

Conference Paper

The Aesthetic of Heritage Design of Siropen Premium Packaging in Holding Sustainability of Typical Souvenirs of Surabaya

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Abstract

Siropen is a typical syrup product of Surabaya that has been existed since 1923 and was founded by a Dutch named JC Van Drongelen. To improve marketing and increase brand awareness, in 2011-2012 the company created a new brand around the concept of heritage. As part of this it redesigned the packaging, which has subsequently been widely mentioned in media coverage as luxurious, elegant, and attractive because it has a wine-like packaging. This research aims to determine the aesthetic heritage of the package design of Siropen Premium as a reflection of typical souvenirs of Surabaya. This study used a qualitative descriptive approach. Data for visual analysis is obtained through observations of the packaging design of Siropen Premium with researchers as the main instrument. Supporting Data is obtained through interviews to designers and company marketing. Validation of the research results was done through triangulation with the interviews to two media experts.

The results showed that the Siropen Premium packaging design had a good formalistic arrangement covering the alignment of visual elements (shapes, colors, typography, layouts), good proportions based on golden ratio, and the uniqueness of design aesthetic style. The interpretation of design concept shows the design of the Siropen Premium package supports the heritage concepts derived from the classical European style.

The European style uses a Victorian design style that gives a vintage look, via symmetrical layouts and the use of gold, brown, and ivory colors. The heritage concept with Dutch European style on the packaging of Siropen Premium in advance can hold the heritage sustainability of the Dutch colonial era in Surabaya in the form of typical souvenirs and beverage of Surabaya.

Keywords: packaging design, aesthetic, heritage, siropen

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1. Introduction

The typical souvenirs are souvenirs that can only be found in certain areas and has a characteristic that is hardly found in other areas. Surabaya City as one of the tourist destinations also has a variety of typical souvenirs, one of them is Siropen.

Siropen is a brand of a syrup whose factory is located on Jl Mliwis No 5 Surabaya. The factory of Siropen was founded in 1923 by a Dutch named JC Van Drongelen. The factory of Siropen has undergone a number of ownership movements. In 1942 the factory was taken by the Japanese who at that time occupied Surabaya. Later when Japan lost its allies, the factory returned to the Dutch hands. Until the end of the year 1958 Siropen factory became the property of Indonesia during the nationalisation program, at that time all Dutch-owned companies were handed over to the Indonesian government. The drink was consumed by the Dutch and the nobles. But as time progressed, Siropen is consumed by the wider community and is now one of the typical souvenirs of Surabaya.

Due to its high historical value, Siropen established itself as a heritage product of Surabaya. Heritage is generally interpreted as inheritance or anything that can be inherited. The value of this heritage is then utilized by the company to create brand of Siropen.

At first, Siropen does not have a specific brand image. The syrup is produced named Siropen Telasih. Then in 2011-2012 the manufacturer develops branding heritage by highlighting products with high historical value that is worth to be preserved. Branding activation is done by applying the visual branding of one of the product packaging design Siropen Premium as a differentiation of products devoted to the typical souvenir products of Surabaya.

Packaging design as a container of product aims to improve the value and function of the product. Its scope of packaging design includes shapes, structures, materials, colors, imagery, typography, and design elements containing product information that has the function to wrap and protect products up to product identification and marketing functions [1]. The packaging design includes packaging as a wrapping container as well as overall packaging concept. The packaging design of Siropen Premium is designed in such a form and its visuals are adapted to the branding heritage that was realized by using the form of bottles such as wine, heraldic-style emblem, classical design style, and content- that contains the value of historical and product heritage. There has been a lot of media covering the Siropen mentioning that Siropen Premium packaging has interesting visuals. In the anekatempatwisata.com (2015) mentioned that the packaging of Siropen Premium has wine bottle look that makes it luxurious and classy, the article in the wisataku.id (2015) mentioned the package of Siropen looks elegant, and the jatimno.com (2018) mentioned that Siropen characterizes legendary drinks with unique bottled bottles. The uniqueness of the concept of packaging also the shape and visuals of the package Siropen Premium packaging design are what makes researchers interested to know more about the aesthetic of the packaging design of Siropen

Premium related to the the aesthetic of heritage design of Siropen Premium packaging in holding sustainability of typical souvenirs of Surabaya.

