

# PalArch's Journal of Archaeology of Egypt / Egyptology

## ROLE OF UMKM PACKAGING IMAGE IN CIMAHY CITY (CASE STUDY UMKM)

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**Deden Maulana Anggakarti. Role Of Umkm Packaging Image In Cimahi City(Case Study Umkm)--Palarch's Journal Of Archaeology OfEgypt/Egyptology 17(10), 3661-3674. ISSN 1567-214x**

**Keywords: Packaging, Business, Design, Destination.**

### **ABSTRACT:**

One of the important roles in the marketing aspect is the packaging form of a product, the term packaging is not new to business actors, they generally already know that an item to be marketed and sold needs to attract the attention of every prospective buyer. One of the reasons for this attraction is how to make a package that is considered the most effective and efficient. So a packaging for business actors is the main requirement so that each product can compete with other similar products. The essence and function of packaging is how a product can be properly and safely protected so that the movement from the seller to the buyer can easily experience no obstacles, for example avoiding collisions, weather, stacking or arrangement and can have a strong enough appeal as an image of the contents. the product. The actors of small and medium enterprise activities in Cimahi City have a high appreciative value for the importance of the meaning and meaning of a package for their products. Starting from the routine activities of business actors and can be produced in culinary, fesien and craft offerings. In general, business actors look at a packaging manufacturing service by consulting and making practical packaging, so it is not surprising that in an instant every product has a packaging in which there is a product name, brand, label and a representative visual form. The purpose of making the packaging shows the role of how a product can have a selling value, have the appreciation of potential buyers and become a product characteristic that can show the values of quality, trust, appreciation and uniqueness of each product. So it is hoped that every small and medium business actor, especially in Cimahi City, will become one of the main attractions in the culinary, fesien and craft fields.

### **INTRODUCTION**

#### ***Background***

A growing phenomenon is the beginning of stretching business actors in the midst of a prolonged Covid 19 pandemic. The increasingly lively trading using

online platforms is considered as a transformation of the sales distribution system from face to face to the system in the network (online).

Business actors in the UMKM (micro, small, and medium enterprises) group continue to innovate various strategies that can be carried out with the aim of increasing sales from each of their businesses. Activities that can be carried out are to be more active in various meetings between sellers and buyers, such as participating in exhibition activities, community bazaars, innovation competition activities, often even by means of digital literacy or online-based trading. What is no less important is where the MSME actors have started to pay attention to packaging, this is part of the attraction and added value that needs to be done seriously.

Due to the many conveniences of various instant applications found in every software and smartphone, packaging manufacturing, which is included as an expertise in the field of design, is increasingly lively and dares to make various design innovations applied to media or packaging items. You can feel the stretch in improving packaging design around 20 years ago, especially in areas where the blood is used as a buffer for destination cities in this country. Support from various educational institutions and agencies that consistently carry out training and guidance in order to improve product image in representative packaging. In the future, UMKM will have a better bargaining position as a milestone in reviving the recession-prone economic situation during this pandemic.

### ***Research Focus***

Research activities will be aimed at working groups from UMKM in Cimahi City which consists of several products that have been running in the culinary, fashion and craft fields. These UMKM are participating in a national competition that is being held at the end of this year in 2020. Of all business actors currently carrying out the packaging re-design stage, it is necessary to pay attention to providing facilities and consultation space for the actors mentioned above. Consists of 20 member participants who have carried out the packaging design stage using a question and answer model to the actors as the main resource, then a brief process is carried out and made alternatives to several designs that are considered representative of the product.

### ***Focus on culinary product packaging***

Participants from the culinary community who dominate as business actors are household status, mostly managed by women who are synonymous with processed food and beverages. Various ways and methods of how to make food and beverage processed ingredients have become a characteristic of most women and of course this is the economic support of the family so that they can survive as households that remain productive, maintain household situations and of course produce positive results in carrying out activities daily.

From several things that can be studied and need to be used as study material from a packaging perspective, several UMKM have been selected which are

considered to be representative and can be used as research material from the visual side in the form of packaging. Among the UMKM are as follows;

### ***Moringa leaf***

Each product in this research study, all types of products made from Moringa leaves, from several business actors will carry out various processed materials made from the same source, namely Moringa leaves. Why does it have to come from Moringa leaves? because the source of processed leaf ingredients is currently excellent as a source of ingredients that contain nutrients that are quite good for health. Among them, the processed material from Moringa leaves can be used or can create juice drinks with the taste and aroma of Moringa leaves.



