



Packaging Design as an Effort to Rebrand MSMEs Product Promotion

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ABSTRAK

Proses perancangan desain kemasan bagi MSMEs bukan menjadi prioritas utama. Sehingga sering kali pelaku usaha tersebut tidak memperhatikan proses branding yang terjadi. Maka diperlukan perancangan desain kemasna ini sebagai upaya untuk rebranding produknya agar semakin dikenal. Menggunakan metode dekriptif kualitatif dengan wawancara dan studi pustaka. Melalui proses recopy, recolor, dan relayout maka dilakukan perancangan ulang untuk produk yang sebelumnya sudah memiliki desain. Hasilnya dengan recopy dapat mengkomunikasikan pesannya dengan efektif. Recolor membuat produk lebih menarik perhatian. Relayout membuat kemasan terlihat lebih premium agar MSMEs dapat naik kelas. Proses perancangan desain ini tidak hanya sekedar merubah penampilan saja melainkan proses konstruksi pesan melalui kata, warna, dan tata letak yang dapat konsumen melekat pada pemikirannya.

ABSTRACT

The packaging design process for SMEs is often not a primary priority. As a result, business owners frequently overlook the branding process. Therefore, the design of this packaging is necessary as an effort to rebrand their products to increase their recognition. This study employs a qualitative descriptive method, utilizing interviews and literature reviews. Through the processes of recopy, recolor, and relayout, a redesign is carried out for products that previously had existing designs. The results show that recopy effectively communicates the message, recolor enhances the product's visual appeal, and relayout gives the packaging a more premium appearance, enabling SMEs to elevate their market position. This packaging design process is not merely about changing the appearance but is also a message construction process through words, colors, and layouts that can leave a lasting impression on consumers' minds.

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) products often appear as they are. The limited competence of business actors is one of the factors that causes the appearance of products to be ordinary, even tending to be unattractive. Coupled with the trend of online sales that makes every business actor to get attention from a marketplace catalog. So if this packaging does not get a lot of attention, then the quality of the product itself is never conveyed to the public.

Packaging is an attribute related to physical appearance including design, color, label, shape and materials used. (Reswari, Rizieq, Suryani, & Ekawati, 2023). Therefore, packaging design is not only to make the product look good, but there are other elements contained there. Packaging that is

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attractive in appearance will have a good image and cause impulsive decisions, packaging that is All out compared to competitor packaging will cause interest in buying from consumers. (Suma, Yusuf, & Umar, 2023). Here the important role of a packaging that must be designed well and appropriately, so that the message is not only to introduce the product name, but also other values that make the product more in demand.

Packaging design is made not only to display the product identity in the form of a name, but also equipped with the right color and layout. As found in the research on the packaging of Tocha Green Tea products which resulted in the conclusion that product design has a significant effect on consumer purchasing interest. (Mufreni, 2016). So it is important to implement a strategy in creating this packaging design so that the product can be better and more widely known so that a brand is formed in the community.

This study involved MSMES actors from the Saung Teleus MSMES Group. This group is a combination of several MSMES actors who use taro as the main raw material for their products. The products produced are mostly packaged food products, including taro flour, taro chips, taro cakes, cheese taro sticks, taro brownies, and others. The product packaging is also made in various ways, some use clear plastic bags, PET jars, and zip lock pouches. For the packaging design, only stickers are used that are attached directly to the product.

This packaging design strategy must be followed by current developments. The use of marketplaces such as Tokopedia, Shopee, including Go Food requires an attractive appearance. Market strategies must also be able to follow technological advances where MSMES actors must be able to penetrate the online market through existing platforms (Azmi, Noor, & Kusumah, 2024). So it is also important in addition to the process of redesigning the design, this must also be followed by increasing literacy for business actors. So that the process of carrying out the intended rebranding will be more effective.

The rebranding process for an MSMES product can be said to be easy to say but difficult to implement. This happens because of the lack of knowledge and skills in mastering information technology. (Reswari, Rizieq, Suryani, & Ekawati, 2023). Therefore, to optimize this process, it is also necessary to pay attention to how business actors can understand the packaging design process to support the creation of a rebranding on their product packaging.

In the packaging design process, it is necessary to understand that packaging not only functions as a product protector, but also as a visual communication medium that can convey brand messages to consumers. In this modern era, well-designed packaging has the potential to improve consumer perception of product quality and value. Therefore, this packaging design process is carried out to rebrand MSMES products with a practical and applicable approach. By focusing on products that require rebranding, this study is expected to contribute to increasing the competitiveness of MSMES products through strategic and functional packaging.