2. Methods

2.1. Research Approach

Research used qualitative approaches. Qualitative research is a study aimed at understanding the phenomenon experienced by the thoroughly, detailed, in, and scientifically accountable research objects from an intact, comprehensive, and holistic [2].

2.2. Research Data

The primary data source of this study is Siropen Premium packaging. Primary data was obtained through observations with researchers as a key data collector instrument. In addition there were secondary data obtained through interviews to the designer and the marketer company of Siropen. Secondary Data is also obtained by means of literature study through books and scientific works related to research topics.

2.3. Data Analysis Methods

Research to know the aesthetics of the Premium Siropen packaging design uses formalistic data analysis techniques. There are four stages of analysis [3] which include:

1) Description

Description is an activity describing with words of things that are presented in the displayed object. The purpose of the description is to describe the visually visible things without giving interpretation or judgment.

2) Formal Analysis

Formal analysis describes objects that are analyzed with the support of some visually visible data. The analyzable aspects include design elements, composition, coolality, unity, and more.

3) Interpretation

Interpretation is an activity interpreting the meaning, message, or value contained within a design object. Interpretation seeks to interpret or reveal things behind formal aspects and form structures.

4) Evaluation

Evaluation of design objects is an activity assessment of the success rate of design objects in delivering the message according to the purpose of design creation. In this stage there is also an activity comparing the design work with the previous design and other similar design.

3. Discussion

3.1. The Company and Products of Siropen

Based on the results of the interview to Mr. L.M. Alfian as marketing of Siropen Company and packaging designer of Siropen Premium obtained data about the company profile and Siropen products. Siropen is manufactured by PT. Moya Kasri Wira Jatim, the parent of PT Panca Wira Usaha Jawa Timur which is a business entity belonging to the East Java region. Siropen Factory is located at Jl Mliwis No 5, Krembangan Sel., Krembangan, Surabaya.

The Siropen Factory has been in operation since 1923, was established by a Dutch businessman under the name of the J.C. Van Drogelen's Limoen factory & Hellfach. The Siropen factory has undergone several times the transfer of ownership. In 1958, the factory was taken over by the Japanese who at that time occupied the city of Surabaya. When Japan lost its allies, the factory returned to the Dutch hands. In 1958 there was a nationalization program in which all Dutch companies were taken over by the government of Indonesia. In 1962, the Siropen factory was handed over to the East Java food and beverage Regional industrial company. Year 2002, Siropen factory was owned to PT. Moya Kasri Wira Jatim.

At the beginning, there are two types of Siropen products based on the type of the syrup, the Telasih and the Gourmet. Siropen Telasih is a type of syrup as the usual syrup made for drinks while Siropen Gourmet is used for coffee blends, cocktail, mocktail, and so on. After that in about 2011-2012, company inovates the product of Siropen Premium

which is positioned as a souvenir product of Surabaya city. Siropen Premium is packed with more exclusivity and packaging label in classic European style.

3.2. Siropen Premium Packaging Design Analysis Results



Figure 1: The Anatomy of Siropen Premium Bottle

Siropen Premium is packaged in a 700 ml bottle in size. The bottles are high in shape with slim body shape and straight side. At the top of the body, there are bow-shaped ornaments and the bottom of the bottle body also has a screw-shaped ornament. The bottle shoulder ramps. The bottle neck has narrow diameter and long.

There are labels on the body of the bottle and other labels attached to the seal/bottle neck. Labels on the body of the bottle contain some product information such as brand name, product type, product name description, tagline, and other product description. The seal labels are smaller in size and contain little information that is also present on the label on the body of the bottle.

Data analysis show the following result:



Figure 2: The label on The Body of The Bottle (above) and Label on The Seal of The Bottle (below)

5) Visual Elements

Visual elements as elements that appear visually, usually referred as design elements. The visual element consists of point, line, field, mass or space, color, and texture..

a) Forms



Figure 3: Forms Allignment of Siropen Premium Packaging Design

The shape of forms and the lines appear aligned, using geometric and regular shapes such as cylinders, straight lines and curves that tend to be geometric, geometric shapes like rectangles, circles, and ovals. The similarity, resemblance, and alignment of the elements of art/design is one way of achieving unity. Therefore, the alignment of the form element contained in the Premium Siropen package contributes unity to the overall composition.

b) Colors



Figure 4: Color Palette of Siropen Premium Packaging Design

The colours that used in the Premium Siropen packaging design are tertiary and quartular colors. The arrangement of tertiary and quartular colours resulted in an less contrasted, dark, and harmonious appearance [4].