Is a product with the name Moringa Leaf. From a product point of view, the dominating packaging in black can be said to be quite bold if it displays a black image. Most products that carry types of drinks are usually synonymous with choosing the type of color according to the raw material, such as green, yellow, red, which tend to have fresh and clean properties. By combining the combination of white on black, this product is clear so that the eye appeal will be more tempting. With the combination of black, white and green, this Moringa Leaf Juice tries to offer a different sensation than people are used to with the usual approach.

### ***Build the gallery***

Is a product that carries selling products based on fabric, namely in the fields of craft and fashion boutique galleries. The Ubn Galeri design approach with the dominant packaging using font elements (typography) is a contemporary approach. With the composition of the field and the placement of letter elements in a field, it becomes the focus to give the strength of reading attraction. Other letter combinations are done by making comparisons to contrast characters from different fonts.



To emphasize the letter element, it is emphasized by the urban field element with two matching color combinations which are quite exotic as a product with feminine nuances. Overall using a combination of pastel color combinations that are quite charming and soft.

### *Olbi creation*



Olbi Kreasi, is processed food from the basic ingredients of sweet potatoes. The packaging design approach is by making a very dominant logo shape to strengthen the memory of potential buyers. The simplicity of visualization is sometimes needed so that visual messages can provide more precise information, but this is mostly done by trademark actors who already have names. For start-up businesses like MSMEs, it would be better not to use a single logo, but rather a trademark that identifies the content rather than the product. It could be that what needs to be more dominant is to explain the word or sentence material from the type of sweet potato. For example, give an explanation about the soft processing of sweet potatoes.

### *Nasbak 84*

Initial or abbreviation of nasi bakar with the NasBak acronym is a fairly unique designation for a product, an abbreviation that represents the contents of the product. Labeling is conveyed in the form of etiquette with a visual approach resembling a ribbon. In terms of the wing design approach (Wing). Give an impression of identity that can be analogized as a symbol of success. The composition of the use of formal letters gives a strong impression for the target with a symmetrical format that tends to give a compact impression.



Perhaps we can be quite surprised why products with processed content from food staples need to be processed in a package, even though this may not be effective enough. This NasBak product emphasizes to support the attraction of similar products which are considered to be labels or tags not too important. But NasBak can make eye-catching eyes different for potential buyers.

**Sakainget**

Idiom word pun from the regional language 'sakainget or as he remembered. Sakainget is the use of the word pun is widely used as a way of reminding potential customers by means of comedian messages, as a joking approach to make it easier for consumers to remember a product. In recent decades the name of the product that can be played with has a different blistering power. So people are easier to remember because of humor or jokes for a product, so that consumers become curious. Sakainget is an ingredient made from basreng or fried meatball which is sliced. The composition of the label in the form of a product brand using white on the front against a red background will give a strong, pleasant and pleasant impression. Use a simple icon or illustration of a chef's hat shape. Although this method is often used, this form can give the impression of affirming as a production kitchen that is very competent in the field of cooking.



**Lariesa**

Initial female idiom name, with a simple oval shape in scribbled appearance. Bentul strong enough that is commonly used in a brand, without providing messages or information in the form of other tags. La Riesa tries to be brave

among the markets in similar brands. The use of color gradations as a harmony in supporting the brand name to make the type of food more memorable. For a product, it cannot provide added value if the single information conveyed is as simple as this.



### ***Zam collection***

A memorable name doesn't convey a strong product message. In some terms the use or fragment of a brand name will also be very decisive. Like the Z character in the word Zam, it could be stronger if you add it to two repeating words or add a vowel in front or behind it, so the sound will be stronger. Although the above is not objective, some brand words in products tend to be two sound words, for example; Zamrud means Zam and Rud, or the word Zamzam which we know a lot about.



### ***Mozi mozaik***

The initial name Mozi 'comes from the name of a philosopher from the plains of China, taking the name is synonymous with a nickname for someone, while the word Mozaik is a product of his field of work. Combine the two words so that people can easily remember and quickly memorize their pronunciation. The letters used are the script character approach as a meaning of beauty. Although there are many other characters that are more precise and better, this selection should be part of the meaning of the message to be conveyed. Repeating two words Mo from Mozi and Mo from Mozaik is usually to strengthen memory by means of repeated words.



Chosen as a brand name to carry a product service in the field of applied arts with mosaic art as material.

***Rumah kreasi***

As the name of the activity's identity as well as being the brand of a label. Emphasize the name meaning of a place or space for activities. This word can be plural meaning that there are various activities in it. The selection of letter characters with a silhouette on a circle gives a strong impression of space. Processed letters with leaf-like characters give a signal to the environment for business actors. The UMKM sector is engaged in training and coaching the community in the field of fine arts in general.



