

Visual Identity Design for Local MSME Product Packaging (Polo Dundang Banana Chips)

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ABSTRACT

BEDA'KAN (Bedah Desain Kemasan) is a government program to improve the quality of Indonesia's Micro, Small and Medium Enterprises (MSME) products packaging. It is organized by the Ministry of Tourism and Creative Economy together with ASPRODI DKV (Association of Indonesian Visual Communication Design Study Programs). Several young designers and lecturers are joining this program from different universities in Indonesia. BEDA'KAN batch 10 was held in the Likupang area, North Sulawesi, with the communications between MSMEs partner and designers done online because of the COVID-19 Pandemic. The authors had the opportunity to redesign the packaging of a goroho banana chips brand named Polo Dundang. The design process was carried out by following the designer's workflow that had been prepared by BEDA'KAN committee. The workflow was divided into three levels, namely the interview stage, the design presentation stage, and the design finalization stage. All stages of the design process were carried out together with the participation of the owner of Polo Dundang, Mrs. Vahny Camelia Bastian. The result of redesigned visual identity and packaging are expected to attract more buyers' attention and are in accordance with design rules.

Keywords: Packaging Design, Participatory Method, Polo Dundang, Visual Identity

INTRODUCTION

D'Tjan Cake Cookies and Snack and Polo Dundang

In March 2022, the Ministry of Tourism and Creative Economy together with ASPRODI DKV held the BEDA'KAN program batches 9, 10, and 11 which aims to help MSME partner businesses, in terms of packaging design. In this activity, BEDA'KAN plans to print 1000 pieces of packaging for each business unit. Batch 10 is a collection of creative industries or MSMEs (Micro, Small, and Medium Enterprises) located in the Likupang area, North Sulawesi, and are engaged in the culinary field. In this activity, the authors had the opportunity to redesign the packaging of snacks produced by a business unit called D'Tjan Cake Cookies and Snack owned by Mrs. Vahny Camelia Bastian.

D'Tjan Cake Cookies and Snack is a business unit that sells various cakes, chips,

and snacks. The name Tjan itself is taken from the name of Mrs. Vahny's husband, and the letter D in front of it symbolizes her four children.



Image 1 D'Tjan Cake Cookies and Snack Existing Logo. (Source: Personal Documentation, 2022)

Specifically, the product line whose packaging will be redesigned is a banana chips product called Polo Dundang. This name is taken from the regional language of Siau, the hometown of Mrs. Vahny's mother, which means beloved. The type of banana used in Polo Dundang products is the goroho banana, which is a typical banana from the North Sulawesi region. The goroho banana (*Musa acuminata*, sp.) has been a source of food for the Minahasa community since ancient times and is popular because of its savory taste (Karamoy, Loho, and Lolowang, 2017).

In this design project, the delivery of information in the packaging is to be made more efficient, structured, and visually able to attract the attention of consumers. The marketing target of Polo Dundang is young people, male or female, aged around 20-25 years. In North Sulawesi, young people tend to eat chips together in a relaxed atmosphere. Chips are also often consumed when traveling to the beach.

LITERATURE REVIEW

Visual Identity Design

One of the most important things in designing the identity of a brand is to differentiate it from competitor brands (Slade, 2016, p. 14). In the case study of Polo Dundang, goroho banana chips are snacks that are quite popular and are commonly used as souvenirs when traveling to North Sulawesi. This causes Polo Dundang to have many competitors. Thus, at the stage of the concept development process, the design needs to be carried out by considering the uniqueness that can be highlighted by Polo Dundang.

Packaging Design

The information in the packaging is generally quite a lot and needs to be sorted hierarchically. The arrangement of informations can be overcome by maximizing layout settings, using a variety of typeface weights (on text with different degrees), the use of color, and also graphic elements that help direct consumers' eyes to relevant information. (Calver, 2004, pp. 126-128).

