

# Smes Traditional Packaging Technology as a Part of Building Brand Soul of Product

Peter Ardhiyanto<sup>1</sup>, Alfons Christian Hardjana<sup>2</sup>

<sup>1</sup>Lecturer, Visual Communication Major, Soegijapranata Catholic University

<sup>2</sup>Assistant Lecturer, Visual Communication Major, Soegijapranata Catholic University

## ABSTRAC

Packaging is a container used to pack a product. The function of packaging is not only for container but also as the image formation and marketing. In Semarang, Indonesia, the usage of packaging has become a habit of perpetrators of SMEs, but they use shortcut in using media, material and shape of the packaging by reason of the price and ease of getting goods. In this study we will discuss the traditional packaging technology which is cheap and efficient with good function for SMEs, especially food products and a differentiator as well as building brand soul on SMEs products. This study uses research methodology with interviews with Entrepreneurships of Bureau of Cooperatives and Small-Medium Enterprises Semarang and observation on the perpetrators SMEs in traditional markets and souvenir center on Pandanaran street Semarang. And theory usage as a source of benchmark studies of traditional packaging technology. This research aims to develop the creativity of actors SMEs in technology to package their products.

## I. INTRODUCTION

The market offers a variety of products to consumers. According to Kotler and Armstrong took (1996:274) in Principles of Marketing, said that the product is everything that is offered to the market to get attention, purchased, used and can satisfy the desire or customer needs. The products as object is offered to consumers to forming the image of the product in market to compete with other products.

Product image is formed by various elements such as the typography, labels, logo and packaging. These elements act as product visual language, and manifests itself to various forms in accordance with the development of era. Started by the discovery of the jug of water in the time of ancient Egypt, until the usage of tin cans and plastic on the products in the market today. shows the packaging as one of the elements forming the image of the products follow the development of technology and culture. (Package Design Workbook, Steven Du Puis and John Silva, 2008,14)

Packaging initially function as container to store a product. Along with the development of science and technology, packaging not only function to store the products but also to maintain product can survive long enough in the packaging. The use of packaging materials like plastic and cans become the solution to maintain the product in a long time. (Package Design Workbook, Steven Du Puis and John Silva, 2008,15)

Because of the usage of plastic and cans are too massive, cause side effects which produce ungradable waste. This problem causes the packaging designers to search for environmental friendly packaging material. In Indonesia, packaging that have local knowledge using environmental friendly materials such as banana leaf and bamboo to pack food products.

Banana Leaf and bamboo as the packaging in Indonesia is a form of traditional culture. The packaging used by the Sultanates (the kingdom of the ancient Indonesian era) have a diversity of form and function. The usage of this traditional packaging form diversity do not stop only in the Sultanates in Indonesia, but also used by SMEs. this traditional packaging used by SMEs to increase the quality of the packaging, not only as a product protection but also as part of the forming of the image of the product.

The limit of this study was to discuss about the traditional food packaging that is packed with without machinery. The method used is literature study, interviews and observations of traditional food, especially in the city of Semarang, Central Java - Indonesia. The purpose of this research is to know the function of the traditional technology in the packaging as part of the forming Brand Soul, that is useful for SMEs when the perpetrators would pack their products with the limitations of cost, time, and material that is increasingly expensive and environmental unfriendly.

## II. TRADITIONAL TECHNOLOGY AT PACKAGING

Since humans know material traditional food storage system that incorporate a food ingredient into a container, humans start to getting know packaging culture. The main function of the package is protect the product of the influence of the weather or the process of nature that could ruin it and facilitate to be carried in (Noviadji, 2014,11).

Traditional packaging use nature materials that have natural friendly character and can be decayed. The materials that have many used are bamboo and leaves (Noviadji, 2014, 11). Traditional packaging that have origin from bamboo shaped quadrangle and rectangular having two parts, a container and a cover, called besek. This packaging is made from bamboo that have been plaited (Lukitasari, 2013). Traditional packaging that come from the leaves have distinctive name as bungkus and pincuk. In addition, leaves packaging has various technique package as interweave, roll up, wrap, and plait (Savanna, 2007). These package technique are not only for a function of a packaging but also producing a unique traditional packaging design that fashionable, and trendy (Noviadji, 2014).

The usage of natural materials at traditional packaging, in addition to environmental friendly is also superior in being cheap and were easily obtained (Noviadji, 2014). Based on the results of observation, the plants which used for besek and leaves material are easy to find in front of home or in a garden. These plants are grown wildly around the streets.

The materials like leaves and bamboo not only make an appearance in traditional packaging look more natural, but also affect the flavor and the smell in products. In addition, traditional packaging have stronger construction and elastic compared with the modern packaging (Noviadji, 2014).

According to Mrs. Yuanita Rani, Chief Section of Entrepreneurships of Bureau of Cooperatives and Small-Medium Enterprises Semarang, on April 6th 2015, there are 11.610 SMEs in Semarang that active in the field of culinary traditional (Ardhianto, 2015). These SMEs use modern packaging to put their products to follow the progression of the era, meanwhile packaging could not give a proper brand soul to their products. Traditional packaging with local insight can provide a proper brand soul to the product of SMEs.