Jacob Olesen in *Color Meaning* explains the color brown along with the soft white or ivory will look elegant and classic. The gold color corresponds to the gold metal associated as a precious metal and the first champion. It is related to the product with the Premium label. Gold color implies prosperity, luxury, prestige, and excellence. The packaging design of Siropen Premium uses characteristic and symbolic colors that fit branding of heritage that is the impression of vintage, traditional and classic.

c) Textures

Textures can give a certain sense of composition and can simulate the character. Textures relate to surface characters that can be genuine or artificial. Siropen Premium packaging bottle is made of PET/PETE (Polyethylene tereph-thalate) which has a slick plastic surface texture and transparant which is a soft and light impression. The soft and light impression makes the structure less of character especially for Premium-labeled products.

d) Images



Figure 5: Emblem on The Package Siropen (Left) and Emblem of Surabaya City Year 1931 (Right)

The image on the main display panel is a two-lion-shaped emblem holding the shield and ribbon in below with the writings of Soera Ing Baja. The amblem appears to resemble the symbol of old Surabaya in 1931. This emblem is used to communicate Siropen as a typical souvenir of the city of Surabaya and has existed since the old City of Surabaya.

e) Layout



Figure 6: The Layout of Siropen Premium Packaging Label

Layouts on the packaging design can convey the impression and sharpen the delivered informations [5]. Layout settings on the packaging design should also pay attention to information hierarchy and order of importance. Packaging label Layout Premium Siropen is predominantly by text element, centered, symmetrical, and uses a modular grid. The use of symmetrical balance and center text create a classic impression according to the concept of packaging design strategy and aligned with the shape of packaging structure. Layout settings also correspond to the visual hierarchy starting from the most important text that is brand names that made to be the biggest. Then followed by the product name, then a tagline. Furthermore, other information/mandatories are placed at the bottom in the aligned small pannels. The composition is neatly set which included as jumble layout.

f) Typography

Based on observation, the label of Siropen Premium packaging is dominated by text elements. The brand name Siropen uses decorative typeface, product type and taglines use the traditional Serif typeface, and the caption texts on the mandatories use a Sans Serif typeface. In the main display panel, only three types of typefaces are used. Three typefaces are a common boundary for all major display panels in packaging design [6].

The Traditional/Reales typeface was the type of letter that emerged in the 17th century after the Old Style, created when King Louis XIV ordered to create a special royal Typeface [7]. Like the Roman serif letters, this typeface has a classic impression. The use

of Script typeface with gold color on the text JC Van Drongelen gives the impression as like a signature that also looks classic. In addition to the harmony, the types of typefaces are chosen match to the personality of the product as a product of heritage.

6) Perceptual Elements

The perception element is also called the design principle. Elements that belong to the perception element are harmony, unity, balance, intensity, size and proportions, rhythm, direction and motion.

a) Unity



Figure 7: Visual Elements of Siropen Premium Packaging Design Affecting Unity

The Premium Siropen has a good unity caused by the similarities in color used namely gold and brown in the label on the body of the bottle with seals and labels on the neck of the bottle. In addition to repetition of the emblem and text elements, the repetition of shapes into ornaments on the body of the bottle, the similarities and typographical alignment, as well as the similarity of design styles used on labels that also align with the design of the bottle.

b) Keseimbangan

Siropen Premium packaging has a symmetrical design in both structure and layout design. A symmetrical balance gives a static, rigid, less motionful, yet formal appearance.



Figure 8: Symmetrical Balance in Siropen Premium Packaging

However, the symmetry is appropriate for the classic design style. One of the main features of Victorian graphic design is the composition that tends to be evenly and symmetrical (static).

c) Size and Proportion

The structure of the packaging bottle has a vertical direction while the ornaments and label layout have a horizontal direction so it gives a proportional impression. Based on the measurement of the golden ratio scale, the design elements on the bottle structure and the label fall on the scale lines. This suggests that the packaging design of Siropen Premium has an excellent proportion.

