

DEVELOPMENT OF PRODUCT PACKAGING AS BRAND IDENTITY IN THE JIHAN CAKE AND COOKIES BUSINESS IN MAKASSAR CITY

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Abstract

The development of MSMEs in the culinary field continues to experience growth. The simplest packaging is a container used to wrap and protect the product. In facing the tight competition in the culinary business, a strategy is needed so that a business can be recognized and remembered by consumers. One of them is to develop packaging to serve as a marketing medium through designs that showcase brand identity, thereby differentiating it from similar businesses. This research aims to create packaging designs for Jihan Cake and Cookies to enhance brand identity. The development method used is the Design Thinking method with five stages: Empathize, Define, Ideate, Prototype, and Test. The empathy stage involved field observations to identify the existing problems, the define stage involved information gathering and problem identification, and clearly defining the scope of the problem. The ideation stage involved critical, creative, and innovative thinking. The prototype stage involved printing three alternative packages to be shown to customers, and the test stage involved giving questionnaires to consumers to see which package design received the most votes and to assess the feasibility of the packaging. The results of the product feasibility testing show that the packaging of Jihan Cake and Cookies is very feasible with a high percentage of 88.5%. Based on the packaging selection results, the first packaging design received the most votes, and the owner has also agreed to use it. Thus, it can be concluded that the product packaging can serve as a marketing medium by displaying the logo, colors, and shape, thereby creating a brand identity in the physical aspects of the packaging to make it easily recognizable and memorable to consumers, distinguishing it from competitors.

Keywords: Packaging Development, Brand Identity, Design Thinking, Bakery..

Abstrak

Perkembangan UMKM pada bidang kuliner terus mengalami peningkatan. Kemasan sederhananya merupakan sebuah wadah yang digunakan untuk membungkus dan melindungi produk. Dalam menghadapi persaingan usaha dibidang kuliner yang ketat diperlukan strategi agar sebuah usaha dapat dikenal dan diingat oleh konsumen. Salah satunya melakukan pengembangan kemasan agar dapat menjadi media pemasaran melalui desain yang menampilkan brand identity sehingga dapat menjadi pembeda dengan usaha sejenis. Penelitian ini bertujuan untuk membuat desain kemasan Jihan Cake and Cookies untuk meningkatkan brand identity. Metode pengembangan yang digunakan adalah metode Design Thinking dengan lima tahap Empathize, Define, Ideate, Prototype, dan Test. Tahap empati dilakukan pengamatan di lapangan untuk mengetahui permasalahan yang terjadi, tahap define melakukan pengumpulan informasi dan diidentifikasi masalah serta menetapkan ruang lingkup masalah dengan jelas. Tahap penentuan ide melalui pemikiran secara kritis, kreatif, dan inovatif. Tahap prototipe dilakukan dengan mencetak 3 kemasan alternatif agar dapat diperlihatkan pada pelanggan dan tahap tes dilakukan dengan memberikan kuesioner kepada konsumen untuk melihat desain kemasan yang memiliki pemilih terbanyak dan menilai kelayakan kemasan. Hasil pengujian kelayakan produk menunjukkan bahwa kemasan produk Jihan Cake and Cookies sangat layak dengan persentase besar 88,5%. Berdasarkan hasil pemilihan kemasan, desain kemasan pertama memiliki suara terbanyak dan owner juga telah setuju menggunakannya. Sehingga dapat disimpulkan bahwa kemasan produk dapat menjadi media pemasaran dengan menampilkan logo, warna, serta bentuk sehingga memiliki identitas merek pada aspek fisik kemasan agar mudah dikenali dan mudah diingat oleh konsumen sehingga membedakannya dengan pesaing.

Kata Kunci : Pengembangan Kemasan, Brand Identity, Design Thinking, Toko Kue.

INTRODUCTION

The development of the culinary business is increasingly growing in the modern era. The city of Makassar, with its branding as a city of delicious food established on January 26, 2023, has generated intense competition among culinary entrepreneurs. Based on the publication by Terasnews.id on December 7, 2023, data recorded by the Cooperative and MSME Office of Makassar City shows that there are approximately 8,000 MSMEs in Makassar City operating in the culinary sector. The growth in the number of MSMEs in the culinary sector requires strategies to face competition that not only focus on product excellence but also consider aspects whose benefits can be felt both rationally and emotionally through attractive and functional packaging design (Resmi & Wismiarsi, 2015).