***Adzkia***

Repeating the complex shaving vocal character to pronounce, “Adz, the pronunciation of dz” which is rarely done in our society, gives a quite difficult intonation for the tongue, because the tip of the tongue has to stick to the upper tooth cavity and this is the recitation of the habits of the Middle Eastern people.



The form of letters with processed ornaments from the character k unites with z, meaning that the symbolic form is to unite the two. The shape of the ornament is important as an aesthetic in a package, but it is much more important to be able to provide meaning and convenience to the viewer.

### ***Problem analysis***

In general, the actors with the category of UMKM class concentrate more on product content, while activities in designing packaging designs are mostly carried out by means of services or do it by themselves through friends who only rely on expertise in arranging packages using computer devices. Rarely do principals can consult experts in the field of packaging. Packaging is seen as part of the next step after creating or processing product contents. This is very natural. However, if the product is to be conveyed to the public, there will be awareness that packaging will play an important role. So in terms of the activities of packaging UMKM actors become part of the development journey in accordance with the sales growth of the product itself. Of the several products above that have been given a pretty good touch with packaging are those whose products are in the craft or non-culinary field, this assumption is because the packaging that carries craft products is much safer in terms of the contents of the product. Therefore, a product such as culinary tends to be just a label in a package.

### ***Benefits and Objectives of Research***

With research activities that are subject to packaging, it is hoped that it will provide input to UMKM actors in which the role of packaging will be important enough to raise the value of each product. Packaging is not only a protective product for safety in moving from one place to another. But also as a psychological aspect that is displayed to potential buyers, the packaging will be an attraction according to the contents of the product. UMKM should be able to see the function of packaging from several aspects that can be visually displayed.

### ***Facts on the ground***

Some of the packaging that has been used by UMKM players is still below the standard which is not in accordance with the regulations and provisions regarding the packaging design rules, for example there are several attributes that are usually attached to the packaging itself, such as choosing a product

name (brand), label or etiquette as a mandatory identity. The composition of the materials used, halal labels, license registers and others are considered important. In using a good size format that is used for labels or packaging that is boxed or using cardboard as a protector of the contents. In terms of production techniques or reproducing good prints done in the form of printing techniques, it can also be said that there are not many UMKM actors who understand, why is this also quite important? the product itself.

### ***Problem Findings***

Some that can be analyzed from several facts can show that most UMKM actors who are directly related to the needs of a product need a clinic room as a consultation activity so that each form of packaging can be the most effective and efficient. This packaging consulting room plays a much needed role, why is that because it is not only in the field of packaging design, but also in the field of printing and material engineering, it is related to patent trademarks and other content that is closely related to a package. Furthermore, the findings obtained from UMKM actors related to packaging are that they do not understand how to calculate the unit price of packaging production and this will have an impact on the unit price of goods. If this is not calculated, the price of the goods will be expensive. Lack of references about the packaging design that will be made, most of them are still doing the imitation style of existing products by replacing some of their appearance. It is not directly related, if the packaging is good, the goods will sell. The assumption is not quite right, the right thing is if the packaging is good, it will get the attention of potential buyers. Because there are other factors if a product wants to sell quickly, for example, its promotional activities must also support it.

### ***Packaging Design Solutions***

From several findings, the conditions faced by UMKM actors are lack of references and opportunities to consult with experts. UMKM actors should focus more on the processing of the contents of their products, how the processed contents can be consistent with the value of taste and the ability to process production gradually. For packaging design, it should be given to the consultant who needs to be facilitated by other parties. Packaging design needs to be a special activity, in addition to activities in the design process, other knowledge related to packaging also needs to be provided. So to carry out the design process of a packaging design, several stages can be carried out as follows, including;

#### ***General stages***

##### ***(Understand packaging and its purpose)***

As the product owner or manufacturer or brand owner, it must be understood well and in detail, such as the condition of the form for the contents when using the packaging, this will be related to the physical or the shape of the packaged product, whether the contents of the product are chemical, wet or dry or how much many amounts if in units. This right reflects the nature of the product content itself. If we understand, it will be one of the steps to determine a package. Either in the form of packaging, contents, packaging folds or other

