

Snack Packaging of "Mbok Biuk" as a Promotional Medium

Muhammad Ainun Najib¹, Elfa Olivia Verdiana², Handry Rochmad Dwi Happy³

^{1,2,3}Visual Communication Design/Asia Institute of Technology and Business Malang

¹ainunnajib.mlg@gmail.com, ²elfaverdiana@asia.ac.id, ³handryhappy@asia.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengatasi permasalahan lemahnya daya tarik visual dan efektivitas kemasan produk makanan ringan UMKM Mbok Biuk di Kota Malang, khususnya terkait penerapan prinsip desain grafis, pemilihan material, serta diferensiasi visual antar varian. Penelitian menggunakan metode perancangan dengan validasi kuantitatif melalui observasi, wawancara, dan studi literatur untuk menggali kebutuhan merek serta karakteristik target audiens. Proses perancangan dilakukan menggunakan Adobe Illustrator dengan pengembangan tiga lapis kemasan yang menonjolkan identitas visual melalui ilustrasi, sistem warna, tipografi, dan logo yang konsisten. Hasil penelitian menunjukkan peningkatan signifikan pada daya tarik visual dan fungsi promosi, di mana 85,04% responden menilai kemasan baru lebih menarik, informatif, serta memudahkan identifikasi varian. Kemasan ini juga dinilai lebih praktis dan berhasil memperkuat citra merek sehingga mendukung peningkatan daya saing produk.

Kata Kunci: *kemasan, desain grafis, identitas visual, UMKM, promosi*

ABSTRACT

This study aims to address the issues of weak visual appeal and ineffective packaging of the Mbok Biuk MSME snack products in Malang City, particularly in relation to the application of graphic design principles, material selection, and visual differentiation among product variants. The research employed a design-based method with quantitative validation through observation, interviews, and literature reviews to explore brand needs and target audience characteristics. The design process was carried out using Adobe Illustrator by developing a three-layer packaging system that emphasizes visual identity through consistent illustrations, color systems, typography, and logo application. The results of the study indicate a significant improvement in visual appeal and promotional function, with 85.04% of respondents stating that the redesigned packaging is more attractive, informative, and facilitates easier variant identification. The new packaging was also considered more practical and successful in strengthening brand image, thereby supporting the product's competitiveness.

Keywords: *packaging, graphic design, visual identity, small businesses, promotion*

INTRODUCTION

Snacks, often referred to as "camilan," are a type of food that falls outside the category of main or heavy meals. Snacks serve as intermittent consumption generally enjoyed during leisure time, whether simply to savor their deliciousness or to satisfy hunger temporarily (Gemina, 2016). In addition to being a supplementary energy source, snacks are frequently consumed as a side dish or a light alternative to staple foods. The variety of flavors offered makes them an appealing consumption choice, while in a social context, snacks often become part of shared moments with family, friends, or relatives.

The ease of access to snacks is further supported by the development of MSMEs (Micro, Small, and Medium Enterprises) that produce various local-flavored snacks. This situation not only strengthens the position of snacks in public consumption culture but also contributes to the growth of the creative economy at the local level. MSMEs themselves are small-scale productive business units owned and managed by individuals or groups, and they play a significant role in the national economy (Sudrartono, 2022).

Snack business units are scattered across various regions of Indonesia, including Malang City, which is known as one of the centers for culinary MSMEs. One such example is Mbok Biuk, an MSME established in 2017 that produces snacks such as macaroni and tempeh chips without preservatives or chemical flavorings. This business carries a traditional flavor profile and strives to strengthen its product identity through packaging design innovation.

In the context of packaging, a package is a physical object that wraps or covers an item, made from various materials, and is the final result of the packaging process. Packaging is selected based on product characteristics, functional purposes, and specific protection needs (Klimchuk, 2006). Accordingly, packaging design is an integral aspect that plays a vital role as a visual communication medium. Packaging design is defined as a creative process that integrates form, structure, material, color, typography, and other graphic elements with product information to achieve marketing goals (Putra, 2021). Thus, Packaging not only protects the product but also functions as a medium for conveying brand identity and value.

Beyond these functions, packaging also holds a strategic role as a promotional medium. Promotional media serves to introduce and market products to the wider community, create brand awareness, and encourage purchasing interest. While traditional promotion methods previously relied heavily on word-of-mouth, technological developments now provide opportunities for business actors to utilize more varied digital and visual channels (Fujianto, 2020). In this context, packaging becomes one of the promotional media closest to consumers because it interacts directly at the point of purchase.