Packaging, in its simplest form, is a container used to wrap and protect products. In line with technological advancements, packaging is also used as a marketing medium through its design and branding, which can help it survive in the face of long-term competition. (Pratiwi & Sulistyowati, 2020). Anita (2023) explains in her book that branding is a marketing effort to create, maintain, and strengthen a brand so that it can make consumers aware of the existence of a business. Brand or trademark functions as a force that can depict the superiority of a product, differentiate from competitors, and serve as an identity for a business. The identity of a brand can take the form of a logo, name, trademark, or a combination of the three (Putra & Hartini, 2021). A brand that is easy to remember, along with an attractive and practical packaging design, has a positive image and can encourage purchase interest. (Lidyasuwanti et al., 2017; Rifqi et al., 2023). A package can be one of the alternatives to attract attention through graphic and functional elements that can capture consumers' interest. Thus, the brand identity and packaging design with visual appeal result in packaging that serves as both product protection and an attractive visual display. (Rifqi et al., 2023).

A home-based business branded Jihan Cake and Cookies is located in the Gerhana Alauddin Complex, Block I 14, Makassar City. Mrs. Fitriani Ridwan, as the founder, serves customer orders and started this business because of her passion for baking. Anita (2023) in her book explains that the definition of entrepreneurship is the process of applying creativity and innovation in utilizing opportunities to create change, making something new or different, thereby generating added value for herself and others. In line with Anita's opinion, the entrepreneurial activities carried out by Mrs. Fitriani in building her business. Through creativity and innovation in creating cake recipes, as well as daring to seize business opportunities with her passion for baking, which can become a source of income. Jihan Cake and Cookies initially focused on dry cakes, but as the business grew, the types of cakes offered

became more diverse. Starting from cakes, cookies, moist cakes, and puddings at affordable prices. Consumers who order cakes come from Makassar City and beyond. The prices offered are quite affordable for wet cakes, ranging from Rp 2,000 to Rp 12,500 each. Like risoles, cream puffs, jalangkote, green bananas, and others. The price of the cookies is around Rp 75,000 – Rp 125,000. There are around 30 people who are customers of Jihan Cake and Cookies. What consumers like about Jihan Cake and Cookies is the punctuality of cake delivery according to orders, so the cakes can reach consumers in a warm and fresh condition. The Jihan Cake and Cookies business is already well-known, especially among the residents of the complex, but the packaging currently used is still bulk packaging.

Simple plastic cake containers are used as primary packaging to ensure that soft cakes do not get crushed during delivery. The secondary packaging used is a cake box commonly found at packaging retailers. Meanwhile, for the cookie packaging, plastic jars with the Jihan Cake and Cookies logo sticker are used. The wholesale packaging used by Jihan Cake and Cookies does not yet show the business's identity, so it does not have a distinguishing feature from other cake businesses. Jihan Cake and Cookies initially relied solely on logo stickers as their identity on the packaging. However, the use of stickers is only implemented when sticker stock is available. To ensure that the superior taste and consumer trust that Jihan Cake and Cookies possess can withstand competition, changes in packaging are necessary so that the physical identity of Jihan Cake and Cookies can differentiate it from other bakeries. Therefore, the development of cake packaging in the Jihan Cake and Cookies business is required.

Product packaging development is an important process in marketing a product. Because small business owners or MSMEs often neglect good labeling and the packaging used. In fact, consumers naturally pay attention to the appearance and visual form of attractive packaging. (Sulistiono & Mulyana, 2020). In addition to serving as a protector, packaging also acts as a means of promotion and product identity. Through attractive packaging design, the product's selling value can be increased and consumer interest can be attracted. (Julyaningsih & Hamdani, 2023). One important aspect of packaging is the brand and product information on the label. Through branding and packaging for small business products, they can be easily recognized by consumers and not easily switched to similar products (Sulistiono & Mulyana, 2020). A good packaging design is one that is simple and functional, and can attract attention visually. (Christy, 2015). So that Jihan Cake and Cookies can be more widely recognized, it is necessary to develop its packaging to reflect the brand identity of Jihan Cake and Cookies. Therefore, in this research, the development of packaging as brand identity uses the Design Thinking method. Design thinking is a method for finding effective and efficient solutions through a multitude of ideas from various

disciplines and the experiences of informants. (Sari et al., 2020). Design thinking can be used to create strategies and innovations in business (Adam & Widianoro, 2019). In the business world, design thinking has been used by companies as a means to improve corporate strategies and transform businesses. The process of design thinking is used by designers to solve complex problems, recognize new or uncertain environments, and create new products. (Lazuardi & Sukoco, 2019). The design thinking method consists of five stages: empathy, define, ideate, prototype, and test. Therefore, the selection of the design thinking method is expected to help in addressing the issues in developing packaging for the Jihan Cake and Cookies business.