materials that can be a security for the buyer of the product. Refers to the principle of defining a package, which can simply be interpreted as a packaging medium or container to carry goods from one place to another in a safe manner. So if we look at the statement on the packaging as a medium that can protect an item in it. Apart from functioning as a protective medium, the packaging can also have other objectives that must be fulfilled, including; can display the attributes of the product itself, usually the better, more unique and have a distinctive value to arouse or attract the attention of consumers. In addition to the attributes of how a package must be able to have an attractive value that is arranged with a good aesthetic appearance. This is so that the product gets a place of attention as a place of memory in the minds of consumers and can be remembered for a long time, namely by means of an attractive and good visualization perspective as a harmonious composition unit. Usually by using several images or images that are right too. Can maintain consistent visualization as a memory booster for consumers, this is necessary if the product already has several different products issued by the same manufacturer. Also began to pay attention to the standard of the product itself which is adjusted to the category of product content. On the other hand, where the packaging needs to be more striking to be able to compete with other existing packaging, this will not be easy because the strength of the visuals to distinguish one another requires peer analysis of similar products. In principle, UMKM players in planning packaging design need to be more careful, this accuracy will be obtained by doing a little research on several existing visualizations, being able to see the strength of the product content, highlighting the creativity that is built so that they can compete in the middle of an existing market and / or already developed. The key word is to learn the content of the products offered in what type or category? For example, drinks, food or what. Usually, by doing a design brief, a more appropriate and better idea will emerge. Other aspects need to pay attention to packaging materials or materials and printing techniques that will be done, because this will involve the unit price of the packaging itself.

### *Specific stages*

From the explanation statement above, the steps that are considered the most effective and efficient that must be taken by UMKM actors in making a packaging design can be arranged as follows:

### *Planning Stage*

UMKM players can collect some data in the form of samples of similar packaging which are likely to become competitors. Conduct focus group discussions by doing a simplified SWOT analysis according to the needs of the current situation. Furthermore, the 5W + 1H analysis model can be carried out, both approaches of this method can be simplified. Need to be guided by a consultant or someone who understands enough to be translated into short sentence statements to be related to visual language, it is necessary to present a designer. Why is that, because UMKM do not try to make their own in doing design activities. It looks like it's easy, but it could be inaccurate or don't match the contents of the product. To help make it easier to create visuals, you

can also look at several references found in various media, such as; books on packaging design, or on social media that are the easiest to access.

### ***Pre Design***

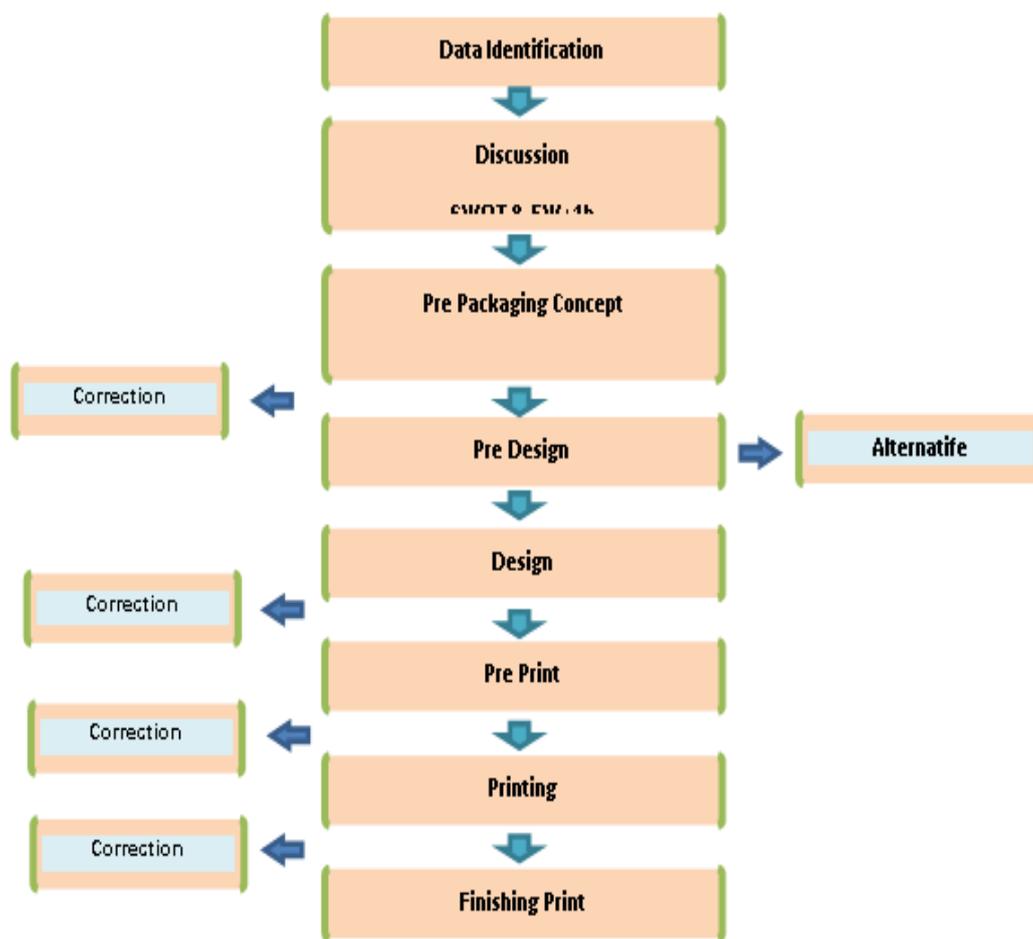
After getting an overview of the results of the brief analysis of the discussion get a keyword statement to pour into the initial sketch form. Make it up several alternatives to get choices that are considered to represent the product. Use it by means of a rough design or a rough sketch of the plan some visual elements will be displayed at that time, for example in choosing elements of color, letters, photos or illustrations to support the contents of the product. If the sketch step has got an alternative, the next step can be done using a computer. Conduct a process of visual analysis of some of these alternatives, and do a perception test or ask for feedback from outside parties. This perception test will usually get things that are unexpected, even though they are not quite right, they can be used as input to perfect the design to be developed. Before going to the next stage, especially at the stage of production or packaging procurement, it would be better if it was given to the experts.

