



# The 3<sup>rd</sup> STIKOSA AWS International Conference on Media And Communication

## PACKAGING DESIGN FOR BERAS KENCUR CAP OBOR FROM TULUNGAGUNG

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### ABSTRACT

Beras Kencur cap Obor is a traditional drink brand from Tulungagung, East Java, which was founded in 1980. To increase brand credibility and attract the attention of young people who are reluctant to consume herbal medicine, creative solutions are needed to develop this business. Therefore, it is necessary to design a new packaging that pays attention to design aspects so that the packaging becomes more attractive, as well as creating promotional media on social media that is currently being used by young people. This research using qualitative research methods by conducting interviews with business owner and observing the target market of Beras Kencur cap Obor. This research is going to attract the attention of young people to try new things namely traditional drinks such as Beras Kencur cap Obor.

**Keywords:** herbal medicine; saffron colored rice; packaging design; cap obor

### INTRODUCTION (14 PT, BOLD)

Herbal drink or *jamu* is one of the traditional health drinks that still exists today. For the people of Indonesia, herbal drinks are an ancestral recipe that is still maintained and developed today. The basic ingredients used in making herbal drink consist of herbal plants that can be found in the surrounding environment. Herbal drink is one of the representations of local wisdom that has developed in the community because the benefits of this traditional drink are still believed by the community to cure various diseases without causing side effects (Isnawati & Sumarno, 2021).

Saffron colored rice is a Javanese drink that is classified as herbal medicine because it has many properties, one of which is to increase appetite. With the main ingredients of rice, aromatic ginger, and palm sugar, this drink has become popular for its sweet and fresh taste. Consuming saffron colored rice regularly can increase children's appetite as well as body

stamina. Aromatic ginger is also useful for thickening the stomach wall, so this drink is suitable for people who have ulcer problems that cause thinning of the stomach wall.

Saffron colored rice is formulated from several herbal ingredients, especially spices, one of which is aromatic ginger rhizome and rice. Aromatic ginger is one of the common spices in Indonesian cuisine as well as the herbal drink *orjama*. Aromatic ginger is a useful source of zinc, starch, ethyl ester, paraeumarin, borneol, minerals, cinnamic acid, and other nutrients and has been the reason for folk medicine for centuries, especially in Southeast Asia. Saffron colored rice is considered to increase energy, reduce bad cholesterol, relieve cough, nourish the skin, treat mouth ulcers, cure diarrhea, overcome diabetes, and many more. (Lararenjana, 2021).

In Java, there are many brands of saffron colored rice that are sold ranging from factory production to hereditary family concoctions. One of the famous ones in the East Java area, especially Tulungagung regency, is Beras Kencur Cap Obar. Based on information obtained from an interview with the owner of Beras Kencur Cap Obar (Gie, 2022), Beras Kencur Cap Obar is a beverage business that has been established since 1980. Beras kencur cap Obar built its business with the recipe of the founder of beras kencur cap Obar, namely the late Mrs. Christine Toedjiati, who is currently still being continued by her son. Known for its sweeter, fresher and sour taste than other brands, Beras Kencur Cap Obar has become a favorite brand of many people in the Tulungagung. Beras Kencur Cap Obar is produced in the Kutoanyar area of Tulungagung Regency. This product can be found in various culinary stalls and coffee shops around Tulungagung. In addition, Beras Kencur Cap Obar also accepts orders via Whatsapp which will be sent directly by the owner when shipping to the cities of Malang and Surabaya and uses expeditions for shipping to other cities.

In the beginning, Beras Kencur Cap Obar only used glass bottles for syrup to reduce plastic waste as well as reduce costs. Customers who want to order Beras Kencur Cap Obar will be loaned a glass bottle as the packaging of this drink. However, over time, the use of glass bottles faced several difficulties, namely less practical during the delivery process, the size of the bottle is not uniform because it adjusts the availability of used syrup bottles, and easily broken. So, plastic bottles must be used to facilitate sales.

Using plastic bottles along with labels that pay less attention to design aspects, today's children are reluctant to try this herbal drink because they are less interested in its appearance, as well as with the mindset that herbal medicine is not delicious. In fact, saffron colored rice is



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a refreshing drink and has many health benefits. In addition, many new saffron colored rice brands have begun to emerge with more attractive packaging and labels so that this Beras Kencur Cap Obor has begun to be forgotten by the surrounding community.

