

Conference Paper

Redesign Traditional Packaging of Jenang Sari Murni Tulungagung

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Abstract

The purpose of this project is to redesign the Sari Murni's packaging in an effort to improve the attractiveness and increase sales of the product. Design methods use the Bruce Archer methods for packaging to strengthen the design systematics. Design results are presented in the form of primary packaging, secondary packaging, and tertiary packaging, together with supporting media such as X-banner, posters and stickers.

Keywords: Redesign, Packaging, Jenang Sari Murni, Tulungagung

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1. Introduction

Indonesia consists of ethnic diversity, so it has cultural diversity. Among the diversity, one interesting cultural outcome is the diversity of traditional foods. One of the traditional foods is *jenang* food, regions in Indonesia, especially in Java, are producing a lot of *jenang* food in Tulungagung, namely Sari Murni *Jenang* owned by Lasimun's father and Sukini's mother. The *jenang* packaging is still far from interesting and unique words, this is due to the plastic *jenang* packaging. Consumers do not hesitate to buy a product that has an attractive packaging to simply make it as one of the supporting properties to produce good photos, so packaging is one of the main reasons for buying a product today. Packaging greatly affects the selling value of a product.

However, from a small research conducted on consumers and company owners, it was found that there were some problems with the "Sari Murni" *jenang* packaging, including the audience saying that they were interested in "Sari Murni" products but did not attract their interest to buy them. In addition, some audiences also said that the good taste of the product was not supported by the primary packaging with the normal appearance of the *jenang* packaging.

Based on the shortcomings listed above and given the importance of packaging a product to increase the attractiveness of prospective buyers and the selling price of the product, it is necessary to redesign the Pure Sari *jenang* packaging. The purpose

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Figure 1: *Jenang Ketan* and *Jenang Mix "Sari Murni"* Mr. Lasimun.

of this design is to be able to answer the problems that exist in Sari Murni products. The innovations in question are in terms of form, function and visual design of the new packaging. The new packaging has a function that is not only disposable, with the aim of inviting the public and prospective consumers to reduce waste, so that packaging is made more environmentally friendly. Therefore, the redesign of the Sari Murni *jenang* packaging is expected to increase the sale value and buying interest of consumers, as well as to be more widely known to the general public..

2. Literature Review

2.1. Package Redesign

According to Dr. Pujiyanto (Pujiyanto, 2016), states that redesign is a process of planning and redesign by a designer through changes in design elements and principles as well as functions to produce better and more useful designs.. According to American Heritage Dictionary, redesign means to make a revision in the appearance or function form (Brown, 2002).

2.2. Packaging Design

According Marianne Rosner Klimchuk and Sandara A. Krasovec, packaging design is a creative business that links the shape, structure, material, color, image, typography and design elements with product information so that the product can be marketed (Klimchuk & Krasovec, 2007).

There are several explanations in packaging design, as follows:

- a. Definition of packaging design
- b. Packaging function
- c. Packaging purpose
- d. Types of packaging

- e. Packaging design elements
- f. Packaging materials and components

3. Method

This design model uses qualitative design methods. Qualitative data methods can provide information gathered from interviews with individual consumers or from small groups (Development Team, 2017). Qualitative data were obtained through various data collection techniques such as interviews, document analysis, focused discussions or observations that have been stated in the field notes (transcripts). This design method will make it easier to design the product. This design method uses qualitative, qualitative data obtained through various data collection techniques such as interviews, document analysis, focused discussions or observations that have been stated in the field notes (transcripts). The data collection process on Sari Murni *jenang* products was carried out in November 2018 and resumed in February to April 2019. The data obtained in the form of company data, products and competitor data.

The data needed is primary data and secondary data. Data collection is obtained through interviews with business owners and consumers, so getting very accurate information about the packaging design expected by producers and consumers (Hermanto, Pahlavi, & Sutrisno, 2019). In addition to interviews, observation activities are also carried out directly in the field to find out the standard on the packaging. While other data in the form of library data such as sources both internet and references through books in accordance with the design of the packaging design, and data in the form of documentation in the form of archives, documents, pictures and writing numbers (Julianti, 2014b, 2014a; Wirya, 1999). In the design method using Bruce Archer's model chart as a packaging method to strengthen the design systematic. This design procedure starts from the background of the problem, problem formulation, objectives, design methods, data identification, analysis, synthesis, design concepts, design process and the final result in the form of application design to the media. Analysis in this design uses SWOT analysis (Kotler, 1999; Rustan, 2009). The purpose of the SWOT theory is to conclude simple data into strengths, weaknesses, opportunities and threats so that the designer can know how important the chosen problem is so that the communication design is needed. After that the synthesis is done as a basis for design considerations in making decisions to do the next design (Kaihatu, 2014; Kotler & Keller, 2009). In the design process that is used is more directed to the design process according to Sri Julianti namely conceptual design, embodiment design, detail design. Whereas the

design concept produces design objectives, strategies and message concepts in the form of verbal and visual messages (Julianti, 2017).

4. Concept and Design

From the results of the synthesis that has been obtained, then in the next stage includes the design goals, concept strategies, media design and design visualization (Hermanto, 2009). Which from here will be obtained by the design concept.

1. Brainstorming

The initial stage for the *jenang* "Sari Murni" yakni by way of brainstorming in order to find the big ideas and concepts to be designed.



Figure 2: Brainstorming Process

2. Message Concept

a. Verbal Concept

The verbal concept used consisted of logos in the form of dancing people, namely Tulungagung Reog Kendang's art. With the title "*Jenang Sari Sari Murni*", the title is intended that *jenang* "Sari Murni" is a typical food from Tulungagung which still retains traditional flavors. By not containing preservatives and raw materials used also come from the local area.

