

# PACKAGING VISUAL DESIGN DEVELOPMENT FOR WAYKHU'S SQUARE HIJAB SME PRODUCT IN MADIUN

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**Abstract:** Hijab is an important element in Muslim women's clothing that serves to cover the aurat and reflect identity and lifestyle. Waykhu, a small and medium enterprise (SME) in Madiun produces square hijabs and faces intense market competition. This study aims to design attractive and functional packaging for Waykhu hijab products. The methodology employed is a qualitative approach using data collection techniques through interviews with the Waykhu's team and analysis of documentary photos. The research findings indicate that the new packaging not only serves as product protection but also as a visual communication medium reflecting Waykhu's values and image, thereby potentially increasing consumer purchasing interest. The packaging design was created using a fresh, feminine, and youthful visual concept, featuring a unique shape, pastel colors, and character illustrations. This study makes an important contribution to the development of packaging design for SME products in Indonesia, particularly in the rapidly growing hijab industry.

**Keywords:** packaging, hijab, marketing, product, design

## INTRODUCTION

Hijab is one of the important elements in Muslim women's clothing that not only has the function of covering the aurat, but has also developed into a part of fashion trends that reflect identity and lifestyle. According to Haling et al. (2024), hijab is not only considered as a symbol of modesty, but also represents the identity of Muslim women who adhere to religious values, making it an important part of character building and self-image of a Muslimah. Along with the increasing public awareness of the importance of dressing according to Shariah principles, the demand for hijab products continues to experience significant growth, especially in Indonesia, where the majority of the population is Muslim.

The development of the local hijab industry has encouraged the birth of various brands and small and medium enterprises (SME) engaged in Muslim fashion. One of them is Waykhu, located in Madiun, which focuses on the production of rectangular hijab. In the midst of increasingly fierce market competition, the presence of attractive, functional packaging design, and reflecting brand identity is one of the important factors in increasing product competitiveness. According to Utami & Sujianto (2023), brand identity is a way to convey a brand image or image to consumers through elements such as brand name, logo, color, design, and communication used.

Packaging is the result of a creative design that combines various elements such as shape, material, color, visual image, typography, and product information. Meanwhile, according to Amri

(2016, as cited in Apriyanti, 2018), packaging is part of visual communication design that has various special demands, because of its role that is directly in contact with consumers. These demands include technical aspects, creativity, the ability to convey messages, and marketing strategies, all of which need to be translated into effective visual forms.

WayKhu's hijab products use premium polycotton material that is soft, lightweight, and comfortable for everyday use. WayKhu's main target market is young women, so the product design and packaging are designed with a youthful and feminine. Sales are conducted offline as well as through marketplaces such as Shopee and TikTok Shop, to reach young consumers who are active on social media and accustomed to shopping online. Previously, Waykhu SME's rectangular hijab product packaging used simple packaging in the form of ziplock plastic. Meanwhile, according to Kusumaningrat (2018), in order for a product to stand out in the midst of competition, there needs to be a clear differentiator from other products, one of which is through packaging and design. Given that ziplock packaging is now widely used by various brands, additional innovation is needed in the visual appearance or packaging design elements so that Waykhu products remain attractive and competitive in the market.



**Figure 1.** Waykhu products and Waykhu's old ziplock plastic packaging  
(Source: SME Waykhu)

This packaging design aims to create a more visually appealing, functional, and appropriate packaging for Waykhu SME's rectangular hijab that is in line with the product's character and target market. The new design is expected to increase the aesthetic value of the packaging while strengthening the brand identity to be more easily recognized by consumers. The benefits of this design are not only felt from a visual perspective, but also from a marketing perspective.

## **METHODOLOGY**

In the process of designing this packaging design, a qualitative approach is used to obtain in-depth data.

