

## VISUAL ELEMENT ANALYSIS ON “JAGOAN INDONESIA” CHIPS PACKS IN MALANG

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**Abstract:** Packaging design is a creative business that links shapes, structures, materials, colors, images, typography and design elements with the product information in order to be marketed. This study focused on the design of "Jagoan Indonesia" chips packaging products in Malang with the aim to determine the visualization of the packaging and visual elements of Jagoan Indonesia chips products. This research used descriptive qualitative approach. The research data were obtained from primary data sources and secondary data sources. Primary data sources include the packaging of tempeh chips, bananas, and nutmeg in Jagoan Indonesia products. Secondary data were obtained from book, web, and e-journal reference sources. Data collection methods in this study used observation techniques/observation techniques, documents, and interviews. Packaging visualization wanted to lift SME products to be better and more attractive by visualizing the impression of local products and on the basis of sociopreneur which is reflected in the inclusion of photos and stories/messages from the manufacturer. The visual elements of the three Jagoan Indonesia chips packs consistently used illustration with Memphis style designs, full colors confers a cheerful impression, typography used Sans Serif font groups consistently, the characters tended to be informal and free, but still legible. While the typical elements lied in the composition of harmonious layout, balance, emphasis, unity, and harmonious proportions.

**Keywords:** Visual, Packaging, Chips Products.

### INTRODUCTION

The development of industrial products is increasing to meet the needs of consumers, it caused by the increasing needs of the consumers. New industries are competing to produce attractively packaged food products because most buyers are interested in attractive packaging. Packaging design is a creative business that brings together several elements namely; shape, structure, material, color, image, typography, and design elements along with product information to be marketed. Products are increasingly in demand by consumers who design packaging in attractive products [1]. Currently, product packaging design is very competitive in Indonesia, especially among the imported products and products of Small and Medium Enterprises (SMEs) in the food sector. Based on the observation, the most popular food products on the market are snacks. Moreover, snack considered as the best-selling food and easy to sell which can obtain multiple benefits. One of the chips products consider to has an attractive packaging in Malang is the Jagoan Indonesia's product. Jagoan Indonesia (JI) is a collaboration that is useful for developing local Indonesian businesses. Jagoan Indonesia is also a "sociopreneur" which is expected to support the existence and innovation of local/MSME products to create a competitive brands and go global. SMEs / MSMEs has a nice and a good quality of a product. However, its energy has been used up only for the process of production, causing the marketing and packaging methods are still lacking. Therefore, JI was presented by raising the SMEs / MSMEs. JI wants to show to the community that SMEs / MSMEs are good and feasible. By this potential, JI promoted, bought and then repacked the product. However, JI did not ignore the identity of the original producer. There were always a story behind every

packaging of the product, so it is very welcome if people want to buy the original product to the manufacturer later. It helps SMEs / MSMEs manufacturer become bigger, more advanced and well known. Jagoan Indonesia is a "legacy" of thoughts and an idea of building a populist economy. Jagoan Indonesia sells a variety chips namely banana chips, tempe chips, and sweet nutmeg chips.

Klimchuk and Krasovec stated that packaging is a creative design which elaborates some elements such as shape, structure, material, color, image, typography and element design that contain information of the product so that the product will be marketed successfully [1]. Packaging serves to wrap, protect, deliver, keep, identify and determine a product in a market. Recently, the company is very concerned about wrapping, considering that the function of packaging is not only for wrapping, but broader than it. The structure of the packaging design or the material used (jars, tubes, bags, pouch or boxes) is very important to be shown. There is an area devoted to the placement of identities of the brand and some of the main communication elements, also known as the Main Display Panel, which is on the front side of the packaging design. A successful and good packaging is a packaging that can communicate with consumers effectively, both of which can be shared visually in terms of color, shape, sound, symbols, icons, or even through feelings (psychological dimensions) when the packaging is held. Packaging must be beautifully communicate to the consumer in every layer. Therefore, a designer must also learn the culture and social life where the product is marketed [2].

Packaging labels attract consumers' five senses of vision and a big chance to encourage the product purchases. The label element of Jagoan Indonesia chips packaging products consist of colors, typography, illustrations, and layout. Color is one of the most important aspects of packaging design. Before other visual features, the consumer generally identify the color of the packaging product [1]. Typography is one of the languages in graphic design that does not stand alone completely, very closely related to other scientific fields such as communication, technology, psychology and others [3]. According to Jefkins (in Pujiyanto), This typography combines different typefaces, represents the art of choosing a typeface, combining words according to fields or space, mark the script for the typesetting process, and also use different thickness and font size [4]. Meanwhile, Junaedie (in Pujiyanto) defined differently, typography is a term on the manuscript to be printed or the reproduction process, and can be called as an arrangement of printed materials and production impressions to make communication becomes more effective [4]. According to Kusrianto illustration has a definition of drawing art that is useful as an explanation of an intention or goals visually [5]. During its expansion, the illustration does not only function as a means of supporting stories, but also can decorate the blank area, for example in a magazine, newspaper, tabloid, and others. Illustration can also be in the form of a sketch, painting, graphic, caricature, or photography. Packaging also has various styles, one of which is using the Memphis style design. Memphis Design is one style design in postmodern design. According to Rustan layout is a set up of design elements as a medium to support the concept or message it carried [3]. It becomes the goal of this development of the research which are:

1. To find out the visualization of Jagoan Indonesia product packaging for chips.
2. To find out the visual elements of Jagoan Indonesia product packaging.

