

Improving The Brand Image Umkm “Pia Brebek”Sidoarjo Trough Visual Design Packaging

Meirina Lani A, M Widyan Ardani, Kanya Catya, Hendro Aryanto

Universitas Negeri Surabaya, Surabaya

meirinaanggapuspa@unesa.ac.id;muhammadardani@unesa.ac.id;kanyacatya@unesa.ac.id;hendroaryanto@unesa.ac.id

Abstract

Post-Covid-19 Pandemic is a period where small and medium-sized enterprises (UMKM) in Indonesia are trying to revitalize their businesses, especially UMKM in East Java, precisely in Sidoarjo, there is a Food UMKM "Pia Brebek" who wants to improve its image through the food product in the form of the pia cake. The problems faced by the food UMKM "Pia Brebek", in the brand and packaging design are the lack of a unique visual image and less than optimal in implementing the current design. The research method used is descriptive qualitative using SWOT analysis, then reduced through data collection, concluding a brief and producing a USP (unique selling proposition) on UMKM "Pia Brebek", then the design stage through the design exploration process, and finalization of the design. The creative process in designing the packaging design for the pia brebek cake is found in the USP. The results and discussion of the research obtained the form of design on the main product that needs to be changed because the target audience is teenagers in the range of 17-25 years and the packaging design used is the factor of information, easy to recognize, and beauty. changes to the previous packaging design, some of these elements have not been imaged, so that visual identity is less effective to convey the brand image of pia brebek products. In the latest design, through the design process, the illustration approach is used using the Sidoarjo City icon. The course is an effort to improve the image through visual design on the packaging that is following the target audience. Conclusion Respondents' results from the questionnaire on the target audience of teenagers resulted in 85% of the latest packaging designs looking fresh and unique, suitable for the target youth.

Keywords: *Packaging design, Visual Identity, UMKM Industry*

1. Introduction

In a bid to improve improve the community s economy especially those entrepreneurs of small medium scale (smes) , so one of the responsibilities of the college lecturer from the exertion is implementing devotion to the community in the field of science masing-masing .The impact is felt deeply within 19 pandemic covid sme practitioners that impact on the national economy .One effect felt by the sme among others is the difficulty of marketing the products which have resulted in a decline in sales .This is one reason is the lack of knowledge and creative smes in marketing the product .

Pia brebek is one of smes beralamatkan on food .Berebek no.12 id , turipinggir , berebek , kec.waru , sidoarjo , 2020 since february .It was built by the pia brebek imawati bust .Mom imawati as the owners are not berlatar education in accordance with the work done .Since 2020 performed only trading network through communities and familiar course

Pia Brebek is an SME that has very good potential and prospects if it continues to be developed. However, at this time, the business is still stagnant or has not developed optimally. One of the reasons is the lack of knowledge that will make the packaging design worthy of sale which can later be developed to introduce the product. Due to limited knowledge, the sales of their products are only done as best they can and only sold among those they know.

Based on these potentials and problems, it is necessary to carry out activities that can provide solutions to Pia Brebek's SME partners so that a well-designed packaging design affects product sales and can run optimally. The activities carried out were designing

packaging designs and creating logos for Pia Brebek products as a visual identity reinforcement to introduce the SME brand, especially through Pia Brebek's packaging design. The method used is conducting field research on previous packaging, providing insight into packaging design [1] that has an influence on promotions that are in accordance with the products produced and in accordance with the segmentation or needs of the targeted consumers. The expected result of this service activity is the existence of a design and mock-up of packaging that is suitable for use, and according to the product produced.

2. Method

The basic method used in this research is descriptive analysis method. Descriptive research aims to describe the relationship between phenomena, make predictions and the implications of a problem to be solved [2] The research location was determined purposively in the environment around the Pia Brebek UMKM. The reason for choosing this location is because MSME Pia Brebek sells its products around the area and there are no branches in other areas. The sample in this study is food/snack product business actors in the environment where MSMEs are located with 2 competitors. Data collection is done by data triangulation. Visual data on the 2 competitors were analyzed using SWOT analysis through analysis of the use of visuals on packaging for internal products and external promotions. Then it is analyzed by looking at touchpoints on Pia Brebek MSME products. So get the form of STP.

we know the process of building a brand itself is referred to as branding [3]. This continuous process is carried out in order to build positive associations in the minds of consumers towards the brand. Seeing the problems faced by MSMEs, the research team tried to narrow down the points that must be resolved in an effort to help MSMEs "Pia Brebek" in solving problems through a SWOT (Strength, Weakness, Opportunity, and Threat) analysis.