Departing from this problem, a project entitled "Packaging Design for Beras Kencur Cap Obor from Tulungagung" was made because Beras Kencur Cap Obor needs packaging, labels and logos that is developed to reintroduce this brand to the wider community as well as creating promotional media on social media that is currently being used by young people so that it can increase the credibility of Beras Kencur Cap Obor as one of the saffron colored rice brand in Tulungagung. By doing so, it is hoped that it can make this Beras Kencur Cap Obor increasingly recognized by the community around Tulungagung, especially young people and can develop business out of town, start from Surabaya.

This design is limited to designing the packaging and promotional strategy of Beras Kencur Cap Obor. This design is carried out in order to find a solution to overcome the problem of Beras Kencur Cap Obor packaging that is less attractive to young people. The solution that will be carried out is to make the packaging of Beras Kencur Cap Obor starting from changing the shape of the bottle, redesigning the logo and packaging label, and making promotional strategy such as making promotional media at Instagram to sell these products online at Surabaya.

Packaging itself is a container that occupies an item to be safe, attractive, has the allure of someone who wants to buy a product. It can also be a medium of communication between producers and potential consumers, so that in the packaging design there is information that must be known by potential consumers, so that potential consumers feel familiar with the product being packaged. The more complete the information listed on the packaging, the more the perception of potential buyers will know and convince them of the product being sold that they will buy (Mukhtar & Nurif, 2015).

The definition of product packaging in general is a container or wrapper that has a function to prevent or minimize damage to the packaged product. In addition, packaging can also be interpreted as a wrapping material that has a function to accommodate, protect, identify, and promote products. The function of packaging is not only useful for protecting products, but also serves as a marketing tool and builds brand identity and increases sales (Anggi, 2020).

When traced further, the culture of packaging has begun since humans recognize the system of food storage. The traditional system of food storage begins with putting food ingredients into a container available in the surrounding environment. In its development, there have been many innovations in the form and packaging materials for post-harvest agricultural products. New packaging findings and various innovations are always raised by producers of agricultural products, and this slowly continues to shift traditional packaging methods that have long existed in Indonesia and other parts of the world (Said, 2016).

Although packaging is only a protective wrapper for the product, packaging is very important because it can affect consumer interest and desire to buy the product. So, the purpose of packaging is to create sales. And to create high sales, it is necessary to pay attention to all aspects ranging from the design of the packaging to the safety of the packaging.

In general, food packaging has the following functions: (1) Protect products from physical influences such as mechanical influences, and light; (2) Protect the product from chemical influences (gas permeation, air humidity/water vapor); (3) Protecting products from biologic influences (bacteria, molds); (4) Maintaining the durability and quality of the product; (5) Facilitate handling (storage, transportation, stacking, moving); (6) As a medium for product information and promotional media; (7) Provide consumer information such as how to use or how to store and (8) Provide attractiveness to the product (Taspirin, 2013).

Attractive packaging needs to pay attention to several design aspects starting from the logo as a brand identity, selection of fonts or typography, selection of packaging shapes, selection of the right colors, illustrations as visual support for the product, and product label layout. All these aspects must be harmonized and balanced in order to provide an attractive visual for a package.

Packaging is one of the most important elements in the process of building brand awareness, effective packaging design is a manifestation of the brand it carries and can bring interaction between the product and the target audience. A good packaging design should also be able to reflect the image of a brand (brand image), display a balanced side between function and personality, as well as just look attractive and stand out in the eyes of the target audience. From the point of view of appearance, without a distinctive packaging design all product brands will look the same (Sari, 2013).

There are several visual elements of packaging according to (Sari, 2013), the first one is logo. Logo as a brand identity acts as a product differentiator from similar product identities,



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as a sign of ownership, and as a guarantee of the quality of the packaged product. The second is the form of packaging. the form of packaging functions as a communication tool, product, and function. Therefore, the form of packaging can be used as the main support in the formation of visual appeal. Some aspects that can be considered in the form of packaging are product properties, mechanical considerations such as opening and closing systems, sales conditions, and display considerations. The third is typography on the packaging. It is an important element of the visual expression of the product. The choice of typography, layout, application of letters and words greatly affects readability. Typography for packaging design must meet criteria such as being able and easy to read from a certain distance, designed on a three-dimensional scale and structure, easily understood by the target audience who come from various cultural backgrounds, and informative in communicating product information. The fourth is color, which is the most influential aspect of packaging design. The target audience identifies the color of the packaging before any other visual features. Color acts as a major attention grabber, distinguishing brand personality between one product and another similar product and purchase decisions are often made based on this. Color can also reflect culture, gender, age, ethnicity, local area, and price or differentiate visual elements and typographic elements. The fifth is the illustration on the packaging, illustrations can give a different impression of brand personality. When used effectively, illustrations or photos can give a strong visual impression and can build a product image in the minds of potential buyers. As a product communication strategy, illustrations can increase consumer interest in seeing images before reading text. Illustrations on packaging can be in the form of full product images, images of ingredients in the product, or graphic illustrations in the form of symbols as an attraction. This element combines all graphic elements, including brands, illustrations, colors, typography that are combined into one unit and placed on the packaging page as a whole and integrated. Layout or visual hierarchy is an important communication element in packaging design. The basic principles of layout are also the basic principles of graphic design, including: sequence, emphasis, balance and unity.