2. METHOD

In the planning of the packaging design, this is done using a qualitative descriptive method which in the data collection process will be carried out by in-depth interviews with MSMES actors. During the implementation of this planning, data is also taken by conducting reference studies in order to produce a communicative design. After carrying out the qualitative data collection process, an initial design design is prepared by considering recopy, recolor, and relayout. This is done because the product already has a previous packaging design, so the design design process is to optimize rebranding efforts on the product.

3. RESULT AND DISCUSSION

Result

The product that was used in the design planning process was a vegetable stick product. This product previously used a standing pouch for its packaging which was completely covered with stickers on the front and back. As a result, the packaging has a thick accent. The packaging image can be seen in Figure 1 below.



Figure 1. Mamah Manda Vegetable Stick Packaging

On this initial packaging, it can be seen that the design has a fairly complicated composition. From the writing or copywriting side, it can be seen that the Mama Manda writing is more striking than the Vegetable Stick. In fact, not many people know about Mama Manda itself. The writing of the Household Industry Food Permit Number (P-IRT) written under the halal logo also causes misunderstanding for the public, because what should be under the halal logo is the halal registration number. The taste section is placed on the back of the packaging. This will make it difficult for prospective consumers to know the taste. Moreover, just by checking it, it makes it unattractive to look at. The composition section looks quite good, although it turns out that cheese ingredients are not always available in all flavors. In the nutritional content section, there is a lack of complete data, namely regarding the percentage of AKG which is not written. Finally, in the expiration date section, the production date should be written, because it will make it easier for prospective consumers to calculate its shelf life. This is because the vegetable stick product does not use preservatives.

On the color side, it uses a brownish yellow color. So that this color becomes faint with the stick image on the packaging. Then given the colors of vegetables, all of which are included in the packaging, so that it gives the perception that this vegetable stick is a combination of all these ingredients. In fact, the ingredients depend on the taste of the product. The back of the packaging also has a repetition of images that make potential consumers bored with its appearance. The dominant color is not striking, making this packaging design not look different when compared to other products.

On the layout side, it can be seen that the placement of writing, images, and other elements does not pay attention to the principle of balance. This can be seen in the placement on the front, it should show more of the product shape, namely vegetable sticks, not more wavy line accents. Likewise on the back with detailed information, it is actually covered by the large size of the vegetable ingredient image. So here there is no layout that is balanced with the needs of the information on the packaging.

Based on the results of the analysis, a better packaging design was prepared. This design takes into account the shortcomings without reducing the advantages that already exist. For the new design planning, see Figure 2.



Figure 2. Packaging Design Planning

In this new packaging design, the previously small vegetable stick writing has been changed to be larger. While the large Mama Manda writing has been made smaller but with the same font type. The color is also given differently from the background color so that it can be more striking when read. The use of a logo in the form of a vegetable icon that can be used to identify the flavor of each package. The icon is placed on the front of the packaging so that it is easier to recognize. In addition to the use of vegetable icons, each flavor also has a different color, so that when displayed on the display case it can provide a more harmonious color according to its taste. The color comparison of each flavor can be seen in Figure 3.



Figure 3. Comparison of Packaging Design Color Plans

Utilizing more empty space not to be filled with photo elements or others makes the packaging look more premium. This will increase the trust of potential consumers to buy this product. In addition, information is also added on the front of the packaging, at the bottom right for information on net weight, PIRT, and origin of product manufacture as a form of strengthening local Indonesian products.



Figure 4. PIRT Information and Product Origin

On the back of the packaging is made by utilizing two columns, namely the left for product information and the right for the vegetable stick image. On the back, a significant layout change was made so that the appearance becomes more premium. While for the copywriting, it still uses the previous one. Only the change from the expiration date to the production date. On this production date, the sentence is added that it is best consumed 3 months after the production date. So that consumers will find it easier to calculate the time. Based on these results, a digital mockup is then made as a display of the finished product. The mockup can be seen in Figure 5.



Figure 5. Packaging Design Mockup

In the finalization process of this design draft, MSMES actors calculated the production costs of the packaging needed if using 7 types of packaging according to taste. Based on the results of the discussion, it was determined that the packaging that previously had 7 types, then only one type was made. This was done because not all flavors have the same product turnover. So that the flavor icon that was previously printed directly on the packaging will be removed. Instead, the icon will be made into a sticker with a dye cut concept so that it can be customized. Through this strategy, packaging costs can be saved without having to accumulate costs on the packaging. For the vegetable stick image, a direct photo was also taken of the product that was attached to the packaging. So that it looks more original on the appearance of the packaging. The final result of the packaging design can be seen in Figure 6. The sticker used to show the taste of the vegetable stick can be seen in Figure 7.