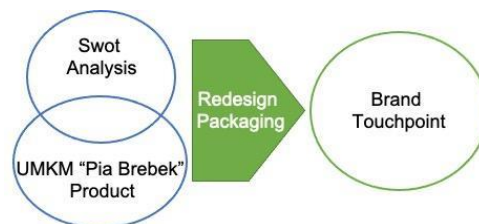


Figure 1. Qualitatif step brand touchpoint personal.

3. Findings and Discussion

3.1 Result Swot Analysis

Strenght	Weakness
1. Strategic business location 2. The relationship and communication between the seller and the buyer/consumer is well established 3. The product has a permit from the Health Service 4. The production capacity is sufficient	1. Don't have a product brand yet 2. Limited capital 3. Lack of skills in business management 4. Less active in promotional activities
Opurtunity	Threatness

<ol style="list-style-type: none"> 1. Food needs are increasingly varied. 2. Government policies that support the development of SMEs 3. Social media to support the street food business 4. Trust and good relationship with customers 	<ol style="list-style-type: none"> 1. The number of competitors or similar businesses 2. There is a more interesting diversification of snack products 3. The trend of fluctuating raw material prices 4. Reduced number of buyers due to the covid 19 pandemic
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Table 1. Swot Analysis.

The results of the SWOT analysis of the snack food business in the UMKM “Pia Brebek” at (Strength – Threat), in (Strength – Threat) [4] strategies that can be taken are diversification strategy. Diversification strategy is a strategy that demands the food business snacks to make a change and development of product diversification to cover up his weaknesses and catch up available opportunities.

3.2 Data Collection, Visual Packaging Bakpia Cake Today.

According to Wheeler Branding itself can be done with a variety of mediums, where the medium of interaction between consumers and the brand is known as brand touchpoints [5]. Where brand touchpoints need to be managed consistently and coherently in order to offer similar experiences. We know that the data on each package of Bakpia cake products is currently contemporary, according to our Wheeler statement as a producer or brand owner, it needs to be different and creative. Looking at the current packaging design, the value of the touch point aspect can be seen that the majority use a photographic approach

3.3 The final result of the "Pia Brebek" UMKM packaging redesign

The results of the For the packaging design approach in this second alternative, visual elements are used, namely illustrations of the basic ingredients of Landmark Sidoarjo which are made asymmetrically, similar to the characteristics of Pia brebek which is circular in this alternative. These elements are composed to fill the packaging area to show a solid impression, as in the Bakpia Brebek Logotype [6]. In addition, the illustrations are composed not rigidly but irregularly, this is done to present a playful impression of the MSME brand.



Figure 2. Visual Identity in Packaging design.

From all the explanations that have been discussed previously, the author would like to conclude several things related to the design discussed. The design process described in this paper only covers how to build a touchpoint on the packaging redesign of the Pia Brebek MSMEs, where the design process is focused on designing the visual identity and

packaging design of the Pia Brebek MSME products. After the display process is explained, the design development is carried out further, until it reaches the family and refresh packaging design. from the results of the visual design on the packaging, it can help MSME owners introduce product imagery to the target audience, especially teenagers and strive to optimize social media to survive again in the Food and Beverage business

4 Conclusions and Suggestion

From all the explanations that have been discussed previously, the author would like to conclude several things related to the design discussed. The design process described in this paper only covers how to build a touchpoint on the packaging redesign of the Pia Brebek MSMEs, where the design process is focused on designing the visual identity and packaging design of the Pia Brebek MSME products. After the display process is explained, the design development is carried out further, until it reaches the family and refresh packaging design[7]. from the results of the visual design on the packaging, it can help MSME owners introduce product imagery to the target audience, especially teenagers and strive to optimize social media to survive again in the Food and Beverage business

Designing a visual identity to help branding can be done by highlighting different aspects of the brand as a design basis. In the case study of the UMKM Pia Brebek: alternative development is carried out by looking at the shape, taste, and texture of the product; see the basic ingredients of the product; and the positioning of the product.

5 References

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