### **1. Data Collection Techniques**

Data collection is carried out through several stages, including:

a. Observation

Observation is done indirectly through analyzing photos of old packaging documentation in the form of ziplock plastic packaging obtained from SME. This method is used to observe the physical form and visual elements of packaging in detail without having to come directly to the location. The results of this observation are used to evaluate the advantages and disadvantages of the old packaging design, so that it can be a reference in designing a new packaging design that is more attractive, functional, and in accordance with the Waykhu brand identity.

b. Interview

The interview was conducted by asking several questions to Waykhu SMEs, this stage was carried out to obtain data directly from the main source. The data collected through interviews includes information about SME profiles, product materials used, target markets, and sales of Waykhu products. This information is an important reference in adjusting the packaging design to the needs and values of the Waykhu brand.

c. Literature study

The literature study was conducted to obtain a relevant theoretical basis in designing the Waykhu rectangular hijab packaging design. According to Habsy (2017), literature study is a method of collecting sources related to the research topic taken.

2. Data Analysis Techniques

The data analysis method used in designing this packaging design is a SWOT analysis of Waykhu's old packaging in the form of ziplock plastic. This analysis is carried out by identifying strengths, weaknesses, opportunities, and threats that come from internal and external factors.

a. Strengths

Waykhu's ziplock packaging has several in terms of function and visuals. It is practical, easy to open and close, and can be reused. The design is minimalist with logos and taglines that help strengthen brand identity. The transparent material makes it easy for consumers to see the contents of the product, and the production cost is relatively low.

b. Weakness

Despite its strengths, this ziplock packaging also has some weaknesses. Visually, it does not give an exclusive or premium impression. Many similar products use the same type of packaging, making brand identity less prominent. Visual elements such as illustrations or distinctive designs have not been maximally utilized to strengthen brand character.

c. Opportunity

There is a great opportunity to develop Waykhu's packaging to make it more visually and functionally superior. For example, by adding illustrative designs or brand-specific colors. With a more prominent and different look from competitors, the brand has the opportunity to attract greater attention in the market. In addition, environmentally friendly packaging

innovation can also be an added value in the eyes of consumers, especially for consumers who care about environmental issues.

d. Threat

On the other hand, the main threat comes from competitors who also use similar packaging with a minimalist look. Because the appearance does not reflect the impression of luxury, the product may be perceived as an ordinary or low-value item. If there is no design update, the product could lose out to the competition in terms of visual and perceived quality.

Based on the results of an analysis that combines internal and external strengths, weaknesses, opportunities, and threats, conclusions are drawn that can serve as the basis for designing a new packaging design. Waykhu's new packaging design will be adjusted to the intended market segment, product characteristics, competitor conditions, price adjustments, and quality standards.

## **RESULTS AND DISCUSSION**

### 1. Design Concept

The creative objective of this packaging design is based on the results of the data analysis that has been obtained. The design of the new Waykhu product packaging design is intended to attract the attention of the youth market by presenting a fresh, playful, and aesthetic visual. The design is developed through the selection of soft but eye-catching pastel colors, unique and interesting shapes, modern and expressive typography, adorable character illustrations, and a clean and minimalist layout. This approach aims to build a brand identity that is easily recognizable among teenagers who like cute and contemporary visual things.

According to Kotler (2003, as cited by Dusauw et al. 2023) in designing a product design, there are six important elements that need to be considered, namely size, physical form, type of material used, color selection, text elements, and brand identity.

### 2. Visual Aspects

The visual aspects applied in the design of the new packaging for Waykhu products are expected to increase consumer appeal and encourage increased sales, while maintaining the brand's position in the midst of competitive market competition. This effort is done by presenting a more prominent packaging appearance, thus creating an attractive and

memorable impression by the target market, especially teenagers. The visual aspects of the packaging are as follows:

a. Physical Form

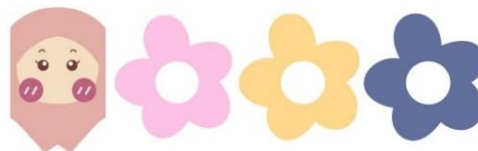


**Figure 2.** Waykhu Packaging Front View

Waykhu's product packaging is designed with an equilateral hexagon shape that gives a balanced, stable, and unique impression compared to other packaging shapes. At the top of the packaging, there is a special element in the form of a hanger that is directly integrated with the body of the packaging, creating a subtle visual continuity with the hijab product inside. This hanger shape not only reinforces the product's identity as a fashion hijab, but is also functional for hanging.