In addition information about the composition, net and variants of the type of *jenang* is also displayed. In another verbal concept in the form of an illustration of black glutinous rice plants, where glutinous rice is the main ingredient in making *jenang*. Therefore, the selection of illustrations from glutinous rice so consumers know the main ingredients of *jenang*.

b. Visual Concepts

In the visual concept used for the "Sari Murni" porridge packaging consisting of a company logo, there are also illustrations of glutinous rice plants made with flat designs. While the color to be used is the dominant red and white, because red is the original

color used on the "Sari Murni" porridge logo. For the differentiator of the *jenang* variant, it will include information on the label's hang tag.

3. Concept Strategy

The packaging material will be made the same as the previous packaging, only the difference with the new packaging is in the form and function. The strategy used is packaging that will provide comfort, want to have and be unique. From this unique packaging, it will facilitate the product to stand out among competing products. In addition, the new packaging does not have a too negative impact on environmental pollution (environmentally friendly), as well as the addition of functional values.

Packaging with good innovation and different from others can be a solution so that traditional products can maintain their existence so that they are more valued, have high selling points and are environmentally friendly. Packaging that is easy to re-use, is efficient in the use of space and is easily stored. Another strategy in the "Sari Murni" *jenang* packaging concept is by optimizing to create a fun and unique *jenang* packaging, visually appealing, and triggering the desire of consumers to buy and share it with relatives. The success of packaging attractiveness is determined by the aesthetics that are taken into consideration since the beginning of planning the form of packaging because basically the aesthetic value must be contained in harmony between the shape and arrangement of graphic design. Appearance on natural packaging is more visible starting from the color, texture, aroma that gives a distinctive taste and smell as well as from its shape.

Per-Media Concepts

1. Primary Packaging
2. Secondary Packaging
3. Tertiary packaging
4. Supporting Media: X-Banners, Posters and stickers.

Design Process

1. Logo Design

In the previous logo of the "Sari Murni" *jenang* experienced changes in terms of typography and logo symbols. The new logo will use the initial logo later, only logotype will be added later so that the new logo can be easily remembered and the logo's identity readability is visible. The color of the logo uses red because the previous logo is predominantly red, white and yellow. The red color symbolizes courage, lust, strong, aggression and can symbolize the intensity of taste. Therefore the red color is used so

that it is easily recognizable, attracts attention and stimulates the desire of consumers to use "Pure Sari" products.



Figure 3: Alternative Design of Corporate Logo

2. Label Illustration Design

The illustration that will be placed on the label hangtag will be in the form of an illustration of glutinous rice plants. The illustration is simplified because the design with the packaging is not too crowded. Therefore the illustrations on the hang tag label on all the packaging will be made in two colors.

a. Illustration of Labels on Primary Packaging

The label that will be used on the primary packaging is a label in the form of a stike. By displaying the company logo "Sari Murni", the colors used are dominant red and white logos. The labels on the primary packaging are round, with a diameter of 5cm. The material used on the sticker is vinyl stickers printed with dope to make it look smooth.



Figure 4: Final visualization of label design

b. Illustration of Secondary Label Hangtag Packaging

In the display hangtag label later there are two sides, namely the front side of the red label layout, while the logo and illustrations are white. While on the back view of the white label layout, by including product information along with illustrations of glutinous rice plants in color. The width is H = 8 cm, W = 5 cm, with a rectangular shape with a curved top.

3. Packaging Design



Figure 5: Final visualization of secondary label design

1. Primary Packaging

The plastic used is plain plastic, the choice of plastic is so that the product can be seen. Rectangular plastic packaging, with a size of 32cm each side and product weight per package containing 1Kg.



Figure 6: Primary Package Design

2. Secondary Packaging

Secondary packaging made from bamboo, the type of bamboo used is bamboo apus. The secondary packaging size is 13.5cm in diameter, T = 8cm, while for the packaging size is 13.5cm in diameter, T = 2cm. The innovation of this new packaging is that there are straps on the sides, the aim is to make it easier to carry.

On the lid of the packaging there is a company logo, which logo has been engraved according to size. The material used is a hardboard with a thickness of 3mm, while the size of the logo diameter of 6cm-7cm thickness is chosen so that the logo can be placed on the packaging lid.



Figure 7: Secondary Package Design

3. Tertiary Packaging

For tertiary packaging with size H = 45.5cm, L = 13cm, W = 16, the materials used are bamboo. There are handlers that can be lowered and raised. For locking the handle using a nut that has a hook. Tertiary packaging makes 3pcs of "Sari Murni" *jenang* products, because of their rectangular shape.



Figure 8: Tertiary Package Design

Based on the problems with the "Sari Murni" *jenang* product, about how the product can continue to be sought after by the wider community. Considering the product "Sari Murni" is a traditional food that still retains its natural and traditional nature. But the problem with "Sari Murni" products is none other than the packaging. The steps needed so that Sari Murni products can survive with competitors is to redesign the packaging.

5. Conclusion

The results of the design are primary, secondary and tertiary packaging. By continuing to use natural materials and not eliminating their traditional properties, and designing packaging with unique and functional shapes. The goal is to re-create *jenang* packaging that is environmentally friendly and the packaging used is not disposable. Designing more unique and attractive packaging designs but not eliminating the characteristics of the product is a strategy used so that consumers can continue to enjoy the product.

6. Recommendation

It is hoped that companies with designers can work together. Can be developed by developing innovations in packaging design that can increase selling points and attract consumers. Due to the form of packaging and more functional, consumers can have satisfaction with the products used. Not only in terms of packaging, but also on the promotional media used. By utilizing more advanced technology from the company it

is hoped that it will be more creative in promoting its products, so that the products offered can be known by a wide audience.

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