7) Material Elements

Based on observation, the material that used as the structure of the packing bottle of Siropen Premium is Polyethylene terephthalate (PET). It has characteristics such as single-use, lightweight, easy-to-move, unbreakable, easy-to-set, and robust characteristics, and visually has slick, clear, transparent, and light-looking characteristics. Premium Siropen as a souvenir product with a premium syrup label seems to be more valuable if using material that has a more characteristic, heavy, or textured effect like glass or thicker plastic type. Glass can communicate material with reliable quality and character with visual quality and glass-owned surfaces [8]. Glass is also a preferred material for perfume, cosmetics, medicines, beverages and gourmet food as well as luxury products.

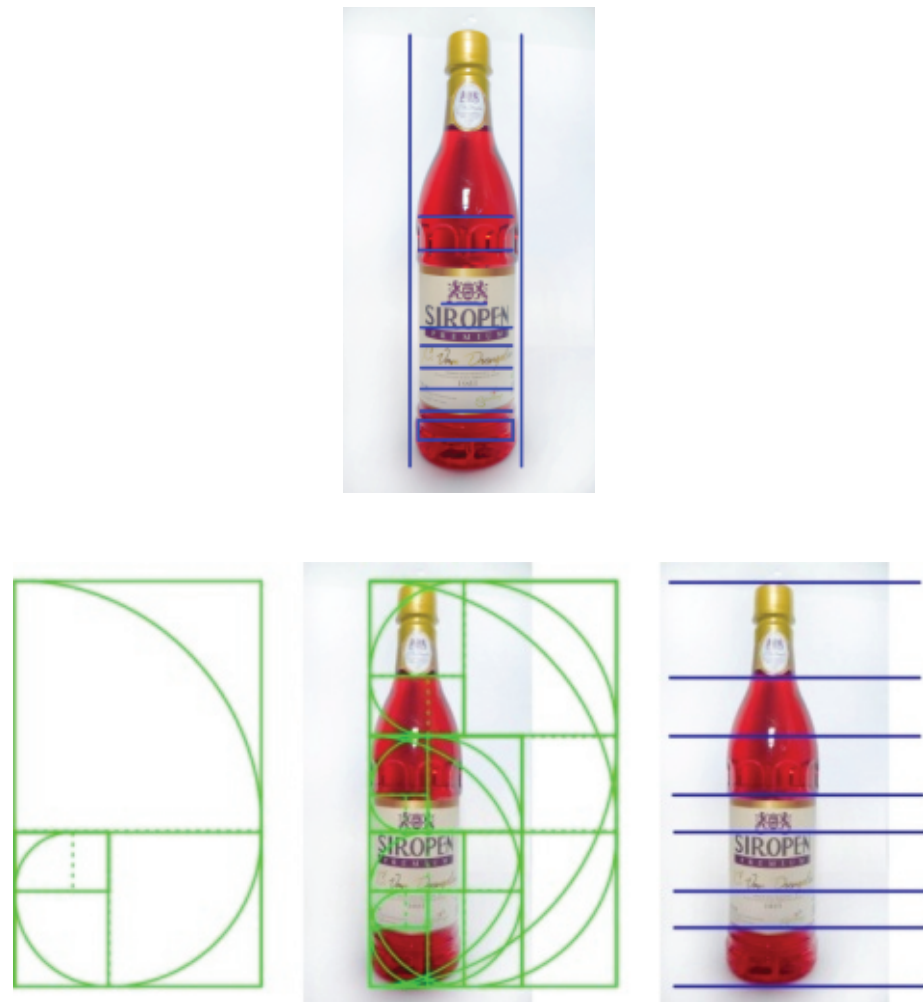


Figure 9: Proportion due to Shape Direction (upper) and Proportion of Golden Ration (bottom) in Siropen Premium Packaging

In addition to material on the bottle, there are also materials used on the label. The Label uses HVS 80 grams paper. This type of paper has an unglassy, the print results are not too sharp, thin, easily gets dirty and absorb water. The results of colors that are not sharp, do not shiny, but do not fully have a dull or matte effect produce less characteristic labels.