The front of the package is equipped with a vertical transparent window, allowing consumers to directly see the color and texture of the hijab without having to open the package. This supports visual appeal while providing convenience in product selection.

b. Illustration



**Figure 3.** Illustration used in Waykhu packaging

The illustrations on Waykhu's packaging feature small pastel-colored flower elements scattered on the sides of the packaging, creating a sweet, feminine, and cheerful impression. On the back of the packaging, there is an illustrative image of a

woman wearing a hijab with a simple and modern style, which represents WayKhu's main target market, which is young women wearing hijab.

c. Typography

# Yeseva One

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

**Figure 4.** Typography used in the Waykhu logo

The Yeseva One typography used in the Waykhu logo is a decorative serif-style typeface that gives an elegant, feminine and classic impression. Its firm letterforms with smoothly curved edges reflect a soft yet strong character, in line with the image of Waykhu's hijab products aimed at young women: graceful, stylish, and confident.

d. Color



**Figure 5.** Colors used in Waykhu packaging

Waykhu's packaging color palette consists of grayish white, light maroon, peach, pink, pastel yellow, and purplish blue. These soft colors create a feminine, cheerful, and elegant impression, and present a playful and youthful feel that suits the character of teenagers. The combination of sweet pastel colors strengthens Waykhu's identity as a warm and visually appealing hijab brand.

e. Trademark Logo

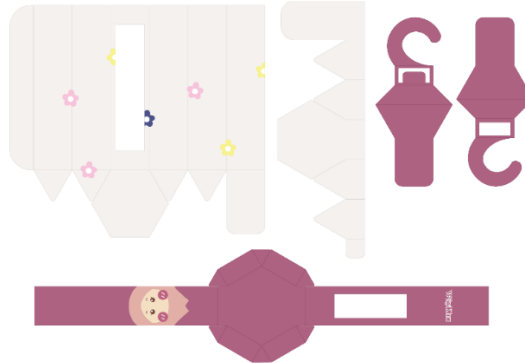
# WäyKhu

**Figure 6.** Waykhu trademark logo

The WayKhu trademark logo was designed directly by the SME owner using a logotype with Yeseva One typography which has a firm but elegant character. The

purplish pink color used reflects a feminine and soft impression, in accordance with the teenage girl market segment.

### 3. Waykhu Packaging Design Visualization



**Figure 7.** Visualization of Waykhu packaging mesh design



**Figure 8.** Visualization of Waykhu packaging design front view and back view

WayKhu product packaging, which measures 8.2 cm x 7.1 cm x 28 cm, uses 310 gsm art carton as the main material. Art carton was chosen because it has a smooth surface and is able to display sharp and bright color prints. The 310gsm thickness provides enough strength and rigidity to support the hijab product without being easily damaged, while still being lightweight to carry. On the front of the packaging, there is a transparent window made of mica plastic (clear PVC). For the final layer, the packaging is laminated with glossy laminate so that the surface feels smooth and shiny. The material of the ribbon decoration used is satin ribbon as a decorative accent that adds a feminine and premium impression.

## CONCLUSION

Based on the results of the Waykhu product packaging design that has been made, it can be concluded that the new Waykhu product packaging design concept will use a fresh, feminine, and youthful visual concept, with unique packaging shapes, pastel colors, and character illustrations. This packaging not only functions as a product protector, but also as a visual

communication medium that reflects the values and image of Waykhu, and is expected to increase consumer buying interest and positive perceptions of the product.

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