In a competitive retail market, Mbok Biuk snack packaging faces significant challenges as a home-based product competing with large industrial brands. Structurally, the packaging forms used have not yet been able to create clear differentiation among competitors. Products marketed through various retail and partner stores must compete directly with similar products; therefore, the visual strength of the packaging becomes a crucial aspect.

In this context, a more innovative packaging development strategy is required, including considering approaches such as collective packaging—the practice of combining several products into a single sales unit. This approach has the potential to increase product appeal, simplify the shopping process, and provide financial benefits for producers (Riccardi, 2015). This insight serves as an important reference in formulating the direction for Mbok Biuk's packaging improvements to be more adaptive to market needs.

Furthermore, the current visual design of Mbok Biuk's packaging does not consistently reflect the brand identity or align with the target market. Limited experience in packaging design and marketing strategies has led to visual inconsistencies, including size variations in each production cycle (± 100 units per variant). Regarding product safety, the packaging materials are still less than optimal in protecting the contents from sunlight exposure and moisture, which can degrade quality, especially since the products contain no preservatives.

The small scale of production also increases the Cost of Goods Sold (COGS) because material purchases are made in limited quantities, resulting in higher unit costs. Therefore,

an efficiency strategy is needed without compromising packaging quality. As a promotional medium and a determinant of purchasing decisions, Mbok Biuk's packaging needs to be revitalized to be more attractive, secure, and in line with the target market's preferences.

Effective packaging design is capable of communicating brand values, attracting consumer attention, and differentiating the product from competitors. Through the selection of appropriate materials, structure, and aesthetics, packaging design can become a powerful marketing tool (Klimchuk, 2006). In this context, the redesign of Mbok Biuk's packaging is expected to strengthen the brand image, enhance visual appeal, and expand market reach. Packaging that is relevant to consumer preferences, particularly the younger generation, is also expected to drive sales growth and strengthen the brand's position in the long term.

DISCUSSION

The media in this design process is the packaging for Mbok Biuk snacks, which will be created creatively while also considering the effectiveness of the packaging for use during product sales. The packaging to be designed includes first packaging, second packaging, and third packaging. The product description at this stage contains information regarding the types of packaging, dimensions, media, and the quantity of packaging that will be designed in this study.

Table 1. Packaging Description

No	Packaging Type	Description	Size
1	First Packaging Standing Pouch	Aluminum Foil	L6 x W14 x H22,5 cm
2	Second Packaging Box Goodie Bag	Ivory Spunbond	L9,5 x W14 x H22,5 cm W25 x H35 cm
3	Third Packaging Paper Bag	Ivory	L11,5 x W24,5 x H30 cm

STP Analysis

This analysis aims to determine the packaging characteristics based on the product's target users. In this study, STP analysis (segmenting, targeting, and positioning) is used for this determination.

a. Segmenting

1. Geographic

The geographic segmentation for Mbok Biuk is the community within the Malang City area, East Java.

2. Demographic

The demographic segmentation for Mbok Biuk consists of consumers in the late adolescent category, aged 17–25 years, from the lower-middle economic class, with an education level of high school and university students.

3. Psychographic
The psychographic segmentation for Mbok Biuk includes consumers who enjoy snacking, socializing/chatting, and frequent shopping.
4. Behavioral
The behavioral segmentation for Mbok Biuk consists of consumers who frequently purchase snacks, shop at physical stores, and often gather in social groups.
- b. Targeting
The target audience for Mbok Biuk is late adolescent consumers aged 17 to 25 from the lower-middle economic class, specifically high school and university students in Malang City. Their behavioral characteristics include a preference for snacks, an interest in socializing, and the habit of shopping directly at physical stores.
- c. Positioning
Mbok Biuk Malang aspires to be positioned as a brand that provides a wide selection of snacks with complete variations in types and flavors, guaranteed quality, and a delicious taste.

Design Phase

The packaging design development phase is generally divided into three stages pre-production (including concept formulation, thumbnail creation, and rough layouts), production (the visualization process), and post-production (consisting of finishing and publication).

a. Design Concept

This study aims to design collective packaging consisting of first, second, and third packaging for Mbok Biuk snack products by fulfilling four main criteria visual appeal, protective security, shelf differentiation, and consumer practicality. The design scope covers eight product variants, namely macaroni chips (tom yam, sweet rujak, onion chicken, cheese) and tempeh chips (original, pizza, roasted chicken, sweet corn). All packaging is designed to be mutually supportive in terms of physical protection, functional use, brand communication, and differentiation for each variant.

b. Visual Aesthetic Elements

The visual aesthetic elements used in this packaging design include color, typography, layout, and illustration. These elements are designed by aligning them with the audience based on the previously analyzed STP (Segmenting, Targeting, and Positioning), with the objective of ensuring that the design resonates effectively with the intended target audience.

