

PACKAGING RE-DESIGN TO STRENGTHEN MSME "AIRA" BRAND IMAGE AS QUALIFIED CHIP SNACK HOME INDUSTRY PRODUCT IN MALANG RAYA

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ABSTRACT

"Aira" home industry was started in 2010 and is still surviving until today even after the hardship of the Covid-19 pandemic. Their main business is producing various kind of chip snack using Malang Raya's local fresh produce which fine quality is already widely known. One of their best sellers are the crispy and tasty potato chips, made from one of the best types of potatoes grown in the fertile Malang Raya's land. "Aira" chip snack are fried and seasoned only with natural ingredients. Chip snack production at "Aira" have run quite stable again after the pandemic, they even already have regular customers who usually purchase products in large quantity. The main challenge in running this business is maintaining the stability of production. Therefore, they have to maintain the loyal customers while in the same time arresting attention of new customers. Unfortunately, public still has less awareness to "Aira" as qualified chip snack home industry in Malang Raya. One of Binus University Community Partnership Program aims is to improve partners' products qualities in various aspects. "Aira" has become one of Binus University's community partners recently and have been needing that kind of improvements, especially improvements in production aspects related to branding and marketing. The community service program for "Aira" was implemented progressively. The pilot project of this program was implementing assistance in product packaging redesign in order to help boost their brand image as qualified home industry in Malang Raya. Creative process in packaging redesign was made through the three stages of "The Design Process", which were defining the problem, getting ideas, and then finally creating form. The result was a redesigned packaging which could represents "Aira" as a qualified home industry in Malang Raya. This community service program hopefully could help "Aira" become much more productive and ecomically independent.

Keywords: MSME, food and beverages, packaging design, branding, Malang

1. INTRODUCTION

The Covid-19 pandemic has made a significant impact on various sectors, not only on public health but also the economic sector. East Java province in Indonesia assuredly also experience this impact. Significant victims of this impact was the MSME sector (Susilawati, 2020). MSMEs in overall has been an important sector in Indonesia, as their substantial contribution to the economy. MSMEs in East Java, specifically in Malang Raya, has enormous potentials and could contribute positively to the country's economic sector (Kompas, 2020). The tremendous impact due to the pandemic was also felt by "Aira", one of MSMEs in Malang Raya. They experienced a weighty decline in sales turnover due to decreasing demand on their products. Various efforts were made to survive the pandemic, such as temporarily laying off the employees and also reducing production quantities.

"Aira" produces various kind of chip snack, from root vegetables like potato, sweet potato, taro, cassava, and also from fruits like banana, apple, salak, jackfruits. Their chips are seasoned with various kind of flavor like salty original, cheesy original, sweet cheese, spicy cheese, chocolate, honey, garlic onion. These wide varieties and flavors of chips become "Aira" speciality. Not only that, "Aira" has a commitment to only produce chip snack from qualified local fresh produce, using only natural ingredients, and no chemical used. They also apply a specific coating technique for the chips, so the chips will remain dry, not sticky, and still crunchy eventhough covered by chocolate or cheese powder. One of their best sellers is the salty original potatoes chips, made from one of the best types of potatoes grown in the fertile Malang Raya's land.

Production activities at "Aira" nowadays have run quite stable again after the pandemic. Slowly the usual regular customers have come back after the long pause during the pandemic whom usually purchase products in large quantity. Maintaining production stability become "Aira" main challenge, thererefore they need to maintain the regulars and at the same time also arrest attention of new potential customers, so the production could keep on running. Unfortunately, public in general has less awareness to "Aira" as qualified chips home industry in Malang Raya. Frankly, product packaging has become one of the impactful branding aspects, which unfortunately "Aira" had not treated optimally yet. Their packaging had not yet represented "Aira" as a qualified chips home industry in Malang Raya.