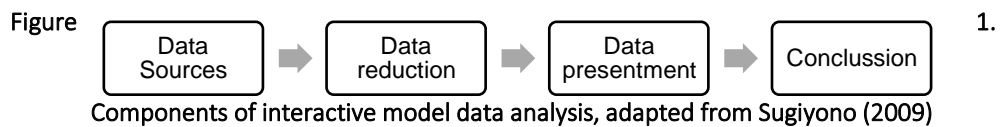
## METHOD

The approach applied in this research is a qualitative descriptive approach. Researchers used a qualitative descriptive approach because they wanted to examine more deeply,

describe/ analyze the visual of Jagoan Indonesia’s packaging which would become a writing, and words later.

The research data were obtained from primary data sources and secondary data sources. Primary data sources include: packaging of tempeh chips, bananas, and nutmeg in Indonesian Jagoan products. Secondary data were obtained from book, web and e-journal as the reference. Data collection methods in this study used observation techniques, documents, and interviews. Observations were made to observe the packaging of the product, documents in the form of archives related to product packaging, and interviews with Arty Darmawan as the product designer of Jagoan Indonesia. Data analysis was conducted through descriptive qualitative by describing the packaging visualization and its visual elements.

Data analysis techniques in this study used an interactive model proposed by Miles and Huberman (1984) in Sugiyono [6].



What researchers do in the data validity process is comparing the interviews data, observational data and also document data. Researchers made observations on the design of Jagoan Indonesia’s chips product packaging in Malang. Afterwards, researchers conducted interviews with designers from the Jagoan Indonesia’s chips product packaging design to obtain further data as a comparison to the first data. To ensure more accuracy of the findings, the researchers also checked the data source in several documents such as books and e-journals that discussed packaging design and also to several websites and social media accounts owned by Jagoan Indonesia.

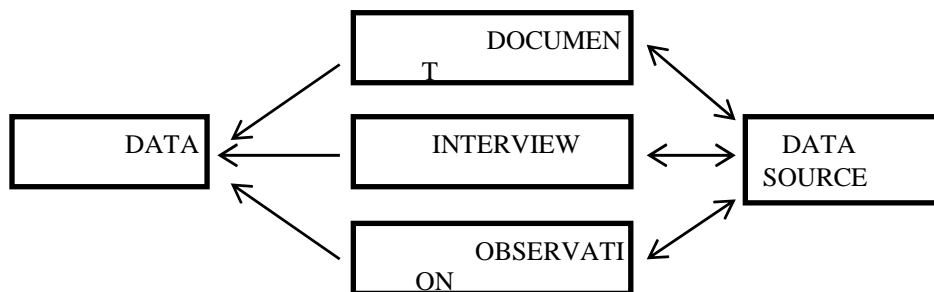


Figure 2. Triangulation Technique (Method), adapted from Sutopo (2002)

## RESULTS AND DISCUSSION

Anatomy of the product packaging is divided into 4 elements, namely (1) extrinsic element, which consists of the name of the brand, the name of the product, the message of the product and the company (production site), (2) intrinsic element consists of product usage

instructions, composition of the product, nutrient, volume/netto/bruto, and expiry date, (3) structural elements, consist of colors, images, letters, illustrations, photography, symbols, icons, graphic, and visual hierarchy, and the (4) transactional elements, which consist of prices, contents / quantities, promos, barcodes, and violators.

Jagoan Indonesia's chips product are presented in 3 types of production, namely (1) tempe chips produced by Mrs. Bawon, Rizky Barokah, Malang, East Java, (2) banana chips produced by Bang Zay, Sahabat Pangan, Malang, East Java, and ( 3) sweet nutmeg chips produced by Ari Fafan, Big Emak, Banyuwangi. East Java. Jagoan Indonesia distributed the chips in January 2019.