In the study "Packaging and purchase decision: An exploratory study on the impact of involvement level and time pressure", by Mark Speece of the Asian Institute of Technology and Graduate School, University of Bangkok, provides evidence on the role of various packaging elements in consumer decisions. These elements play an important role in attracting customer attention, such as (Kemazan, 2022): (1) Color, packaging color is the first element

that attracts consumers attention. Research shows that 62-90% of people's judgment and evaluation of a product is based on color; (2) Layout, Typography, and Clear Information. After the attractive packaging color, consumers come closer and read the contents of the packaging. Cluttered layouts, poor fonts and excessive content deter consumers from exploring the product further. Packaging serves to communicate directly with consumers. The printed information should be able to explain what the product is, who it is for and what it is used for. Having additional information such as product details, specifications, and relevant information can influence consumer behavior. This information can help improve brand image and reputation, creating a sense of trust between you and the consumer; (3) Effective Use of Graphics/Illustration. If the product is a brand, the logo should be clearly visible on the packaging. Illustrating icons instead of text can make the layout neater and convey information faster.

Basically, packaging design affects what is inside. Therefore, the influence of shape, color, material, packaging design can influence consumers. Consumer behavior is increasingly critical of product packaging, especially for food product packaging must receive special attention. Using materials that are environmentally friendly, easy to carry, and safe and do not cause contamination of food, as well as providing adequate product information will be the choice of consumers (Widiati, 2019)

Digital entrepreneurship is a business by utilizing information technology and a business that is increasingly occupied by the people of Indonesia. it can be seen from the increasing number of start-ups and digital-based businesses to online shops that provide a variety of innovative choices to the community ranging from electronic goods to food and beverage businesses (Bayu & Fitriyani, 2021).

Digital entrepreneurship utilizes social media or e-commerce that is being used by the public in promoting and selling their products. As time goes by, more and more online stores are competing to attract the attention of the public through attractive promotions ranging from online posters, videos with content that follows trends in order to promote their products, and many more.

High internet utilization by the millennial generation can be a solution for them in doing business, which is balanced with the skills to manage social media, such as social media which is very phenomenal among the millennial generation is Facebook, Instagram, WhatsApp and





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Twitter. This social media needs to be encouraged by the millennial generation in doing business or business by opening an online business (Kurniati, Desrani, & Marwa, 2021)

Since the Beras Kencur Cap Obor has been selling offline at food stalls and depots in Tulungagung, it has not yet reached young people. This is due to the lack of interest among young people to try traditional drinks such as saffron colored rice as well as the lack of education about the benefits of consuming traditional drinks for their health. Therefore, this research helps young people to want to try saffron colored rice in various ways such as changing the old appearance of Beras Kencur Cap Obor to be more modern and attractive and utilizing social media that is widely used by young people, namely Instagram as a media of education about saffron colored rice as well as a promotional media so that many young people in Surabaya are interested in trying saffron colored rice.

### **METHOD**

This research uses a qualitative research method which begins with an idea expressed in research questions. The research question will determine the method of data collection and how to analyze it. The data needed is divided into two, (1) primary data which is obtained through interviews conducted via WhatsApp chat because the business owner is in Tulungagung while the researcher is in Surabaya. This is done in order to get real data; (2) secondary data where this data is obtained through literature study. Data obtained from the internet and e-journals in the form of theories, expert opinions, and regulations in analyzing to meet research needs.

### **RESULT AND DISCUSSION**

The creative goals of designing the packaging for Beras Kencur Cap Obor is to improve the quality of this drink from a visual perspective so that it can attract the attention of many people, especially young people, because it uses new packaging that has been improved from the previous packaging. Product packaging is designed uniquely by paying attention to design aspects in order to differentiate from competing products and also to attract young people attention through Beras Kencur Cap Obor new packaging. In addition, it is also expected to be an attraction so that it can increase sales of Beras Kencur Cap Obor.