Based on the description of the Siropen company's marketing, material selection for packaging structure is based on cost factor. Plastic bottles require a cheaper cost than glass. Packaging will be good if the packaging can refund the production cost. Therefore, there are economic factors in packaging design that is practical factor, convenience factor, and inexpensive factor. Inexpensive factor is the emphasis of financing that leads to economical and not wasteful so that it will relieve the cost of production and the price of the product itself.

8) Concept and Design Strategy

Concept is the main idea of a design to communicate a design strategy visually. Siropen Premium Packaging design concept based on branding heritage. The strategy used is 'content'. The 'content' strategy is the inclusion of content into packaging design that supports the product heritage story so that the product can be understood by the audience as a different product than other syrup products, has a history since the Dutch era, as the first syrup produced in Indonesia, and with maintained quality. Based on the observation of the packaging design of Siropen Premium, the Premium Siropen packaging strategy was applied to the packaging design elements such as in the text, typography, emblem, tagline, color, style to the shape of the structure. The Label is filled with content that strengthens the value of product heritage such as the ancient logo of Surabaya, the founder name Siropen JC. Van Drongelen, and the tagline since 1923. In addition, the design style also carries a vintage effect that evokes nostalgic Dutch era.

9) Design Style

A style of design can refer to a certain time or period, a particular place or country, or a certain flow of thought, as well as the personal attitudes and concepts of the designer [9]. Based on observations, the label graphics of Siropen Premium used the classic Victorian design style as a vintage look strategy to evoke a nostalgic past. Its the use of Victorian's design style on labels is dominated by text elements, typefaces serif, symmetrical layouts, coupled with illustrations of heraldic-style symbols. However the style used to get a modern touch is seen from precise layout and text settings, more orderly, and clean background use.

The Victorian style that was populer in the 19th century has characteristics of the use of border and ribbon ornaments, handwriting typefaces, and a full-text layout. Victorian Style features classic European memorable visuals. The popular Victorian style in the 19th century also corresponds to the founding of the Siropen factory. In addition, this style is a European style so it is able to create a Dutch impression on Siropen Premium. It is therefore the selection of Victorian style to carry a vintage impression according to the branding strategy of Siropen as a heritage product.

3.3. Siropen Premium as a Form of Maintaining the Sustainability of The Image of The Typical Souvenir of Surabaya

The packaging design of Siropen Premium with a heritage concept is intended as a branding function to raise brand awareness and increase sales, but can further form a cultural sustainability. The selection of the ancient Dutch heritage concept compared to making modern packaging can revive the culture of Surabaya in the colonial era. This will remind you that in addition to the original culture, there was European culture in Surabaya. Siropen products as souvenirs typical with the concept of the Dutch era will present back the colonial era Dutch culture.

The bottle of Siropen has a structure similar to one of a type of wine bottle—Burgundy, with ornaments added. The characteristics of Burgundy bottles such as the classic and elegant shapes, has a sloping shoulder, and a slightly wider body of bottles than other parts. Wine bottles give a more premium impression. It can be a historical representation that once a syrup is a premium drink that can only be enjoyed by the Dutch nobles.



Figure 10: Burgundy Bottle

Ornaments of the body of the bottle has a gemotris of semi-circular shape reminiscent of the shape of a stone bow. This ornament used to be widely used in the construction of stone bows in the architecture of ancient buildings in Europe in the period of Romanesque, Byzantine, Renaissance, and neoclassical. The stone bow technique is also still used until the early 19th century for a short bridge building or Park Bridge.



Figure 11: Stone Bows Construction

The construction of the stone bows can also be found in the area of Dutch colonial buildings in Surabaya. Some of the buildings around the Siropen factory appear to have arc-shaped doors and windows. Siropen Factory is located in the Old City area in Surabaya.



Figure 12: Construction of Stone Bows in Old Buildings in the City of Surabaya

Siropen existed since the Dutch era which until now remains produced. Siropen Factory is also still located in the same area in the Old City Heritage area of Surabaya, which is still strong with the architecture of Dutch colonial era. With all the history of Dutch products and cultural relics, Siropen Premium package design can be a representation and to maintain the cultural sustainability of the Dutch colonial era in Surabaya in the form of souvenirs typical of Surabaya.