### ***Print production process***

In the stages of the packaging printing process, it is necessary to pay attention to several things regarding the materials to be used. This is an important part because it will be related to the unit price compared to the number of prints made. Most UMKM players will only know that they are OK even though the material and printing process will show the final result of imaging a package so that it can compete in the market. Especially for the selection of materials for the UMKM sector, we must calculate the bugs that were previously provided. But if you are still exploring the market trial, there is a choice of production printing techniques, you can use the digital print technique. Although in terms of physical strength it is much different from the printing technique using a plate. The keywords for printing techniques are material selection, printing technique, after printing as well as packaging folding techniques and final or finishing work.

### ***Packaging process diagram***

In planning the packaging design in the form of a simple scheme it can be explained as follows.



The diagram above shows a simple instructional step in the process of making a packaging design. Assistance is needed to realize the implementation from the beginning to the final completion stage of work. As previously explained, the process in bags can be done by means of technical digital printing if it is for testing packaging before it is made in large quantities.

***Packaging design conclusion***

Judging from the results of the packaging designs that have been made by MSME actors, several things can be found which can be stated as follows; In general, the actors who carry out activities in making packaging designs do not use good planning patterns, this tendency is due to very limited understanding of information and knowledge of packaging design making. Basically they know that packaging is part of an important aspect of promotion and marketing for both beginners and those already running a business. Packaging design is made only through introductions that can help make it happen. It can be seen from several visual aspects that if the packaging design is not handled professionally, such as the element of choosing a product or brand name, the selection of photographic elements tends to be just to fulfill an identity. Other elements such as the selection of typography (letters), color elements and other elements that strengthen the form of labels or packaging. Each element is used solely to create a temporary composition, the composition for the arrangement of each element does not use the general

design principles. Other attributes attached to packaging, such as: barcode, brand, logogram, logo type, halal logo, composition, specific gravity and other attributes tend not to exist, this shows that even UMKM actors need the form of activities such as training from certain institutions. In connection with this legality attribute, a separate part that needs to be done beforehand or after obtaining a design design, UMKM actors focus more on making product content, while packaging aspects and legality attributes are part of external activities that must also be prepared.

### ***Packaging literature***

#### ***Packaging, packaging and functions***

Packaging is a work that is intended to protect the product, whereas packaging is a system of sending goods from one place to another, there is a form of safety protection on the contents of the product to anticipate all possible interference from outside contamination of the contents of the product contained therein. Also as a storage system for goods or products that must be effective and efficient, packaging is also related to the place and time of distribution activities. Meanwhile, in terms of function as a promotional tool and to attract consumers to be lured so that a transactional process occurs. So from the above understanding, the packaging is a part that must also be a major concern. Especially in terms of shape, color, and other elements that support a selling point. The packaging brings a product from the producer closer to the consumer, in a short time the consumer can change his mind in making his choice because he sees the packaging. The form of packaging really helps a manufacturer to introduce and get the product closer to its consumers. In just a few seconds, a package can change the way someone thinks to have a high interest in a product.

### **SUGGESTIONS**

Effective and efficient steps and planning are made by using the briefing method in the form of FGD (focus group discussion) to members of MSME actors related to packaging design design needs.

Doing pre-design steps to provide space for discussion by looking at several design alternatives that have been developed from a sketch to an initial design. This can be done by using print.

Conducting discussions to determine one of the designs that are considered to be representative of each UMKM product according to the product content, price and delivery method if it is expected to pre-order in the form of products that are sold or offered

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