In order to get to know about Beras Kencur Cap Obor more deeply, researcher conducted USP or Unique Selling Proposition research from Beras Kencur Cap Obor. The unique

Selling Proposition of this product is how long this brand has been present in the community. This brand has been established since 1980, so it has been 43 years since the brand has been known to the public. The business owner of Beras Kencur Cap Obor continues to produce 200 bottles of saffron colored rice a week to be sold to suppliers of food stalls or depots, and from that, it can be seen that this drink still survives amidst many competitors with similar products. In terms of products, Beras Kencur Cap obor has a slightly clear white color and after shaking it will be white because Beras Kencur Cap obor uses real rice without using other coloring ingredients. So, it tastes fresh, sweet and the sour taste of aromatic ginger is more pronounced.

The marketing area for Beras Kencur Cap Obor is still around the Tulungagung area. The owner of Beras Kencur Cap Obor will send the product to suppliers in Tulungagung stalls and consumers who have ordered Beras Kencur Cap Obor via WhatsApp. For deliveries to customers outside the city such as Malang and Surabaya, the owner of the Beras Kencur Cap Obor will deliver once a month or use an expedition service. However, to grow this business and to increase sales, Beras Kencur Cap Obor need to develop their target market, especially to young people in big cities so that they want to try traditional drinks. It requires a big step, one of which is to make a promotional media using social media so that Beras Kencur Cap Obor can promote their products and selling it online.

Online survey were conducted by researcher to find out the habits and preferences of people, especially young people, towards traditional drinks through social media by utilizing the @FFOODFESS base account which has 419,400 followers on twitter where an account users can send questions and will be answered by the followers of the account. Through the question "What is your favorite herbal drink?" sent by the account owner, there were 487 answers to the question, most of which answered saffron colored rice as their favorite herbal drink because the taste is not too bitter like other herbal drinks. From this, it can be concluded that young people's interest in healthy drinks, including saffron colored rice, is still high. If supported by promotional media and attractive packaging, the marketing of saffron colored rice among young people will be even higher.

After knowing a little bit more about Beras Kencur Cap Obor, the first step to do in this research is to redesign the logo and label of Beras Kencur Cap Obor. The development of the Beras Kencur Cap Obor logo is one of the important processes in redesigning the packaging because the logo used by Beras Kencur Cap Obor has been used for almost 45 years without





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undergoing considerable changes. So, a more modern label was made using simpler illustration. In addition, the new label also pays attention to the selection of font types so that it looks neat and harmonious.



Figure 1. Old Label of Beras Kencur Cap Obor

The old label of Beras Kencur Cap Obor pays less attention to design aspects, where this label has a dominant bright green color with red, blue and black writing. The typeface used is too much, making this label look a little messy and the lack of white space makes this label look full and unattractive.

From the old label, a new label was made with more attention to design aspects. Where the color selection for the Beras Kencur Cap Obor label uses the colors below which give a retro impression but are still eye catching. The color selection is a bright color in order to attract the attention of potential buyers, especially young people who are easily attracted by bright and cute things.



Figure 2. Color Palette of Beras Kencur Cap Obor New Label

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

Figure 3. Yeseva One Regular Fout Used in the New Logo of Beras Keucur cap Obor

**ABCDEFGHIJKLMNOPS  
TUVWXYZ  
ABCDEFGHIJKLMNOPS  
TUVWXYZ  
1234567890**

Figure 4. Lemon Milk Font Used in the New Logo of Beras Kencur cap Obor

The font type used in the logo is Yeseva One Regular which is a serif font so that the readability level is high and adds a luxurious impression to the logo. Then, the font used for the information on the label is Lemon Milk which is a sans serif font so that buyers can easily read the information listed on the label even though the size is quite small.



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Figure 5. New Label of Beras Kencur Cap Obor

The logotype on the new label is made twisted because it wants to describe the texture of a liquid drink, besides that it also follows the design trends that are popular among young people today. The logo on the new label is also supported by a logogram in the form of a torch image with a blazing fire, describing the Beras Kencur Cap Obor business that has been in production for a long time but is still 'blazing' in the midst of many competitors with the same product.

The new label of kencur rice cap Obor has fulfilled several visual elements for packaging such as its eye-catching color, selection of typography with a high level of readability, along with information about the product that is well-layout such as where the product comes from, the composition of the product, the net weight of the product, serving suggestions, and where to place the expired sticker. In addition, there is also an illustration of a torch that describes the name of this brand, namely Beras Kencur Cap Obor.