3.4. Results of Interviews to Media Experts

The interview was conducted to the media expert 1 with the speaker of Mr. Victor Adiluhung Abednego, S.T., M. DS, who is a lecturer in the study program of the Visual Communication Design in Institute Teknologi Bina Nusantara (Binus) Malang. Based on observation, the speaker argues that the visual packaging of the Siropen leads to

a classical approach. From seals and emblems that have wine seal-like shapes, the impression is exclusively achieved. Syrup generally uses ordinary seal types such as vacuum seals. In addition to the classic style consistency applied to the symmetrical graphics, the style of the logo, as well as the addition of the name JC Van Drongelen which indicates the Dutch era so as if it was an imported product. In addition to the tagline there is a word that would prefer to use the spelling Siroop than the syrup that is the spelling of the old days. There is also the Sparkling Surabaya logo as shown that Siropen as an artifact or heritage of Surabaya in the field of culinary.

In terms of material selection, the use of plastic actually has advantages and disadvantages. The drawback is such an environmentally friendly issue. The advantages of plastic resistance are stronger and not easily broken, lighter for distribution, and more durable. In addition to following the trend of plastic bottles that can be reuse, the use of paper materials for labels is capable of supporting classical effects. Usually wine products do not wear a molding label. The paper texture is more appropriate to support classical effects. But the execution is still not perfectly neat.

Interview to the media expert 2 with the speakers Mr. Aditya Nirwana, S.Sn., M.Sn. Who is a lecturer in Visual Communication Design study program in Ma Chung University, produced several opinions. As a premium product, the packaging design of Siropen Premium is still not maximized. The reasons for final execution and material selection. As a premium product, a bottle of Siropen Premium uses PET/PETE plastic bottles when the regular Siropen uses glass bottle packaging. Usually premium products are average using material that is monumental or at least strong. Whereas PET/PETE's plastic is lightweight and in structural properties is not strong. If the packaging is placed on the shelf, the graphic Siropen Premium looks more premium. But if the packaging is held by consumers, the user experience of the plastic structure will not create a premium impression.

In addition to bottle material, label material selection is also less precise. The packaging label uses HVS paper material with graphics printed with offset technique. The paper HVS is easily stained so it could be before the syrup consumed the label was broken. The piece on the seal label also looks untidy and looks like a manual cut by using scissors. The gold texture on the label is also a false texture because the material is not able to provide glossy prints. In addition, the less optimal printing technique results in different color prints against multiple packaging which means inconsistent.

In composition, design elements such as graphics, typography, and logos are good. Graphically, the packaging design looks can be known that the concept is like to bring the romanticism of the Dutch atmosphere and images as a premium quality.

The symmetrical balance used shows a glorious and classical impression. Similarly, the use of gold and black colors that support the classic impression. In addition there is a signature written JC Van Drongelen. There is one element that does not blend in with the overall graphic concept, that is variant flavor part. The caption is written with a casual typeface placed on an oval shape element with a striking color that looks more pop. The element appears distorted from the classical concept built.

4. Conclusion

The results showed that the Premium Siropen packaging design have a good formalistic arrangement covering the alignment of visual elements (shapes, colors, typography, layouts), golden ratio of good proportions, and the uniqueness of design style selection. The visual element of the shape and structure of the packaging using regular geometric and composition elements leads to harmony of unity and balance in the composition. But the material used in the packaging design is less optimal because it cannot easily explorant the design of the packaging character. The interpretation of design concept shows the design of Siropen Premium package supports the heritage concept that leads to typical European classics. The distinctive European imagery resulted from the packaging design visuals that use the Victorian design style that gives the impression of a vintage look, symmetrical layouts, as well as the use of gold, brown, and ivory colors that give it a classic impression. In addition to design styles, heritage imagery is also supported by the use of content concepts that display the information on the heritage attributes of the product.

The selection of a heritage concept with Dutch European style in advance on the packaging of Siropen Premium can maintain the cultural continuity of the Dutch colonial era in Surabaya in the form of souvenirs typical of Surabaya. Packaging design can remind back that in addition to the indigenous culture of the society there is also European culture in Surabaya. Siropen products as souvenirs typical with the concept of the Dutch era will present back the colonial era Dutch culture.

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