### 1. The Packaging of Jagoan Indonesia Tempe Chips



Figure 3. Packaging of Tempe Chips Jagoan Indonesia Products, adapted from Jagoan Indonesia

Tempe chips from Jagoan Indonesia are packed in a 70gr of standing pouch. This type of pouch is made of aluminum foil inside, and paper on the outside as the label. It sized 22cm x 14cm and has 100 micron thickness. The packaging is a printed packaging, so that the labels are directly integrated from the front until the backside of the packaging. The main color chosen for the packaging of tempeh chips are red and yellow, but it use several other colors for its illustration. In appearance, Jagoan Indonesia's Tempe Chips Packaging is made with digital illustration techniques. There is whitespace on this package. The combination colors used for the front side of the packaging are bright, warm, cold, soft, and medium colors, while on the back side uses a monochrome color based on the illustration of the front side of the packaging, then stacked with design elements in the form of a red rectangle. The style used in this illustration is the Memphis style design and flat design. The designer mentioned that he deliberately did not include illustrations of the contents of the product, and preferred to display other illustrations based on the ideas of the designer. It aims to make the package looks attractive because its difference, although the designer does not include illustrations of the contents of the product, but potential buyers can find out the contents of the product. In addition, there is also the story of the manufacturer/product message that lies behind Jagoan Indonesia in designing the packaging of this product and it proof the evidence that the Jagoan Indonesia is based on sociopreneur. Typographic fonts that are used are also not many, only 3-4 kinds of font style, and 1 group of fonts namely Sans Serif. The layout has a harmonious composition. The balance, emphasis, unity and the proportion of the product are good.

## 2. The Packaging of Jagoan Indonesia Banana Chips Product



Figure 4. Packaging of Jagoan Indonesia Banana Chips Products, adapted from Jagoan Indonesia

Jagoan Indonesia's banana chips are packed in 70gr of standing pouch. This type of pouch is made from aluminum foil and equipped with a zipper lock feature. It sized 22cm x 14cm and has 100 microns of thickness. The packaging is in the form of printed packaging, so that the front side and the backside of the packaging are merged into one. This banana chip packaging uses pink color as the base, but it uses several colors for its illustration. In appearance, Jagoan Indonesia's Banana Chip Packaging is made with digital illustration techniques, and there is whitespace on this package. The color used on the front of the packaging is a combination of full and soft color, while on the back side of the packaging uses monochrome color and dominated by pink color. In addition, there is also the story of the manufacturer/product message that lies behind Jagoan Indonesia in designing the packaging of this product and making evidence that the Jagoan Indonesia is based on 'sociopreneur'. Typographic fonts used are also not many, only 3-4 kinds of font style with 1 group of fonts, namely Sans Serif. The layout has a harmonious composition. The balance, emphasis, unity and the proportion of the product are good.

## 3. The Packaging of Jagoan Indonesia Sweet Nutmeg Chip Product



Figure 5. Packaging of Jagoan Indonesia Nutmeg Chip Products, adapted from Jagoan Indonesia

Jagoan Indonesia's swet nutmeg chips are packed in 70gr standing pouch. The pouch is made of aluminum foil and it used printed media as a design for outside layer of the package. It sized 22cm x 14cm and has 100 microns of thickness. The packaging is in the form of printed packaging,-so that the front side and the backside of the packaging are merged into one. The

sweet nutmeg chip packaging chose a blue color as the base, but it uses several colors for its illustration. In appearance, the packaging of Jagoan Indonesia's Sweet Nutmeg Chip is made with digital illustration techniques and there is whitespace on this package. The color used on the front side of the packaging is the combination of full and soft color, while on the back side uses a monochrome color dominated by blue color. Unlike the other 2 packages, this package has no information about the nutritional content. Typographic fonts used are also not many, only 3-4 kinds of font size with 1 group of fonts, namely Sans Serif. The layout has a harmonious composition. The balance, emphasis, unity and the proportion of the product are good.

## CONCLUSION

Based on the visual analysis of the design towards Jagoan Indonesia's chips products in Malang, the result can be interpreted as follows:

1. The visualization of the packaging comes from an initial goal of JI that wants to lift SME/MSME products to be better and more attractive. Through an attractive packaging, consumers will be intrigued and more interested in buying the product. A uniqueness of the product so that the product will be different from the other product is also the goal of this package was made. JI also supports local products on the basis of sociopreneur, its evidence is based on the photos and stories/message of the produce included. These ideas were put forward based on the agreement of JI Team and turned them into current product packaging.
2. The visual elements contained in the packaging of JI chips are color, typography, illustration, and layout. The use of illustrated images found in all 3 packs of Jagoan Indonesia's chips products consistently uses the Memphis style design, full color gives a cheerful impression. The typography used is consistent in every package, using the Sans Serif font group. The font character chosen tends to be informal and free, but still remains readable. The irregular shapes makes an impression that the product packaging is not rigid and in accordance with the characteristics of the target market. Distinctive design elements of Jagoan Indonesia's chips packaging products lie in harmonious composition, balance, emphasis, unity, and good proportions of the product.

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