

# Product Packaging Design "Mamam Roti" in Purwodadi, Central Java

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**Abstract**—Mamam Roti's food business product from Purwodadi, Central Java Province, which was initiated in 2018 considers that packaging is not a priority in increasing product sales, but only focuses on the quality of the taste of the bread. The purpose of this design is to design product packaging from Mamam Roti, as an effort to build a brand and product identity that is able to display an image to consumers, especially to competitors, so that it becomes a special attraction when the product is sold in the people of Purwodadi City. The design is carried out using qualitative research methods by conducting observations, interviews, documentation and literature studies. The data is then analyzed using SWOT analysis for products and Unique Selling Proposition (USP) to analyze packaging. This Mamam Roti product packaging design concept displays a simple and elegant design impression, namely by displaying visuals that do not use many illustrations or images, only with flat vector shapes that highlight the Mamam Roti logo visually. In the visual packaging there is text in the form of Instagram social media information. The use of red, peach, and white colors with a bright and clean impression is shown in the Mamam Roti packaging design..

**Keywords:** Packaging, product, brand

## I. INTRODUCTION

The current pandemic conditions have started to be under control, whereby in 2022 we will be able to enter the economic recovery stage. So that the development of the food and beverage culinary industry continues to grow and does not appear to have experienced a decline during the pandemic. The trend of the food and beverage culinary industry is one of the manufacturing sectors for national economic growth. This cannot be separated from their performance achievements when marketing business products that have value to consumers. One of them is by providing a product display that can be glimpsed by consumers. So that in addition to prioritizing the quality of the taste of their products, business actors must also make the appearance of the product packaging design their main goal in increasing sales [1].

Through the appearance of packaging design or what is called packaging, it will have a positive impact on the product to be sold, which is to be a differentiator between competitors [2]. Whether it's food or beverage products, until now many business people don't pay much attention to the appearance of the packaging on the products they sell. Like the food business product Mamam Roti from Purwodadi, Central Java Province, which was pioneered by Trisni Tyasmita Insyafani, she considers that packaging is not a priority in increasing product sales, but only focuses on the quality of the taste of the bread.

Mamam Roti is a food product made from flour-based bread with the addition of various toppings and flavors. Founded in 2018 which already has a stall or small shop on Jalan R. Soprpto, Purwodadi City, Central Java. The meaning of Mamam Roti itself is to eat bread, by offering various flavors and toppings. In Purwodadi itself, there are several shops and businesses that sell bakery food products, which is a big challenge for Mamam Roti to improve their services so they can compete with other competitors. Seeing this, the writer has the idea to make a packaging design that becomes a visual attraction for buyers. The packaging of a

product is a very important object for the continuity of the product itself.



Figure 1 Bread with shredded topping above  
Source: Personal Documents (2022)



Figure 2 The process of baking bread

Source: Personal Documents (2022)

The purpose of this design is to design product packaging from Mamam Roti, as an effort to build a brand and product identity that is able to display an image to consumers, especially to competitors, so that it becomes a special attraction when the product is sold in the people of Purwodadi City. The design of product packaging from Mamam Roti, the author displays a minimalist concept, flat design, and follows current trends, also gives a prominent impression with the selection of images and colors that give a different impression from the appearance of competitors' packaging. It is hoped that by designing new and attractive packaging, Mamam Roti's products will be able to compete in the market, especially food products made from flour-based bread.

## **II. DESIGN METHOD**

The design method used by researchers in this design uses qualitative methods with a practice-based research approach (Practice Based Research) in an effort to find information, analyze data and solve problems.

### **A. Method of collecting data**

1. Observations were made by directly observing the research object of Mamam Roti products and their packaging by looking at product characteristics, packaging materials, visual elements from the previous packaging, and being able to point out the shortcomings of Mamam Roti's product packaging when compared to similar competitor packages.

2. Interview, at this stage the researcher conducted informal interviews by conducting direct questions and answers with the owner of the Mamam Roti product business and asking for opinions and suggestions from experts who understand packaging.

3. Documentation is done by taking product photos, from bakery products, packaging, as well as ingredients for making bread, toppings, and the taste of the bread itself. This stage is to complete the existing data.

4. Source studies were obtained from previous design reference sources, namely journals on product packaging design.

5. Literature study used in the design of Mamam Roti's product packaging, namely promotional media, branding, packaging, design style, illustrations, typography, colors, layouts, logos.

### **B. Data analysis method**

This design uses SWOT data analysis, which is used to analyze product packaging and USP (Unique Selling Proposition). SWOT analysis is defined as: "analysis based on logic that can maximize strengths, opportunities, but simultaneously minimize weaknesses and threats [4].

