

# Packaging Visualization of Kue Sari Jahe ANIMO as the Product of Sukabumi

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**Abstract:** Kue sari jahe Animo is one of the culiner products from the city of Sukabumi since 1959. This cake is made from ginger which is processed and has a taste that has not changed from the past until now. However, this cake is still lacking in showing the characteristic that can be known by the people of Sukabumi city, tourists or visitors. So, the design of packaging visualization is needed through qualitative metode with data collection such as observation, interviews, literature studies, and questionnaires. Data Collection has been analyzed for obtain concept design and the appropriate packaging in structure and surface design results. The design is important because the attractiveness of a product is inseparable from the packaging. Therefore, visualization of the packaging design must be able to create a positive emotional response for kue sari jahe animo products.

**Keywords :** Kue Sari Jahe Animo, Packaging Design, Visual Identity.

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## 1. Introduction

An area can be recognized by others through local specialties. The type of food that is closely related to an area and inherited from generation to generation as part of the tradition is local culinary (Jordana, 2000 in Purwaning Tyas, Agnes). Local culinary areas in Indonesia are valued because it is hard work from the ancestors ranging from recipes to cooking methods that are still maintained even though they already have varied tastes, but still use the main ingredients. The local cuisine has become part of an area, so local culinary can become the identity of an area, such for example Sumedang tofu, Garut dodol, Madura satay, and moci Sukabumi. Moci Sukabumi is one of the most famous local culinary delights in many culinary spreads in the city of Sukabumi because there are 11 mochi cake makers spread from Jalan Otista, Jalan Ahmad Yani, to Jalan

Suryakencana, which produce small scale to large scale. Besides, the city of Sukabumi is famous for chicken bunut porridge, mamih purple rice, Mang Jai meatballs, pempek Odeon, SEHI chips, Priangan bread, and others. There are local culinary products which are other culinar from this city. The product is Kue Sari Jahe Animo.

Kue sari jahe "Animo" is one of the typical products originating from the City of Sukabumi. This product has been marketed on Jalan Siliwangi Gang Mansur No. 7 from 1959 until now. The cake making business, currently managed by Mr. M Sadrah, and still maintains the original packaging and traditional recipes that do not change the taste. The price set for 1 pack of cake is 15,000 rupiah.

Marketing a product now can be done online. This is included in technology that has become a human need from

the past until now. One of them is packaging technology that has become increasingly widespread. Ranging from varied materials to increasingly attractive models and shapes. Then, technology makes packaging change role, if, in the past, people say packaging protects what is sold, in fact now the opposite is the packaging selling what is protected (Noviadji, 2014: 10-21). The statement is related to the importance of design for packaging because the attractiveness of a product cannot be separated from the packaging. Also, because the packaging is a trigger that deals directly with consumers. So, packaging must be able to create a positive emotional response (Cenadi, 2000: 92-103) This is related to increasingly fierce competition when new players emerge who emit similar products with their respective characteristics, not closing the possibility that someday old products will be left behind because there are better products (Satriyono & Wahyudi, 2017: 72). Therefore, the thing that is needed by the kue sari jahe "Animo" even though it has long been a typical product of Sukabumi, and does not rule out the possibility that this product can be abandoned longer and longer, in fact, there are still many residents of this city who do not know the existence of the product. So, this kue sari jahe product requires a brand identity and the right structure design packaging and also visual packaging design, the times are due to the emergence of new products and a characteristic that is highlighted so that these products can be sold in the eyes of consumers.

## 2. Literature Review

### 2.1 Brand Identity

According to Swasty in his book *Understanding and Designing Branding Brand Strategy* (2016:35-50), there are five elements of the brand are Brand name, Logo, Tagline, Mascot, and Packaging Design.

Brand Name, to communicate the intent of the company, such as the name of the founder, descriptive or made (fabricated) example Oreo.

A logo is an identity like a human face, a sign of ownership, quality assurance to prevent spoofing or hijacking.

The term tagline can be referred to as a slogan or motto that can establish a brand image in the public mind.

Mascot / Character, a special type of brand symbol, the mascot is useful to identify the brand and also be a differentiator when marketed.

Packaging Design, Functions that are not much different from the mascot for brands to be identified properly.

### 2.2 Packaging design

Satriyono & Wahyudi in a book entitled *Mantra Kemasan Juara* (2017: 10-11). Communications that can be delivered through the packaging design are Packaging communicates product information clearly, Packaging communicates product promotion material, Packaging communicates motivation emotionally psychologically, Packaging communicates certain impressions, Packaging communicates differences with other products

Based on the function, according to the book *The Art of Packaging* (Sri Julianti, 2014: 30-31) Packaging can be divided into 2 are Primary packaging, Packaging directly in contact with the product and Secondary packaging, Packaging that protects primary packaging.

Various types of packaging materials have different characters and abilities in forming a structure. According to Satriyono & Wahyudi in a book *Mantra Kemasan Juara* (2017: 35-46) There are several types of packaging materials are Paper & Cardboard, Rigid plastic, Flexible plastic, Cans, Glass and Wood

## 3. Method of Data Collection & Analysis

### 3.1 Research Methodology

The method used in research is a qualitative research method because it emphasizes more on the phenomena observed and focuses on the process and results. The attention of qualitative research is more focused on human elements, objects, and institutions, as well as the relationships or interactions between these elements, to understand an event, behavior, or phenomenon (Mohamed, Abdul Majid & Ahmad in Basri, 2014)

### 3.2 Observation

Observation is observing the objects of research and then summed up into data. The observations were made in the town of Sukabumi.