Figure 6. Old Bottle of Beras Kencur Cap Obor



Figure 7. New Bottle of Beras Kencur Cap Obor

For the bottle packaging of Beras Kencur Cap Obor, the researcher has distributed questionnaires to 50 young people in Surabaya and most of them are less interested in buying Beras Kencur Cap Obor with the old packaging because the packaging is less attractive and more confident with other brands because they have better and more reliable packaging and labels. They are more interested in the slimmer and aesthetic shape of the beverage bottle so



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that it is easier to hold and looks more modern so that young people do not feel embarrassed or prestigious when carrying Beras Kencur Cap Obor drinks anywhere and anytime.

### beraskencur\_obor CD



3  
Posts

56  
Followers

6  
Following

Minuman Segar Tradisional

est. 1980

Surabaya, Jawa Timur

Order via WA

See Translation

[linktr.ee/beraskencur\\_obor](https://linktr.ee/beraskencur_obor)

Professional dashboard

148 accounts reached in the last 30 days.

Edit profile

Share profile



New

Figure 8. Beras Kencur Cap Obor Instagram Account

For promotional media and an online sales platform for Beras Kencur Cap Obor, an Instagram account was created that contains information about the product and visuals of the product. From this Instagram account (@beraskencur\_obor), the sale of Beras Kencur Cap Obor aims to be targeted at young people in Surabaya because they want to expand the target to big cities, starting from Surabaya. To facilitate sales without the need to sell to one place to another, sales are made online. So, consumers who want to order can click on the link in the Instagram bio and will be directly connected to the WhatsApp number of the Beras Kencur



Cap Obor admin. After that, the product can be sent using delivery services such as Go-send, Grab Express, Paxel, or they can also make an appointment with the admin for cash on delivery.



Figure 9. Beras Kencur Cap Obor Instagram Feeds

So far, four feeds have been posted on Instagram of Beras Kencur Cap Obor. a coming soon post that informs the audience that they will soon be selling traditional drinks such as saffron colored rice, an introduction to the new logo along with the origin of the product, product images along with the main ingredients of making saffron colored rice such as rice and aromatic ginger, also product prices which is Rp 7.000/bottle. Next feeds that will be uploaded are how to enjoy drinking saffron colored rice, the benefits of consuming saffron colored rice, some promos to welcome the month of Ramadan, along with some product photos. These feeds are dominated by green to blueish colors that match the color of the label with a simple but attractive design model so that young people are interested in seeing Instagram account from Beras Kencur Cap Obor and can be interested in buying the products.





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The response from young people (19 – 28 years old) has been quite good. There have been several young people who ordered Beras Kencur Cap Obor and gave a good testimonials on both the taste and the packaging. Researchers also sent an evaluation questionnaire to 40 young people that mostly in Surabaya about the new packaging of Beras Kencur Cap Obor. Most of them said that the new packaging of Kencur Cap Obor rice has improved so that it looks more modern and attractive.

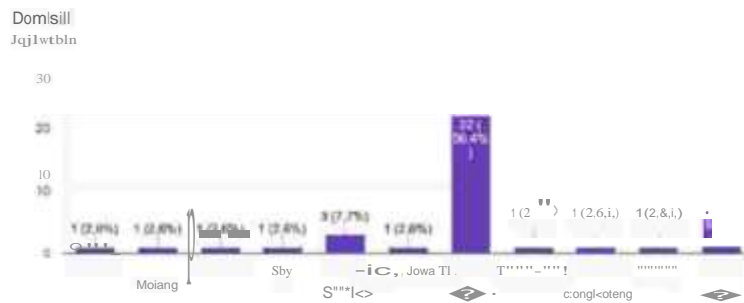


Figure 10. The Percentage of Domicile of Respondents to Evaluation Questionnaire for Beras Kencur Cap Obor

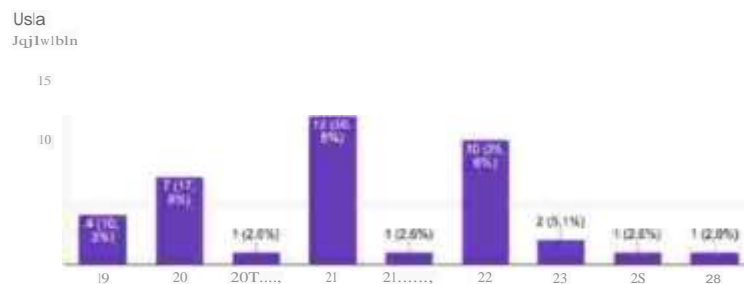


Figure 11. The Percentage of Age of Respondents to Evaluation Questionnaire for Beras Kencur Cap Obor