One of Binus University Community Partnership Program aims is to improve partners' products qualities in various aspects. "Aira" has become one of Binus University's community partners recently and have been needing that kind of improvements, especially improvements in production aspects related to branding and marketing. The community

service program to solve "Aira" problems was implemented progressively, with assistance in product packaging redesign as the pilot program which aims to boost "Aira" branding as qualified chips home industry in Malang Raya.

PACKAGING DESIGN AS PART OF MSME BRANDING

Klimchuk and Sandra (2007) explained that packaging is a creative design work that combines shapes, materials, colors, images, typography and design elements which includes product information so that it can be marketed. Julianti (2014) conveyed that product packaging main function is to protect the quality of the product so the product could last longer thus increases product durability. Product packaging also plays a big role in expediting product distribution, and it also could make product mass production possible. Besides all that functions above, another important function of product packaging is its role in product image branding. Visual elements on product packaging play a big part in shaping the product's visual identity. Product's visual identity is visualized by the brand's logo and also formed by other visual elements involved on the packaging design. Packaging also plays an important role as an effective communicator between the product owner or producer and the consumers. Various information related to the product that should known by the consumers are usually displayed on the packaging, namely: product name or brand, ingredients or materials used, net weight, information about the producer, production date and code, expiration date, and distribution permit (depends on the local policies). All these information should be displayed not only clearly but also attractively by considering graphic layout design principles and also regarding the brand image. Another important thing to consider is that a visually attractive packaging design could make the product being more visible and have a greater selling power thus trigger potential consumers' buying interest. This is clarified by Ramadhina and Mugiono (2022) that attractive packaging design is a very influential factor in consumers' buying interest. While Hamka (2021) explained visual elements of product packaging that should be managed creatively as these could influence the formation of brand image are: producer brand identity, layout design, focal point, hierarki, typography, photo and illustration, and color.

2. METHOD

Creative process for "Aira" packaging redesign was made through the three stages in "The Design Process", which were (1) defining the problem, (2) getting ideas, and then finally (3) creating form (Lupton, 2011).

Defining the problem: "Aira" existing packagings

To define problems of "Aira" existing packagings, visual analysis was performed by examining visual elements involved on each packagings' surfaces. Sample products used for this observation were "Aira" three best seller products, namely: (1) original salty potato chips, (2) chocolate sweet potato chips, and (3) spicy cheese taro chips.



Figure 1. "Aira" existing packagings for observation, from left to right: original salty potato chips, chocolate sweet potato chips, and spicy cheese taro chips (source: "Aira" documentation)

Visual analysis results of "Aira" existing packagings are as follow:

1. Producer brand identity: "Aira" already had a patent logo and the visualizations were already consistent, logo placements were also consistent which was usually at the middle top side on each packagings.
2. Layout design: no consistency in placing layout visual elements between each packagings (no system applied yet), although all of them was applying asymetri composition.

3. Focal point: no consistency in determining the focal point, photographs on potato chips packaging looked as the focal point, while focal point on sweet potato chips and taro chips seemed to be the typography (name of the product variant).
4. Hierarki: a bit difficult in determining the hierarki, especially text hierarki. Size of logotype and the product's variant name / title of the product was too near, especially on the potato chips packaging. While on sweet potato chips and taro chips packaging, hierarki was biased between the typography or photograph. Less hierarki could make the layout look crowded as every visual element seemed calling out at each other.
5. Typography: mostly using sans serif, decorative and script typeface. Not forming a good unity yet, either on each packaging nor between each other packaging. The use of different typeface strokes character formed a bad unity. Also, no typeface system applied yet between each packaging (using different typefaces for headlines between packaging, different typefaces for body texts, etc). Choice of typeface didn't represent "Aira" competency (too childish).
6. Photo and illustration: poor quality of photographs, photos didn't represent product's real condition yet, and didn't look appetizing yet.
7. Color: too many colors applied on the packaging layout design made the look too colorful and crowded thus made a childish image.