RESEARCH METHOD

The type of research used in this study is research and development. Borg and Gall (1998) in Sugiyono's book (2017) describe research and development as a process used to validate and develop products. Furthermore, Sugiyono (2017) explains that research and development function to validate and develop products. Validating a product means testing the effectiveness or validity of an existing product by researchers. Developing a product in a broad sense means updating an existing product to make it more practical, effective, and efficient, or creating a new product that did not previously exist. Sukmadinata (2008) in the book (Sutarti & Irawan, 2017) states that research and development is a research approach to produce new products that already exist and can be used immediately, which distinguishes it from regular research. In this research, the product to be studied is cake packaging, so the old packaging will be validated and then developed into packaging that can become the brand identity for Jihan Cake and Cookies.

In this study, which focuses on product packaging as a form of brand identity for Jihan Cake and Cookies. Through the innovation of an idea or renewal, it can bring about change for individuals or groups of individuals used to achieve goals. (Zaka & Mustofa, 2023). In formulating an idea as a solution to a problem, a method is needed. In this study, the design thinking method is used to develop cake packaging for the Jihan Cake and Cookies business.

Design thinking is a method for finding effective and efficient solutions through a multitude of ideas from various disciplines and the experiences of informants (Sari et al., 2020).

In the development of packaging for Jihan Cake and Cookies, the Design Thinking method is used, which consists of five stages as follows.

1. Empathize (Empathy)

In the initial stage, the researcher will conduct field observations to identify the issues occurring through observation and interviews.

2. Define (Mendefinisikan)

The next stage is to gather information, then identify the problem and clearly define the scope of the problem.

3. Ideate (Generating Ideas)

The identified problems are then addressed by gathering ideas through critical, creative, and innovative thinking. This stage includes concept maps and prototype designs as solutions.

4. Prototype (Creating a Prototype)

This stage is the initial model to be tested based on the ideas that have been discovered, then realized in visual form or as a product depiction that illustrates the concept and problem solution.

5. Test

At this stage, testing will be conducted on consumers regarding the prototype that has been previously created. Feedback from this stage will help refine the prototype so that issues can be addressed appropriately.

RESULT AND DISCUSSION

This research develops packaging to have a visual identity that can be recognized by consumers. This research uses the design thinking method in line with the study titled Visual Packaging Design for Tengpe Makassar SMEs. (Putriani & Arifin, 2022).

In the Empathy stage, field observations and interviews with the owner and customers of Jihan Cake and Cookies were conducted. Field observations were carried out on the packaging used by Jihan Cake and Cookies. The results of the observations revealed that the packaging used was still wholesale packaging and inconsistent in the use of brand identity, as only a few packages had brand identity stickers, and the lack

of information on the packaging was something that needed to be addressed. This is in line with the research

(Putriani & Arifin, 2022). Tengpe Makassar snacks are sold using plastic cup packaging that only has a logo without any information about the composition and ordering contact.

The development of packaging with a focus on the physical aspects of brand identity is expected to enhance marketing by making the packaging informative and attractive, thereby increasing consumer trust and expanding the consumer base. Next, interviews were conducted with the business owner to gather data to solve the problems faced by Jihan Cake and Cookies. Interviews were also conducted with customers to understand their perception of Jihan Cake and Cookies as well as the physical aspects of the brand identity they have experienced, which can serve as input for the packaging design concept.

Define Stage, based on the previous stages, it can be determined that there is no brand identity on the packaging of Jihan Cake and Cookies. This is in line with the research conducted by Claresta et al. (2017) titled "Designing Brand Identity and Packaging for Susy Handayani's Cookies in Surabaya." Competition in the culinary business requires marketing strategies, one of which is having a brand identity. The brand identity found on the packaging is very important for a business. Because the presence of brand identity in a business can make target consumers prefer certain products due to the brand that serves as an identifier and demonstrates professionalism and quality in its products. (Claresta et al., 2017). Thus, at this stage, the brand identity in the physical aspect possessed by Jihan Cake and Cookies is known to be in the form of a logo sticker. To have a brand identity recognized by consumers, several aspects such as logo, color, and packaging need to be possessed by Jihan Cake and Cookies. In addition, good packaging can leave a positive impression on consumers and can increase sales because it attracts buyers' interest.

The Ideate stage is carried out by creating 3 packaging design concepts, each with its own theme. The first packaging design concept has a theme of joy. In this packaging concept, it is created with attention to aspects related to the owner. Starting from the color selection in this packaging concept, which was chosen by the owner of Jihan Cake and Cookies after showing the color palette that would be used. The selection of bright colors aligns with the owner's preferences, which are green, yellow, and orange. Next, the logo was created by combining a logotype and a logogram. The logotype consists of the brand name, with the logogram being a woman in a hijab wearing a chef's hat as a substitute for the letter 'a' and a cake background, which gives the impression of a bakery. Meanwhile, the illustration on the

side of the packaging represents the philosophy of this business, which started because of the owner's passion for baking, leading her to learn independently and experiment with various recipes that eventually became a source of income for her.