**Figure 1:** Besek Packaging



**Figure 2:** Leaves packaging with rolled up technique



**Figure 3:** Leaves Packaging with wrap technique



**Figure 4:** Leaves Packaging

### **III. TRADITIONAL TECHNOLOGY AS A CONTAINER**

Sri Julianti in her book *The Art of Packaging* explained that packaging is a means to increase the value and function of a product. Then the packaging must have a unique identity to raise the value and the function. The function and value are: a. protect the quality of products, b. make the product last longer, c. as a means of communication and branding products to consumers, d. facilitating the distribution of products from producer to consumer, e. made products can be mass produced, f. to trigger buying interest (Julianti 2014: 15). Basically packaging has a complex function as a container for the product. In a case study of leaves and besek packaging technology, with the traditional weaving and folding create uniqueness for the traditional packaging and able to lift the function and value of its products.

Packaging is also applicable to wrap, protect, send, issuing, storing, identify and differentiate products in the market (Klimchuk and Krasovec, 2007: 33). The most important function that should be possessed by the packaging is wrapped up. For most perpetrators SMEs in Semarang city is still interpreted literally, which is wrap the food products. Supposedly wrap means not only wrap the products but also care for the aesthetics. Less awareness of the advances in technology and lack of knowledge makes the perpetrator SMEs wrap their products with simplicity. However, in the case of the leaves and besek is a good example that wraps with limited facilities and thinking about the aesthetics make the product better known or become a unique identity in the market. Banana leaves and besek also have the power to protect its products both in retail sales and delivery of product in the form of snacks with perishable nature.

### **IV. TRADITIONAL TECHNOLOGY FORMATION AS A BRAND SOUL**

Packaging can also be the one factor to forming the image and branding, right now packaging usually use graphics as a image forming, the amount of packaging that rely on graphics create a high dependence on design technology. Sometimes the packaging designers forgot packaging technology is capable to boost the image itself.

It is undeniable that the graphics are at the forefront of product marketing SMEs, but in the interview to Mrs. Rani Yuanita Section of Entrepreneurships Chief of Bureau of Cooperatives and Small-Medium Enterprises Semarang at Pemuda Street No. 175 Semarang, interview conducted on April 6th 2015, explained that in general the perpetrators of SMEs not familiar with the packaging technology, even labeling, which happens is that the business actors to present their products with packaging technology that is close and easily found by them, for example, plastic and paper. Mrs. Yuanita Rani also explained that the majority of perpetrators of SMEs sell iconic food of semarang city

According to Keller (2008: 5), the brand is not just a product, because the brand has a special dimension that made the difference with other similar products. The differentiator must be rational and look real with a performance of a brand or product can be said to be more symbolic, emotional and invisible in representing a brand. In the case of SMEs in Semarang still a little of seller who are aware of the basis of a branding, the brand soul. Author of IMC (Integrated Marketing Communication) that Sells explains, a brand soul reflects the inherent advantages possessed by such unique brand value proposition that is not owned by a competitor in the market. To be relevant to the consumer, the brand soul should be formulated according to the characteristics, needs, preferences, and expectations of consumers. Brand soul is an identity of the product, the packaging should have major stakes in applying brand soul in its products. In the case study of banana leaves and besek that exist over time is a proof that building a strong brand can not be done overnight and need to be consistent over time so that the character of the product through the packaging is really embedded in the memory of the target audience.

## V. CONCLUSION

Traditional packaging technology not only provides the function of protecting and portability, but also provide safety and taste in the product. Perpetrators of SMEs have limitations regarding packaging technology so that eventually the perpetrators of SMEs using instant packaging technologies such as plastic and paper. Therefore, the products that they offer don't have Brand Soul because it is difficult to remember. With traditional technology environmentally friendly packaging such as besek and leaves is an effective solution for the perpetrators of SMEs introducing product. With the simple technology of leaves and besek can be processed into packaging for containers, protective, and product differentiator in the marketplace. This traditional technology can also be scaling up the scent and taste of the product perpetrators SMEs.

This research is for the initial research to knowing the potential of media and branding by using traditional tools with low cost and environmentally friendly. And at the same time to disenchant SMEs perpetrators that branding began from forms and media types, not only from graphics technology.

## REFERENCES

- [1]. S.Sabana. Nilai Estetis Pada Kemasan Makanan Tradisional Yogyakarta.ITB, 2007.
- [2]. P.Ardhianto. Typography As Brand Image To Small And Medium Enterprises. The 3rd International Conference on Creative Industry, Bali – Indonesia, 2015.
- [3]. B.R.Noviadji. Desain Kemasan Tradisional Dalam Konteks Kekinian. ART I KA, 2014.
- [4]. E.H.Lukitasari. Komunikasi Visual Pada Kemasan BesekMakanan Oleh-Oleh Khas Banyumas.Dewa Ruci, 2013.
- [5]. Klimchuk, Mariane Rosner dan Sandra A. Krasove. (2007). Desain Kemasan; Perencanaan Merek Produk Yang Berhasil Mulai Dari Konsep Sampai Penjualan. Jakarta: Penerbit Erlangga.
- [6]. Julianti, Sri. (2014). The Art of Packaging: mengenal metode, teknik, dan strategi pengemasan produk untuk branding dengan hasil maksimal. Jakarta: PT. Gramedia Pustaka Utama.
- [7]. Watono, Adji A. (2011). IMC (Integrated Marketing Communication) that Sells. akarta. PT. Gramedia Pustaka
- [8]. Kotler,Philip & Kevin Lane Keller. 2008. Manajemen Pemasaran. Jakarta : Indeks