Figure 12. Online Testimonial from an Interview with one of Beras Kencur Cap Obor Customer

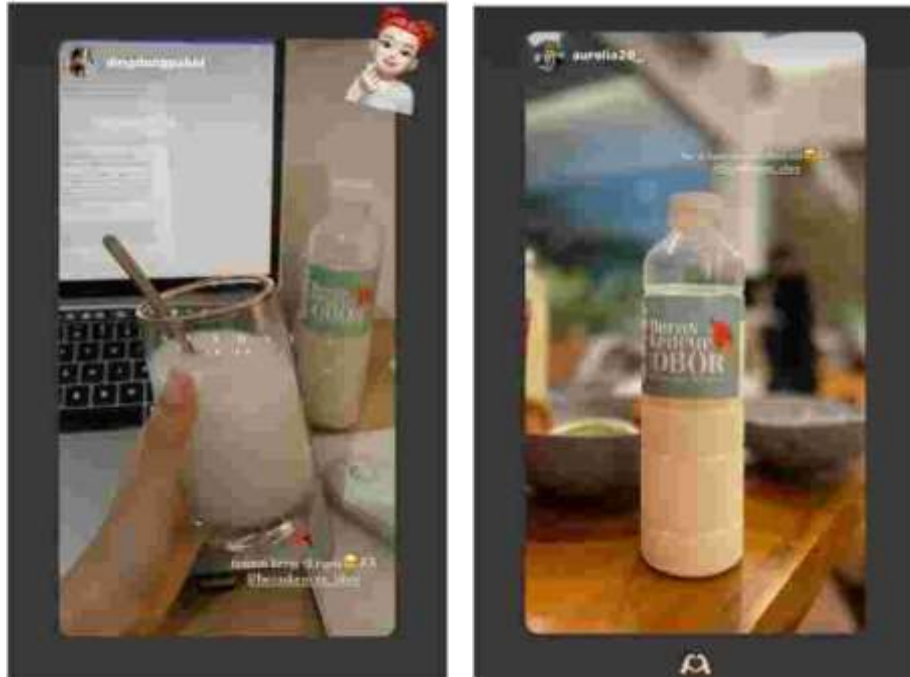


Figure 13, 14. Instagram Testimonial from Customers



Figure 15. Testimonial from One of the Customer Who Made an Appointment for Cash on Delivery



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Figure 16. Testimonial from One of the Customer

Many customers who are young people also give testimonials via Instagram or through chat with the admin. By doing testimonials via Instagram, indirectly have also promoted Beras Kencur Cap Obor to customer's followers.

### CONCLUSION

The project to redesign packaging for the Beras Kencur Cap Obor from Tulungagung can be said successfully achieved the design objectives because in this design, Beras Kencur Cap Obor has undergone major changes in terms of visuals starting from the shape of bottles, labels, and promotional media. Many young people who were previously not interested in trying herbal medicine are now interested because of the improved quality of Beras Kencur Cap Obor in terms of visuals that pay attention to color selection, typography, layout and supporting illustrations. Based on the testimonials of some young people who have seen the promotional media at Instagram and tried Beras Kencur Cap Obor, they have more confidence in this product because the packaging looks neater and more modern and and more confident

with the existence of Instagram that shows information along with testimonials from customers.

From the achievement of the objectives of this research, it has also supported the course of entrepreneurs in the digital era because even though the Beras Kencur Cap Obor brand has been present since 1980, they have never tried to keep up with the times by selling products online through social media that is currently being used such as Instagram or E-commerce. So, from there the Beras Kencur Cap Obor has been one step ahead in the development of this brand.

From this project, researcher realizes that young people will want to try new things if the platform is provided. Like this saffron colored rice, if the promotion is suitable for young people (such as promotion from social media that is used by young people like Instagram) and the visuals match the tastes of young people (cute packaging, attractive color), they will definitely want to consume traditional drinks such as Beras Kencur Cap Obor. With the new identity of Beras Kencur Cap Obor, it is expected to help Beras Kencur Cap Obor to increase sales outside the city especially big city like Surabaya and expand its target market to young people so that the culture of consuming herbal medicine can be passed on to the next generations.

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