoric as a visual image of packaging designs that use natural materials. Packaging design will not be separated from the needs of the basic materials that form it, because packaging requires a form that is constructed through the process of processing, assembling and designing it into a ready-to-use container for certain products. In this study, one of the visual attributes in packaging design, namely material, is a concern in the construction of messages that bring out the perception of the target audience towards traditional imagery.

2. Methods

This research uses a type of qualitative research with intrinsic case studies that will discuss the packaging design of regional culinary offerings that use natural materials as a product wrapper, namely at the company Jajanan Rakyat Khas Indonesia (jarkasi) which uses natural materials. Qualitative research is used to describe and understand phenomena from the participant's point of view. Qualitative research utilizes semiotics, narrative analysis, content analysis, discourse, archives, phonemics, and statistics [10]. In the research conducted using the interpretational analysis method with a semiotics approach as a sign science to observe the symptoms that appear, this technique describes the taradisional image that appears in packaging designs that use natural materials as the object of research and attributes attached as visual signs that can construct the persuasive message of traditional images. Interpretational analysis involves examining data to find constructs (abstract concepts), themes, and patterns that can

be used to describe, as well as explain the phenomena under study. Interpretational analysis techniques or structural analysis techniques tend to use an objective writing style that includes tables, figures and matrices to communicate findings [10, p. 100]

3. Discussion

Packaging design serves in addition to securing the product filling also serves as a medium in the delivery of messages, where the message conveyed in the form of complex information generally affects the product offered. In the context of packaging design, these attributes consist of packaging materials, packaging forms, labels in packaging and all elements that complement the label as information.

All visual aspects become the starting point for the audience in seeing a product, what is first seen will immediately affect the target audience both in perception and in making motivation to buy. The first thing that can be sure to affect is the appearance of the form and material used. The problem of natural materials gives rise to traditional images in which the audience assumes that natural materials are unique. Actually, there have been many innovations that have occurred today, the adaptation of packaging materials is changed using plastic and even using paper materials which is easier in the application of information through visual language with attractive graphic designs on the packaging. In addition to visual attributes, trademarks are important in a design. Trademarks perform the basic function of identifying and distinguishing the offer of a product or service according to the value of the company [11]. Brand identity is created to identify and differentiate oneself from the rest through various attributes inherent to build trust in the consumer. Identity represents the internal image of the company addressed to the consumer using a unique set of brand associations [12].

Jarkasi is one of a series of typical blitar jenang products that still maintain packaging using natural materials as product packaging. Jarkasi was founded in 1983 by the late Mr. Jarkasi, who is currently continued by his 3 sons. In 2007, the long name of Jarkasi was described as "Jajan Rakyat Khas Indonesia". The long name appeared when a business friend from Jember chatted with one of the successor sons of Mr. Jarkasi, then the slogan was registered for the patent rights used until now.

In this study, the focus or object of the research is the Jarkasi company managed by Mr. Edi Jarkasi. Jarkasi has a variety of processed products such as jenang ketan, jenang beras, wajik ketan, wajik kletik, and madumongso which are typical regional

snacks that have been passed down for generations. These typical snack products have also been sold in the center of typical Blitar souvenirs and even spread in the Java and Bali regions. In addition to these products, there are other products sold such as opak gambir, opak gadung, various fruit chips, manco, pecel sauce and so on. Typical snack products that have become a tradition in Blitar are jenang, wajik, madumongso, using packaging from natural materials, namely corn fruit leaves (klobot). In addition to being packaged with klobot products are also packed with woven bamboo packaging (besek) for larger portions then later will be labeled with Jarkasi trademark. Edi Jarkasi said that the beginning of the use of klobot packaging for snack products offered was oriented towards maintaining the image of tradition because it has an excellent market segment and will not eliminate it, although now Jarkasi companies have also used more modern and hygienic materials.



Figure 1: The design structure of Packaging Jenang Jarkasi uses bamboo woven material (besek).