In the Polo Dundang case study, there is mandatory information that needs to be included, such as product brand, product type, net weight, producer info, distribution

permit number, nutritional value information, composition, production code, expiration date, as well as the logo of BEDA'KAN and Bangsa Buatan Indonesia.

Participatory Method

A participatory method is an approach that involves involving participants in the decision-making process (Slocum-Bradley, 2003, p. 9). The benefit of this method is to create a high-quality, effective, and efficient final result (Slocum-Bradley, 2003, p. 11).

In the case study of Polo Dundang, this method is used so that the final result does not only functioning practically from the business owner's point of view, but also aesthetically from the designer's point of view.

METHODOLOGY

The design process begins following the workflow provided by BEDA'KAN. The designer's workflow used so that activities can run simultaneously and effectively in a timely manner. The designer's workflow is divided into six stages, namely the research process, concept development, stage one design development, presentation to MSME partners, second design development, and final presentation. These stages can be simplified into three levels.

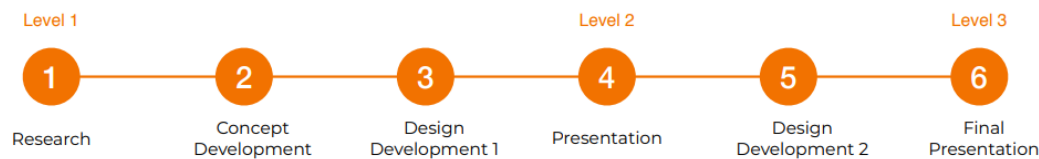


Image 2 Designer's Workflow. (Source: BEDA'KAN Guideline Program, 2022)

The first level is the kick-off meeting between designers and MSME partners. Designers will lay questions to add insights about the product. In this activity, MSME partners may also convey their wishes and hopes for the new packaging. During the concept and design development process, designers are demanded to actively communicate with MSME partners so that the packaging designed is not only aesthetically pleasing but also functional. The results of the interview data will be processed and become the basis for exploring ideas, designing concepts, and producing packaging mockups.

The second level is the design presentation stage. Designers will present the exploration of ideas, concepts, and packaging designs to MSME partners. Then MSME partners and packaging experts from BEDA'KAN activities would provide feedback.

At level 3, designers will present the results of designs that have been revised according to feedback from MSME partners and input from experts. In this activity, the feedback given is minor, so the design presented can be declared semi-final. After level 3 is done, the designer is responsible for preparing the final artwork that is required for the printing process.

RESULT & DISCUSSION

Level 1 Activity Result

The time interval between each level is approximately one week. Level 1 activity is the initial data search stage. During the interview through Zoom application platform, the authors asked several questions about the products and D'Tjan Cake Cookies and Cake business. The data obtained is quite a bit and the business owner frees the authors to explore the design concept.

In level 1 activity, business owners also bring examples of packaging that have been used so far. From the visual analysis result, there are layout problems, the use of typefaces, and the hierarchical system in the information delivery structure. For example, there the words 'banana' and 'gorooho banana' was mentioned twice in the packaging with no function whatsoever. This caused the delivery of information to be less efficient and redundant.



Image 3 Existing Packaging (left) and The Analysis of Packaging Visual Problem (right).
(Source: Personal Documentation, 2022)

In addition, there were several problems with the application of the logo. *First*, the use of the D'Tjan Cake Cookies and Snack logo was inconsistent with the logo used on other packages. *Second*, there was no special logo for the Polo Dundang chip product line.





Image 4 The Application of D'Tjan Cake Cookies and Snack Logo and Polo Dundang Logo on The Packaging (Source: Personal Documentation, 2022)

Information and insights about the product, business, and visual problems in the initial packaging were then processed and analyzed. During data processing, the authors actively communicated with business owners to gain more understanding and knowledge through messaging app WhatsApp.

Level 2 Activity Result

Before creating the design, the authors discussed with Mrs. Vahny to fix the logo system for D'Tjan Cake Cookies and Snack. This matter was done so it can raise the logo's adaptability and flexibility when applied in all product lines, including Polo Dundang.



