

Visual Communication Design

Original Research Articles

Designing the Packaging of “Kue Sagon Kelapa” as a Promotional Medium for Mrs. Endulita’s MSME

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Abstract: This final project proposal is entitled "Designing Packaging for Coconut Sagon Cake as a Medium for Preserving Javanese Culinary Culture." This project aims to preserve the culinary heritage of Central Java, which is characterized by its distinctive flavors and significant cultural value. However, the lack of innovation in packaging design has led to limited product appeal, particularly in modern markets. In response to this issue, this research seeks to develop coconut sagon cake packaging that not only serves as a protective medium for the product but also functions as an effective promotional and educational tool. Based on these considerations, the proposed design will encompass unit packaging, inner box packaging, master box packaging, and special/thematic packaging. Through this initiative, it is expected that the packaging design will contribute to the preservation of traditional culinary heritage, enhance the product's brand identity, and increase public interest in locally produced .

Keywords: packaging design, coconut sagon cake, promotion, education, traditional cuisine.

INTRODUCTION

Indonesia has a variety of ethnic, cultural and culinary specialties owned by each region, making culinary in Indonesia have a distinctive taste and strong historical value. The ethnic and cultural diversity that exists until now, makes Indonesia have a very large potential in the development of culinary tourism, especially traditional regional culinary specialties (Tenggo Okoudis and Lise Asnur, 2024:302). Until now, traditional culinary in Indonesia continues to develop and is in demand by some groups, one of the traditional cake preparations that uses coconut as the main ingredient is coconut sagon cake which is made by adding grated coconut mixed with rice flour or glutinous rice flour which combines grated coconut that has been roasted with glutinous rice flour and sugar, then baked for approximately 7 minutes, which produces a sweet and savory taste and the distinctive aroma of coconut sagon cake.

If we review back history, coconut sagon cake has long been known as a typical traditional cake in various regions of Indonesia, especially on the islands of Java and Sumatra, this cake used to always accompany as a snack during holidays or other big events (Saifrudin and Ekafitri, 2015).



Currently traditional foods such as coconut sagon cake are starting to be displaced by modern snacks with more attractive and innovative packaging, accompanied by the development of the times and changes in public tastes.

Changes in people's tastes for traditional food are influenced by the development of people's lifestyles and the increasing popularity of modern food through social media. As the times develop, people prefer things that are practical, contemporary and easy to find (Damayanti et al., 2024). Especially for the younger generation who like trendy food and usually fast food. As the times develop, coconut sagon cakes have begun to be displaced by snacks that are more trendy, easy to find and have iconic packaging designs. Making traditional cakes such as coconut sagon cakes become less attractive to the younger generation today.) One of them is Mrs. Endulita's sagon MSME located on Jl. Dipenogoro, Magero, Sragen Tengah, Sragen, Sragen Regency, which has been established since 2021.

The problem is that the clear mica packaging of Mrs. Endulita's sagon cake is unattractive and similar to other products on the market, making it difficult to compete. The solution offered is to design a more attractive, contemporary, and unique packaging design to attract consumers, especially the younger generation. Packaging design plays an important role as a product identity and an effective promotional tool. Packaging innovation helps MSMEs build image and competitiveness (Diana et al., 2024; Suhartini et al., 2023). Strong visual and structural aspects of packaging also influence consumer appeal (Steenis et al., 2017). Therefore, this study aims to design modern packaging that maintains the uniqueness of coconut sagon cake as a traditional product, so that it is more attractive and has a higher selling value.

METHODS

The approach method used in the following research uses descriptive qualitative methods because the information obtained, in the form of interview results in the form of text or words and then analyzed without using numbers, the analysis is carried out through interpretation of the meaning, patterns, and findings obtained from the data that has been collected, so as to produce a deep understanding of the object being studied. According to Arikunto, S. (2010), qualitative research method is a research approach that utilizes a display in the form of words, both oral and written, which are analyzed by researchers, as well as objects that are observed in detail. In this research, there is an effort to describe, record, and interpret the current conditions, followed by the implementation of the evaluation. This research will involve interviews with coconut sagon cake business actors as well as collecting opinions from consumers regarding the packaging design of coconut sagon cake. The goal is to get accurate information about coconut sagon cake. The documentation process can be in the form of written, visual, and audiovisual documents, and can be accessed through online media such as news articles and blogs. In addition, observations will also be made with the aim of understanding situations, behaviors, and interactions naturally without the intervention of researchers. observation of the packaging of coconut sagon cake products found on the market and comparing it with the packaging of other culinary products that already have strong branding.

RESULTS & DISCUSSION

In the process of designing the packaging design of Mrs. Endulita's sagon cake, the main media used as promotional media is the packaging of coconut sagon, so in the process the packaging will be made as attractive as possible so that sales of coconut sagon will increase, because the packaging has a unique and memorable visual style, which in its application includes several things such as attractive visuals, good photos, appropriate color selection, and typography that represents the product well, which is expected to be able to improve the quality and competitiveness of the product. As a balance, the packaging design that will be designed will prioritize the theme of Heartfelt, Simplicity

(simplicity) or can be interpreted as warmth and a feeling of comfort, which will be the basis of product packaging design which is then adjusted to the target marketing of the product. because good design will determine the success of a product. Illustrations contained in the packaging will be adjusted to the target audience or consumers who prioritize minimalist and simple illustrations in order to have a modern impression favored by the younger generation.

The main motifs in the illustration are elements that are directly related to the product identity, such as orange leaves, and the shape of the sagon itself. The illustration that will be applied is a flat illustration so that the aesthetics of the packaging can still be presented. The selection of packaging media is an important part that must be ensured because it will support the quality of coconut sagon products. As a means of conveying the brand to consumers that increases visual appeal and product identity both visually and non-visually, has a brand identity or label and does not melt easily when exposed to heat from freshly cooked sagon or when squeezed, the new packaging will use food grade cardboard.

CONCLUSION

The design of the coconut sagon packaging for Bu Endulita's MSME is intended to address the lack of visual appeal and similarity with other products in the market due to the use of clear plastic packaging. Through a modern and attractive packaging design, while maintaining the traditional identity of the product, this research aims to increase product appeal, especially among younger consumers. Packaging plays an important role not only as a protective container but also as an effective promotional medium. The newly designed packaging is expected to enhance the product's selling value, serve as a unique identity for the brand, and contribute to the promotion and preservation of traditional Indonesian culinary culture. This design supports MSMEs in building a stronger market presence and encouraging public appreciation of traditional food products.

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