#### **1. SWOT analysis**

The following is a description of the SWOT analysis based on internal and external factors owned by products from Mamam Roti:

##### **Strenghts (Strength):**

- a. Has a variety of flavors and toppings.
- b. The product does not use preservatives.
- c. Quality bread from a family secret recipe.

##### **Weaknesses:**

- a. The packaging used is very simple.
- b. Bread doesn't last long.
- c. Sales are only made in shops or stalls.

##### **Opportunity:**

- a. It is a typical product for culinary souvenirs in Purwodadi City whose sales are distributed outside the city.

##### **Threath (Threat):**

- a. Have competitors against similar products.
- b. It doesn't have any special characteristics or features so it's not easy to recognize.

#### **2. USP analysis**

USP (Unique Selling Proposition) analysis in Indonesian means a unique selling proposition/proposal. Every business and business must have something that is unique or can be called a Unique Selling Proposition [5], Unique Selling Proposition or what is often called Unique Selling Point is the uniqueness of the products we offer to consumers so that these products have more value than other products. The uniqueness of Mamam Roti products must be compared with other products in the same product category. This uniqueness will later become the hallmark of the product.

Mamam Roti Shop is a bakery that sells a variety of breads with a variety of flavors and toppings. From the analysis data above, it can be concluded that Mamam Roti Shop is unique in terms of taste innovation and the quality of the bread ingredients that are made, namely recipes passed down from family to generation. To improve the quality image that gives satisfaction to consumers, it is necessary to display a unique and attractive design. Thus giving the impression of an exclusive, minimalist, and modern. The packaging is designed according to the theme and brand identity concept of Mamam Roti, where bread is purchased using a take away system, bread is not eaten on the spot. The author must think of an idea for a packaging design that fits the concept. The ideas created will then be designed using creative concepts and visual strategies.



Figure 3 Bread with various flavors

Source: Personal Documents (2022)

### A. Design Concept

Based on the results of the data obtained, the purpose of this design is to present a product with a new packaging design in accordance with the product's identity, to have a visual appeal to consumers when they see it and to give a different impression from its competitors. In this design, it displays a packaging design with its own uniqueness and has a modern impression in accordance with the target audience or consumers, namely young people. The design is tailored to the consumer demographic age range where the majority of consumers buy bread with different appearance and taste variants, as well as the desire to buy with convenience and satisfying service, which ranges from 16 years to 40 years of age. With a minimalist, elegant and simple theme with the intention of describing the closeness between the seller and the buyer. With simple visualization without any elements that make the appearance of Mamam Roti's product packaging designs known and enjoyed by consumers.

### B. Visual Strategy

The appearance of the packaging is the main element in conveying product identity, so that it can be widely recognized in the community and is expected to be more able to compete with other products, especially bread products [6]; [7].

#### 1. Logo Concept



Figure 4 Mamam Roti Packaging Logo

Source: Personal Documents (2022)

The form of the logo concept is taken from the shape of white bread which is made using the Photoshop software application in digital and vector form. The logo is a combination of icon and typography, the icon is marked with the shape of white bread, and the typography is the name Mamam Roti. The red color in the logo has a meaning, namely a strong and fiery color, where Mamam Roti has a bakery philosophy that is produced from family recipes with the aim of making Mamam Roti a special food souvenir from Purwodadi.

#### 2. Illustration/ Design Style on the Packaging

In this design the author uses illustrations in the packaging design, namely using flat designs, simple, not many illustrations so that it is easier to convey messages. Adjusting to the target consumers of young people and parents who want speed and service when ordering a loaf of bread, the design also uses a few ornaments. This is because the bread products at Mamam Roti are only one type of white bread with many flavors and toppings. This indicates that there are not many types of bread made by Mamam Roti.

#### 3. Typography

The typography used in this design is the Beloved Teacher font, which is determined based on the concept and initial form when selecting ideas. The design support font uses the Caviar Dreams font type, where the font type has a firm and simple impression that is easy for consumers to read.

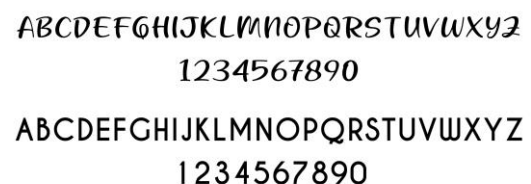


Figure 5 Mamam Roti Packaging Logo Font

Source: Personal Documents (2022)

#### 4. Color

The packaging design for Mamam Roti's products uses the dominant colors white, red and pink. The use of red as a point of interest, the main focus point in making logo and packaging designs. While the white color gives the impression of cleanliness, elegant, simple, and clean. Indicates that bread making at Mamam Roti Shop prioritizes cleanliness and the best service for consumers.