Figure 6. Final Packaging Design Draft



Figure 7. Vegetable Stick Flavor Stickers

After designing the design, the next stage is printing on flexible packaging. The use of flexible printing is chosen because it can be practically used directly by MSMES actors. The time previously used to install stickers on the packaging is diverted to carry out other productive activities. So that the production process will be more effective and efficient. The printed packaging design can be seen in Figure 8.



Figure 8. Printed Design Results on Flexible Packaging

Discussion

The packaging design process in an effort to rebrand the MSMES product is a long process. Especially if the product already has a previous packaging design. So in the planning process, in-depth research is needed. Conducting interviews with business actors is important. Because packaging is not only for packaging a product, but also a process to convey a message to its consumers. In this rebranding process, packaging design goes through three main stages, namely recopying, recoloring, and relaying. These stages change the design in terms of the words used, the combination of colors, and the placement of each existing element. Including the functionality of the packaging material to be used. So that it can produce a functional and informative packaging design and is able to encourage increased sales which will have an impact on increasing the productivity of MSMES products.

Recopy

The process of implementing recopy on packaging design is a strategic step in changing or improving text elements contained in the packaging to ensure that the message delivered is more effective, relevant, and attractive to consumers. The process of evaluating existing text or writing on previous packaging includes identifying weaknesses in message delivery, such as text that is too long, unclear, or less attractive. The evaluation also includes an analysis of the suitability of the language style with the target consumer and brand identity. The use of appropriate copywriting can significantly increase brand awareness of MSMES products. (Safitri, 2022).

The recopy process must consider who the target consumers of the product are. By understanding consumer demographics, needs, and preferences, text writing can be adjusted to be more relevant. For example, products for young people can use relaxed and energetic language, while premium products require elegant and exclusive language. So in the process of doing recopying, it is necessary to involve the selection of words and language styles that are in accordance with the brand identity and target consumers. The words used must be easy to understand, interesting, and able to build the desired image. Research into consumer habits and needs is also needed so that the message displayed on the packaging is truly relevant and able to create an emotional attachment to buyers. At this stage, a message formulation must be carried out that is able to attract attention and is easy for the audience to understand. The tone of language can be formal, relaxed, humorous, or persuasive, depending on the character of the product and consumers. After understanding the target market, the next step is to compile and simplify the information on the packaging. The information included in the packaging design must be short, concise, and clear so that consumers can understand the benefits of the product in a short time.

For that, this MSMES product requires the selection of the main message expected by MSMES actors. important information such as product benefits, advantages over competitors, or an invitation to buy (call to action). This main message is usually manifested in the form of a tagline, short description, or prominent information points. The recopy process is not just about changing the writing, but also building stronger communication between the product and consumers. With a strategically designed message, recopy can increase the appeal of the packaging and strengthen brand value.

Recolor

Color changes or recolors in packaging design are a crucial strategy in rebranding MSMES products to increase product appeal and productivity. Colors on packaging not only function as aesthetic elements, but also play an important role in shaping consumer perceptions of product quality and value. Implementing the right recolor strategy can increase the competitiveness of MSMES products in the market. Attractive and strategic packaging designs can optimize the potential of MSMES products, making them more competitive in an increasingly competitive global market. In addition, rebranding through packaging color changes can update the brand image in accordance with the desired business development goals, so that MSMES can rise and develop. (Laily, Rihardjo, Prijati, Kurnia, & Sidharta, 2022).

The recolor strategy in packaging redesign is a systematic approach that aims to update the visual appearance of a product to increase its appeal and relevance in the market. Packaging design also has the potential to increase the aesthetic value of the product. (Syaputra, Amir, Syamsuddin, Peninggalih, & Rossalina, 2023). The process begins with an initial analysis of existing packaging, where the company or designer evaluates the colors currently used and how they affect the product image and consumer response. At this stage, market research is conducted to understand popular color trends and consumer preferences for certain colors within the same product category. Color

psychology studies are also used to ensure that new colors can convey messages that are in line with the brand identity and emotions that are intended to be instilled in consumers.

Determination of the new color palette that will be applied to the packaging design. Color selection must consider several factors, such as brand identity, market segmentation, and differentiation from competitors. For example, food products usually use warm colors such as red and orange to increase appetite, while beauty products tend to use pastel colors that give a soft and elegant impression. At this stage, color testing is carried out using digital simulations or packaging prototypes to ensure that the selected color combinations can produce a harmonious and effective visual impression.

Integration of new colors into packaging design elements, including logos, typography, illustrations, and other graphic elements. Color changes are not only applied to the background of the packaging, but also to small elements such as icons, dividing lines, or highlights to give a more modern and fresh touch. This process often involves experimenting with several design variants before finding the most effective color combination. In addition, designers must also consider functional aspects, such as color contrast so that text remains easy to read and visual appeal remains optimal in various lighting conditions.