The structure that forms the packaging design of Jenang Jarkasi which uses besek has visual signs as the constituent elements of the packaging design of jenang ketan Jarkasi is explained in table 1 as follows:

TABLE 1: Elements of Packaging Design Besek Jenang Ketan Jarkasi.

visual signs	Information
Jenang Ketan	Jenang ketan is a culinary made from glutinous rice which is cooked using coconut milk, javanese sugar, and water
Plastic bag	plastic bags are used as glutinous rice jenang containers
Besek packaging	The besek packaging used is 15cm as a container for jenang products that have been containerized with plastic
Label	the label is affixed to the top side cover of the besek

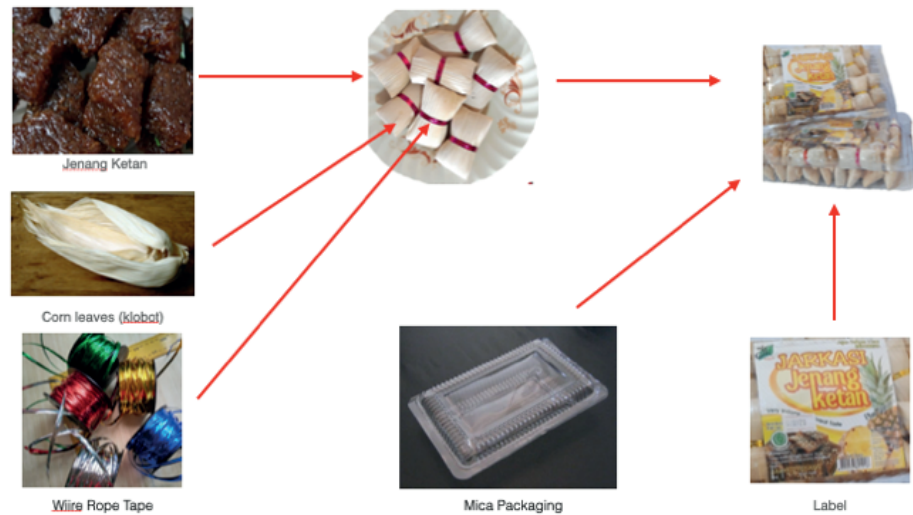


Figure 2: Jenang Jarkasi’s kemsan design structure uses Corn leaf material (klobot).

The structure that forms the packaging design of jenang Jarkasi which uses klobot has visual signs as the constituent elements of the packaging design of jenang ketan Jarkasi described in table 2 as follows:

TABLE 2: Elements of Packaging Design Besek Jenang Ketan Jarkasi.

visual signs	information
Jenang Ketan	Jenang ketan is a culinary made from glutinous rice which is cooked using coconut milk, javanese sugar, and water
Corn leaves (klobot)	klobot leaves are used as the main wrapper of glutinous rice jenang for small portions
wire rope tape	wire rope tape is used as a glutinous rice jenang fastener that is nailed by clobot
Mica Packaging	mica packaging is used as packaging for glutinous rice jenang products wrapped in clobot
Label	the label is affixed to the top side cover of the besek

The use of natural materials in packaging choices is deliberately chosen by the owner, he feels the need for value prepositiontion in snack products offered to consumers. Value proposition is a special offer allocated to consumers and potential buyers through organizational activities towards important elements that make a significant difference in influencing purchasing decisions [13]–[15]

In the application of the value proposition of Jarkasi company is the use of packaging materials, labels, branding activities, distribution and quality. As seen in figures 1 and 2 visually the packaging used uses materials made from nature. On small packaging use klobot as a wrapper for products that are small portions. The use of clobot and besek materials was deliberately carried out by Edi in the hope of giving a value proposition to

the packaging. The besek packaging used for jenang, wajik and madumongso products still has to be wrapped in plastic so that it can maintain the hygiene of the typical snack products of the region.

Visual signs that play a big role in traditional imagery in product packaging appear from the selection of natural materials. The materials used are corn leaves (klobot) and woven bamboo (besek). Trust from buyers based on interviews with some customers and new buyers in sales stores states that this material gives more distinctive value. Customers and buyers feel that this packaging shows a traditional impression, the tendency of product selection that uses natural material packaging is higher than packaging that uses more modern materials.

The meaning of visual signs in the selection of natural materials gives rise to traditional as well as traditional images. This meaning arises due to the values inherent in society, the selection of distinctive products with packaging made from natural materials gives rise to memories of the past that are constructed through collective memory. The message constructed through the collectible memory of nostalgia conjures up the image of tradition and traditional impressions.

4. Conclusion

Consumptive society appears as a result of consuming signs, any signs that appear visually greatly affect the motivation of the target audience both intrinsically and extrinsically. The use of natural ingredients in the selection of packaging is intentional due to the value proposition in snack products offered to consumers, the value proposition is a special offer allocated to consumers and potential consumers. The use of natural ingredients in the selection of packaging is deliberate due to the value proposition in snack products offered to consumers, the value proposition is a special offer allocated to consumers and potential consumers. The traditional and traditional meaning arises due to the values inherent in society, the selection of distinctive products with packaging made from ingredients gives rise to natural memories of the past built through collective memory. The message built through the collective memory of nostalgia gives rise to the image of tradition and the impression of traditional.

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