Image 5 The Comparison Between D'Tjan Cake Cookies and Snack Old Logo (left) and New Logo (right) (Source: Personal Documentation, 2022)

The logotype used a handwritten typeface. This is intended to provide an authentic and personal style such as a signature, considering that the name D'Tjan itself has a personal meaning for Mrs. Vahny's family.

In the packaging design, the authors discussed with Mrs. Vahny about the habits of the target audience when consuming the product. According to Mrs. Vahny, banana chips are very flexible to be consumed, both during casual and official events. In addition, banana chips are also consumed when watching movies, gathering with family and friends, or as a treat during formal events.

The authors decided to divide the concept into two alternatives. The first design alternative will continue to use the name Polo Dundang, with a fresh visual style, and attract the attention of contemporary young people. The name Polo Dundang means beloved. Mrs. Vahny hopes that everyone who enjoys Polo Dundang chips can feel the love in every bite. The pink color dominates the packaging to represent affection or love. On the packaging, there are two banana and chip agent mascots in the form of cupid or the god of love. This visual element wants to represent affection that is more fun and expressive.



Image 6 First Alternative (Source: Personal Documentation, 2022)

The second alternative design will use Ambe Jo! as the product name. In this alternative, the writing team designed a new identity for the Polo Dundang chips. 'Ambe Jo' in the Manado language means 'take'. This word is usually said when someone is offering food. This second alternative wants to highlight the value of togetherness while eating together. In addition, the packaging also contains illustrations of bananas, banana leaves, chips, and beaches. This graphic element wants to highlight the atmosphere of eating chips with a view of the Likupang sea.

Ambe Jo! logotype design was inspired by the Lontara and Malesung scripts originating from Sulawesi. The logo used an irregular shape to represent the typographical characteristics of ethnical scripts. In the packaging design, the colors used are yellow, orange, and blue. The yellow and orange colors represent the sunset on the beach, and the blue colors represent the sea.

For the box version, each box face is connected. So that when consumers open the boxes, the surface of the packaging can be used as a container to eat chips together with relatives.



Image 7 Second Alternative (Source: Personal Documentation, 2022)

In the level 2 activity, there were several inputs from packaging experts. First, the packaging was highly recommended to be printed in the form of a pouch. This was decided by considering the cardboard material that can absorb the oil from the banana chip. Second, there was a revision for nutrition facts information. Third, the white lines on the beach illustration could be changed into darker colors to make it look consistent.

After a discussion with Mrs. Vahny, the alternative packaging chosen was the second alternative. However, the word 'polo' from Polo Dundang still wanted to be included, so the final name of the product was Polo Ambe Jo! which means 'darling, take it'.

Level 3 Activity Result

In this stage, the authors improved the input that given in level 2 activities. The design was continued by making other application mediums used when marketing the product, such as business cards, thank you cards, and tags.



Image 8 Final Artworks of Polo Ambe Jo!. (Sumber: Dokumentasi Pribadi, 2022)

Level 3 activities were then continued by preparing the final files for printing needs. The authors did not take part in the printing process. This process will be coordinated by BEDA'KAN with MSME partners.

CONCLUSIONS

This design project is the result of collaboration between the Ministry of Tourism and Creative Economy and ASPRODI DKV in an activity called BEDA'KAN. At the BEDA'KAN activity batch 10 which was held in the Likupang area, the authors had the opportunity to redesign the packaging for the D'Tjan Cake Cookies and Snack brand. The product line that will be redesigned is Polo Dundang. The design process has divided into three levels. The end result of the design is a new packaging design that is more contemporary and attractive, as well as a new visual identity for Polo Dundang which changed its name to Polo Ambe Jo!. The authors hope that the process and result can be a reference for future designers in designing local MSME product packaging. The result itself could still be expanded further by applying the design language and system created to other product lines within D'Tjan Cake Cookies and Cake business.

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