Implementation in production and distribution, where the packaging design with the new color begins to be printed and distributed to the market. At this stage, the company needs to ensure that the selected color can be reproduced well on various types of packaging materials, such as plastic, paper, or aluminum. In addition, a marketing campaign that communicates this color change can also be carried out to introduce the new design to consumers. Packaging is not just a container for a product, but also an important part of a marketing strategy to differentiate the product in the market and increase its appeal to consumers. (Ariodutho, Sugiyanti, Larasati, & Wijaya, 2023). With a planned and measured recolor strategy, the packaging redesign process can be successful in increasing visual appeal, strengthening brand identity, and ultimately driving sales growth and product competitiveness in the market.

Relayout

The relayout process begins with an analysis of the existing packaging layout, identifying weaknesses in the placement of elements such as logos, product information, and other graphic elements. This stage analyzes the preferences that will be used. Because by understanding these preferences, a design can be rearranged packaging elements to be more harmonious and effective in conveying product messages. (Sari, Akkili, & Muryeti, 2024). This strategy focuses on rearranging the visual and textual elements of the packaging to increase its appeal and functionality. By doing the right placement can encourage the rebranding process. Because attractive packaging design can influence consumer perception and encourage purchasing decisions. (Ratmojo, Hasibuan, & Polewangi, 2022).

Determining the visual hierarchy is the main focus. Important elements such as logos and product names should be placed in easily visible positions to ensure optimal brand recognition. Supporting information such as product descriptions, compositions, and instructions for use should be arranged clearly and easily read. Packaging design innovations that consider aesthetic and functional aspects can increase consumers' positive impressions of the product. (Rahman & Anggalih, 2023). So in this process, pay attention to what is more important to inform so that the consumer process of choosing a product becomes more appropriate according to the needs being sought.

Ergonomic aspects are also a consideration in the relayout strategy. Packaging must be designed to be comfortable for consumers to use, for example easy to open and close, and practical to carry. Developing packaging designs that pay attention to consumer comfort can increase customer satisfaction and loyalty. (Pengembangan Desain Kemasan Produk Makanan Merek Krispy Yammy Babeh, 2022). Thus, rearranging the packaging layout that takes into account ergonomic aspects can provide added value to the product.

The relayout strategy in packaging design has a significant impact on consumer psychology, especially in terms of visual perception, appeal, and readability of product information. Visual elements such as logos, colors, and typography that are strategically placed in the packaging can create a professional impression and convince consumers that the product is of good quality. Thus, effective relayout can help build consumer trust in the product only through its visual experience. A well-organized layout can increase the emotional appeal of a product, thus influencing consumer purchasing decisions subconsciously. So it is important to understand consumer psychology in designing a packaging design. Based on these three strategies, designing a packaging design is a process that not only pays attention to visual aesthetics, but is equipped with complete information

that can attract the attention of potential consumers. This process can accelerate how rebranding is carried out by MSMES. The process of restructuring sentences, colors, and layouts must be carried out harmoniously and sustainably so that it can produce a functional, informative, and promotional packaging design. With the right combination of colors, communicative text, and intuitive layout, MSMES products can increase their appeal in the market, build a more professional brand image, and increase sales opportunities. In addition, the implementation of this strategy allows MSMES to remain competitive and relevant amidst increasingly fierce competition, especially with the increasing consumer awareness of the aesthetic value and functionality of packaging. Thus, the recopy, recolor, and relayout strategies are not just design changes, but are part of a holistic branding strategy in creating a better visual and psychological experience for consumers. The proper implementation of these three strategies will help MSMES increase visibility, strengthen customer loyalty, and drive more sustainable business growth.

4. CONCLUSION

The packaging design process for rebranding MSMES products is one of the steps to accelerate promotion and increase competitiveness in the market. The use of recopy, recolor, and relayout strategies in packaging design to attract more interest from potential consumers. Recolor focuses on changing the color of the packaging to create a fresher visual identity, in accordance with market trends, and relevant to target consumers. The right color can evoke emotions and form a positive perception of the product. Recopy ensures that the message conveyed in the packaging uses more persuasive, clear, and easy-to-understand language, so that it can strengthen branding and increase promotional appeal. Meanwhile, relayout functions to rearrange the layout of design elements to be more harmonious, ergonomic, and functional, thereby increasing readability and comfort of use for consumers. These three strategies complement each other in creating packaging that is not only visually appealing but also effective in conveying information and building emotional attachment with consumers.

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