Getting ideas: "Aira" packaging redesign creative concept

After finished defining problems on "Aira" existing packagings, the next stage was finding solutions to the problems then developing a creative concept for the packaging redesign. To help sharpen the creative concept, target audience need to be determined. Target audience of "Aira" were decided as female youngsters, aged 22-27 years who appreciate any local products using fine ingredients and wouldn't mind spending extra money for those qualified products. To answer problems found at the first stage above and combining target audience's insights, final creative concept for "Aira" packaging redesign was "young, fresh, exclusive". Young was to represent the young aged spirit of the target audience, fresh was to represent the fresh qualified ingredients used in the product, and exclusive was to represent "Aira" as a qualified product.

Creating form: "Aira" packaging redesign final artwork

The next stage was creating form for the redesign packaging based on the new creative concept developed at the previous stage. Design process was carried out step by step, from developing rough sketches to comprehensive sketches before then came up with the final artwork. The final artwork packaging redesign will be explained in the next section below.

3. RESULTS AND DISCUSSION

The redesign packaging project was developed for "Aira" three best seller products, specifically: (1) original salty potato chips, (2) chocolate sweet potato chips, and (3) spicy cheese taro chips. As explained at the previous section, final creative concept for "Aira" packaging redesign was "young, fresh, exclusive". Visual elements of the redesign packaging was treated as follow to embody the creative concept:

1. Producer brand identity: "Aira" logo placement follows the previous style which is at the middle top side of the packaging.
2. Layout design: applying asymmetrical composition layout to form a more dynamic look to fit in the "young" and also "fresh" concept, already applying visual system on each packaging to form unity and continuity between each product variant.
3. Focal point: on the front side are both photographs and typography, specifically text explaining the product's flavour (i.e. "original", "cokelat", and "keju pedas"). While on the back side, focal point is the photograph.
4. Hierarki: on the front side, hierarki starts from the photographs, then the title of product (flavour and variant name), continued with logo type. While on the back side, hierarki starts from the logotype, then the title of product (flavour and variant name), continued with the body text.
5. Typography: combination between sans serif and script typeface with similar strokes character to form unity. All of the typeface applied have a lighter, dynamic, and modern look compared to the previous design, to fit in the new creative concept "young, fresh, exclusive".
6. Photo and illustration: high definition photographs, showing the real condition of the chips and fresh produce materials. Placement of some chips flying on potato chips and taro packaging is too form a dynamic look, besides it is also to inform that the chips are light and crisp.
7. Color: applying monochromatic color combination both on potato and sweet potato chips, and analogous color combination on taro chips packaging to form a calmer look so the layout design wouldn't look too busy and loud. This is to embody the "exclusive" concept.

Redesign packaging final artworks and packaging dummy are displayed below.



Figure 2. Redesign packaging final artworks, from top to bottom: original salty potato chips, chocolate sweet potatochips, and spicy cheese taro chips



Figure 3. Redesign packaging dummy, from left to right: original salty potato chips, chocolate sweet potato chips.

4. CONCLUSION

Visual elements on product packaging namely composition layout, typography, photography and color should be treated and managed creatively by considering visual communication design principles. This aims to achieve visually attractive packaging design so the product itself become more visible, have a greater selling power power thus trigger potential consumers' buying interest. Packaging design implementing systematic visual elements both in form and placement then applied consistently between product variants under one brand will also strengthen the brand image. Consumer will see a consistent visual style between variants making the product itself become more visible. Photography plays an important role in packaging design, the more clearer, the more higher quality of the photos, the more attractive will the packaging look. In summary, a packaging design should have an aesthetic look and communicative as well to represent the product brand image.

Packaging redesign for "Aira" was to solve problems in branding and marketing. The redesigned packaging was developed to substitute the existing packagings that hadn't treated optimal yet. The new series of "Aira" packaging was design to represent "Aira" potentials as a qualified home industry in Malang Raya. This community service program hopefully could strengthen "Aira" brand image so "Aira" could invite more customers through the packaging design. Eventually "Aira" become much more productive and economically independent.

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