The second packaging concept is an attractive appearance, an idea that originated from interviews with customers regarding the beautiful appearance of the cakes at Jihan Cake and Cookies, which stimulates appetite. The use of colors in this packaging design is yellow, brown, and white, which are expected to stimulate appetite. The logo on this packaging combines a logotype and a logogram, with an illustration of a cake in the middle of the letter 'a'. On the side, there are illustrations of various types of cakes that give an attractive appearance to the packaging. The third packaging concept has a modern theme. This inspiration comes from an interview with the owner, who described the modern character of his business.

The combination of orange, brown, and bright yellow colors gives a warm and modern impression to the packaging. (Januariyansah, 2018). On the front of the packaging, there are illustrations of famous places in the city of Makassar. The packaging logo consists of a combination of logotype and logogram. The logogram, which is found in the letter 'n', resembles an illustration of a house containing an image of a cake, symbolizing this business as a home-based production venture with competitive quality. On the front of the packaging, there are illustrations of famous places in the city of Makassar and also a logogram that shows, amidst the bustling urban environment, a home bakery producing high-quality cakes. The use of yellow and orange, which dominate each packaging concept, is expected to attract attention and create an emotional impact, as yellow and orange are colors that can convey warmth, joy, and enthusiasm. (Zharandont, 2015).

In the packaging design 1 and 2, model R is used for the snack box packaging, which is rectangular in shape with dimensions of 14 cm x 12 cm x 7 cm and size R11, which is square in shape with dimensions of 25 cm x 25 cm x 9 cm. In packaging design 3, model D is used, which aligns with the modern theme; this packaging model is more contemporary and more economical in terms of price compared to model R. The dimensions are 14 cm x 14 cm x 7 cm and size D11, which is square in shape with dimensions of 25 cm x 25 cm x 9 cm. In all three packages, artpaper laminate material that is food grade is used. The choice of laminated artpaper carton is because it is more economical.

Prototype Stage, after determining the packaging concept idea, the next step is to create the packaging. The packaging design was created using Canva. After the design was completed and the three packages were printed, they were tested on 10 customers and one owner of Jihan Cake and Cookies. In the Test phase, the results of the trial showed that the packaging was very feasible with a percentage of 88.5%, and the first packaging design concept was the most favored by customers. Starting from the font used as the logotype, which is considered unique, and the logogram of a woman in a hijab wearing a chef's hat with a cake background, it gives the impression that the product being sold is cake. The use of green, yellow, and orange colors creates a bright and soft impression in the eyes of the customers. Based on Kapreffer's (2012) theory regarding brand identity, one of its elements is packaging. The physique element is a set of physical appearances of a product that are immediately visible to consumers. The physical appearance often becomes the first thing that comes to consumers' minds when thinking of a brand name. In line with the research conducted by Eka et al. (2022) titled "Development of Product Packaging Design to Expand the Market for Traditional Food Catering SMEs," the researchers designed more attractive packaging to serve as a marketing medium that can increase consumer purchasing power, thereby impacting the added value of the product and the profitability of SMEs. Therefore, the physical aspect of a brand is one of the important elements that need to be considered in building a brand identity. Thus, through brand identity, a positive image will be created in the minds of consumers, distinguishing it from other brands. If a brand identity built by a business can create a good impression and trust from consumers, that brand will be prioritized by consumers even amidst competition.

CONCLUSION

Based on the research results on Jihan Cake and Cookies Business as described in the previous chapter, conclusions can be drawn regarding the development of Jihan Cake and Cookies packaging to enhance brand identity. The focus of the research is on the physical aspects of brand identity, which were previously not well recognized by customers due to the limited use of logo stickers. Thus, packaging development was carried out by creating a logo that can differentiate it from competitors, determining the color of the packaging to make it easier for consumers to remember Jihan Cake and Cookies, and focusing on the size, material, and shape of the packaging.

The result of the design selection that has been carried out is the packaging design that embodies joy. In this concept, the logo created is a combination of a logotype with the word "Jihan" and a logogram of a hijab-wearing woman in a chef's hat used as a substitute for the letter 'a', along with illustrations of cakes and cookies to clarify the products offered. The colors used in the logo and packaging are yellow, green, and orange. Meanwhile, the packaging uses dimensions of 14 cm x 14 cm x 7 cm for the

snackbox packaging and dimensions of 25 cm x 25 cm x 9 cm in a square shape with model R11. The material used for the packaging is artpaper cardboard with food-grade lamination and a square shape with packaging model R. Additionally, the inclusion of information on the packaging is also necessary, such as order contact on the front of the packaging, tagline, address, and PIRT number on the back of the packaging to assure consumers that every Jihan Cake and Cookies product always strives to provide the best quality. So, through the packaging development that has been carried out, it is hoped that consumers can recognize the brand identity of Jihan Cake and Cookies through its physical aspects and increase consumer trust.

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