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### 3.3 Interviews

Interviews are research instruments that are useful for exploring thoughts, concepts, and personal experiences or views of the individuals being interviewed. The interview was carried out to the speakers, namely the owner of the ginger Animo sari cake business, Mr. M. Sadrah.

### 3.4 Literature review

Literature review a written summary of articles, journals, books, other documents as the basis for documenting the design requirements.

### 3.5 A questionnaire

A questionnaire is a way of collecting data through available questions and directed to respondents to answer. The questionnaire was conducted through Google Form and was answered by 120 respondents.

### 3.6 Data analysis method

Data analysis method, The method used to describe the data that has been collected, one of them is by using a matrix between opportunity factors, threats, and strengths, weaknesses (SWOT). The advantages of this analysis, according to Christophe Seth in the SWOT Analysis book, are simple, and collection results that can be easily communicated.

## 4. Concept & Design Results

### 4.1 Message Concept

The message to be conveyed is to the people of Sukabumi city and tourists visiting the city to make visual identity and packaging design using three keywords (authentic, homemade, and modern).

### 4.2 Creative concepts

Creative concepts that use in this research is AISAS method the goal to find an approach to the target audience, here is the table for analyze for the target audience:

Table of AISAS method for target audience

AISAS	Explanation
A (Attention):	Use the visual identity of elements from kue sari jahe.
I (Interest):	Make a packaging design as a medium to protect kue sari jahe designed to reach the target.
S (Search):	Provides supporting media such as mascots, store displays, tote bags, jars.
A (Action):	Targets are interested in packaging and buying this product.
S (Share):	The target audience spreads the testimony of buying kue sari jahe through social media, as well as from one person to another.

The AISAS table above explain that the target audience will find attention of the kue sari jahe from visual identity, so target audience more interest with packaging design, the other media also can easily search by the target audience, such as store display, tote bags, jars and mascots, Target Audience do the action for buying this products, and can

share the testimony of kue sari jahe through social media, as well as from one person to another.

#### 4.3 Media Concept

The logo as a visual identity will be shown to the people of Sukabumi city and visiting tourists. Packaging design is useful for protecting the main product and also as a tool to persuade the community because of its unique design. Supporting media are designed and useful to support the main media: mascots, tote bags, jars, shop displays.

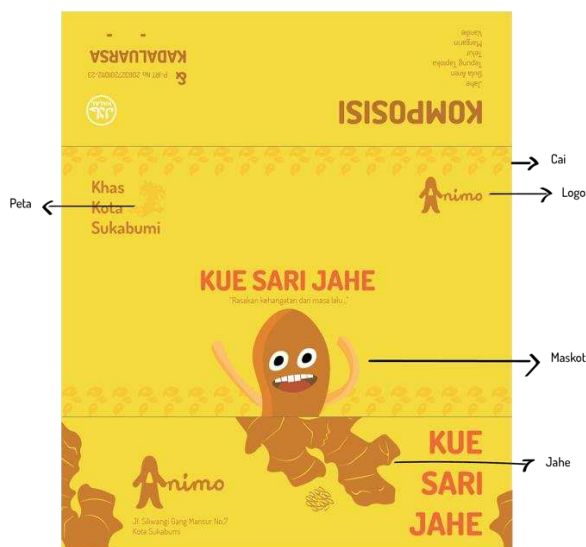
#### 4.4 Visual Concept

The visual concept is designed by creating a mood board of keywords and also for determining colors.



Picture 1 Visual Identity: Logo Kue Sari Jahe Animo (Jullianne,2019)

Visual identity is formed which is taking on the letters of the alphabet the letter "A" from the kue sari jahe and put together letters to form a unity nimo and become "Animo". The process of designing a visual identity begins with sketching the logo as much as possible, then selecting it based on the keywords that have been made. Then, it is formed through digital processes using Adobe Illustrator.



Picture 2 Surface Design Packaging (Jullianne,2019)

There mascot on the packaging so that the brand "Animo" can be remembered by the public, especially tourists who visit the city of Sukabumi. Water elements (cai) is derived from Sukabumi town famous for its water.



Picture 3 Packaging of Kue Sari Jahe Animo (Jullianne,2019)

This is the packaging form of Animo ginger juice cake. Initially, the shape of the package was not a rectangle but a circle, but for the packaging to stand, an upright side was formed.

On the packaging there is a primary element of the display panel is a brand, logo, address, product name, product description, nutrition facts, expiration, composition, and barcode.



Picture 4 Animo mascot (Jullianne,2019)

Animo mascot is a mascot designed based on the shape and the color of the kue sari jahe.



Picture 5 Display Shop "Animo" (Jullianne,2019)

- [5] Satriyono, Nana Wahyudi & Sonny. 2017. Mantra Kemasan Juara. Jakarta: PT Elex Media Komputindo.
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Making displays is useful to support the visual identity itself in order to form a space to persuade the people who visit the city of Sukabumi.

## 5. Conclusion

Visual identity can be formed through a process by thinking of concepts first, then arranged into a mood board with keywords that are tailored to the target audience. Sukabumi has one element, namely water (cai) to introduce that the area is famous for its water. Then, according to the theory in the Mantra Kemasan Juara book, packaging that has not changed from the past until now eventually will be abandoned. That's where the packaging design is designed so that one day the ginger sari juice product Animo can still survive in the community, especially in the city of Sukabumi.

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