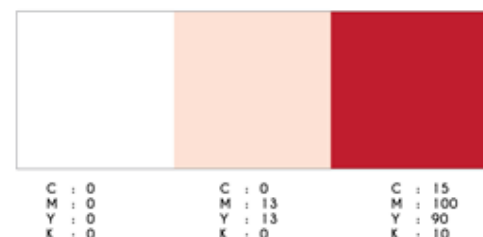


Figure 6 The colors used in Mamam Roti Product Packaging Design

Source: Personal Documents (2022)



## C. Packaging and Media Design

### 1. Packaging

A well-designed product will be easy to design and package according to the concept. The process of making a design generally takes into account all aspects and functions, where visual data and verbal data are obtained through observing the design object. The packaging for Maman Roti products is designed according to the identity of the product brand. There are several packages that will be designed in this packaging design, namely:

#### a) Primary Packaging

The packaging used in this design is to make bread protectors from special paper materials used to wrap bread-based foods. The design is rectangular in shape, with the visual pattern of the logo showing. This packaging was made with the intention to make the bread look exclusive and neat. Bread is not easily exposed to air from outside which can reduce the quality of the taste and shape of the bread from Mamam Roti.



Figure 7 Primary Packaging Design

Source: Personal Documents (2022)

#### b) Secondary Packaging

The secondary packaging in this packaging is designed in the form of a box or box made of thick Samson paper to package bakery products so that the bread is protected. This packaging was designed with sustainability in mind, so this packaging can be used safely. There are two box designs designed, namely a box for storing bread that has not been flavored and toppings. Conversely, the next box functions to accommodate bread that has been given a variety of flavors.



Figure 8 Secondary Packaging Design

Source: Personal Documents (2022)

#### c) Tertiary Packaging

Tertiary packaging is packaging designed for packaging bakery products in large quantities by looking at the effectiveness aspect of packaging. In addition, it also serves to protect against impacts that can damage bread during transportation and distribution to consumers.



Figure 9 Tertiary Packaging Design

Source: Personal Documents (2022)

The packaging design is designed using a digital vector form with the Photoshop and Adobe Illustrator software applications. In the pre-production stage, the packaging is printed using offset printing techniques, printed in a quantity of 2000 copies. Thus reducing costs when printed in large quantities. Production at this stage will be maximized because it uses CMYK colors and special colors. The packaging design when it enters the printing press must be in accordance with the size, so that it matches the actual size.

## 2. Supporting Media

This design uses supporting media that are used to support the promotion and marketing of Mamam Roti products. Need effective supporting media in attracting consumer interest. The supporting media used are x-banners, flyers explaining how to bake bread, t-shirts, and social media (instagram).



Figure 10 Flyer how to bake bread

Source: Personal Documents (2022)



Figure 11 Mamam Roti Packaging Design T-Shirt

Source: Personal Documents (2022)



Figure 12 X-Banner Promotional Moments of Eid Al-Fitr

Source: Personal Documents (2022)

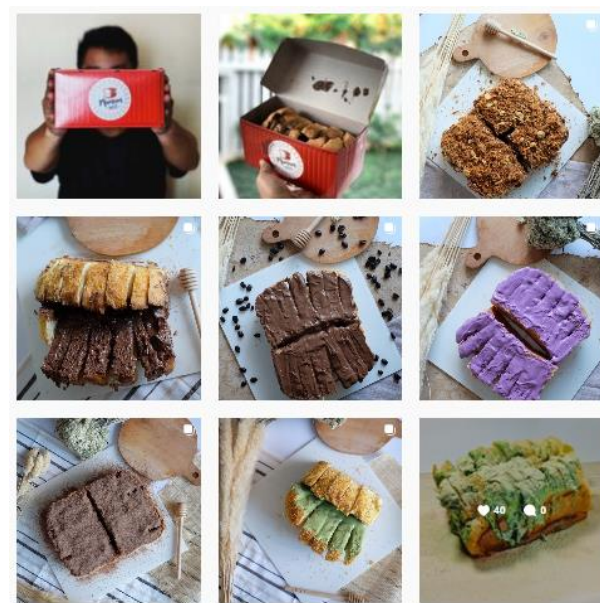


Figure 13 Promotion on Instagram

Source: Personal Documents (2022)

## **V. CONCLUSION**

Based on the results of the Mamam Roti product packaging design that has been made, it can be concluded that the concept of Mamam Roti product packaging design displays a simple and elegant impression, namely by displaying visuals that don't use much illustrations or pictures, only with flat vector shapes that highlight the visual logo Mama Bread. In the visual packaging there is text in the form of Instagram social media information. The use of red, peach and white colors with a bright and clean impression is shown in Mamam Roti's packaging design.

The results of the design of the promotional media used to promote Mamam Roti products are using the main media bread protective paper (primary packaging), bread container boxes (secondary packaging), and cardboard boxes (tertiary packaging). The supporting media used in this design are flyers, t-shirts, x-banners, and social media in the form of Instagram.

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