1) Visual Elements

The packaging design for Mbok Biuk products integrates several key visual aesthetic elements to build a cohesive brand identity. Images serve as vital indicators to distinguish product categories (tempeh chips versus macaroni) and as identifiers for specific flavor variants, directly communicating the flavor profile to consumers. The Logos—including the brand logo as the primary identity, the Mbok Biuk logo as the legal entity, and the Halal Logo as a guarantee of compliance—are included to differentiate the product from competitors and strengthen brand identity. To support the brand image, the packaging also implements patterns developed from illustrations of kitchen utensils and foliage elements, reflecting the product's connection to natural ingredients and the cooking process. Lastly, icons are utilized as simple symbols that facilitate the delivery of functional information, such as product content, usage instructions, and benefits, in a concise and easily understandable manner.

2) Typography

The typographic aspects of the packaging are analyzed based on functional principles, including legibility, clarity, visibility, and readability, which essentially aim to facilitate the communication of the product message to consumers. This design strategically applies two primary typefaces Matisan Script, a script-style font with an elegant and dynamic character resembling handwriting, was adopted for its expressive nature and its relevance in aligning the visual image with the psychographic profile of the target market, which tends to be active and social. Meanwhile, the Lato font, categorized as a modern sans-serif, was selected for informative text. The use of Lato is based on its clean appearance and excellent readability, ensuring optimal clarity in conveying product data, descriptions, and usage instructions to the consumer.

3) Color

The selection of the color palette for Mbok Biuk's packaging is tailored to the brand identity while considering color psychology relevant to snack products. Red is implemented as the dominant color across all packaging levels, as it is the signature characteristic of the Mbok Biuk brand. This color symbolizes energy and excitement and can stimulate appetite, making it a strategic choice for food products. Additionally, secondary color variations are used for each flavor variant, serving as specific visual cues for consumers. Although red is dominant, the tertiary packaging (such as the paper bag) combines it with a cream background that symbolizes warmth and natural nuances, creating an appealing contrast. Overall, the consistent use of red is aimed at strengthening brand recognition and recall in the market.

c. Digitalization Process

In this process, the digitalization of the designs for the standing pouch, bundling box, goodie bag, and paper bag is carried out. This process involves converting manual sketches into digital format through vectorizing techniques using Adobe Illustrator, optimizing the use of the Pen Tool. Through this process, every illustrative element from the manual sketches is converted into precise digital forms. This stage further includes adjustments for production requirements, such as adding typographic elements, selecting colors, inserting icons and additional illustrations, and a comprehensive reconfiguration of the layout.



Figure 1. Digitalization of Standing Pouch Design



Figure 2. Digitalization of Bundling Box Design

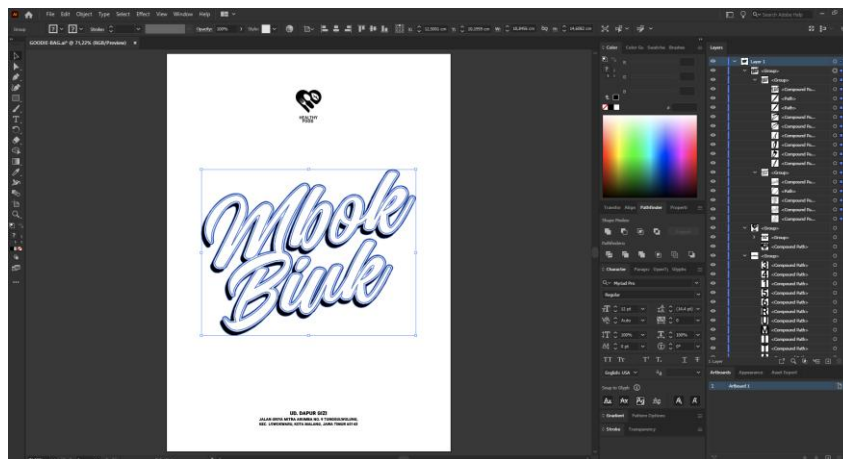


Figure 3. Digitalization of Goodie Bag Design

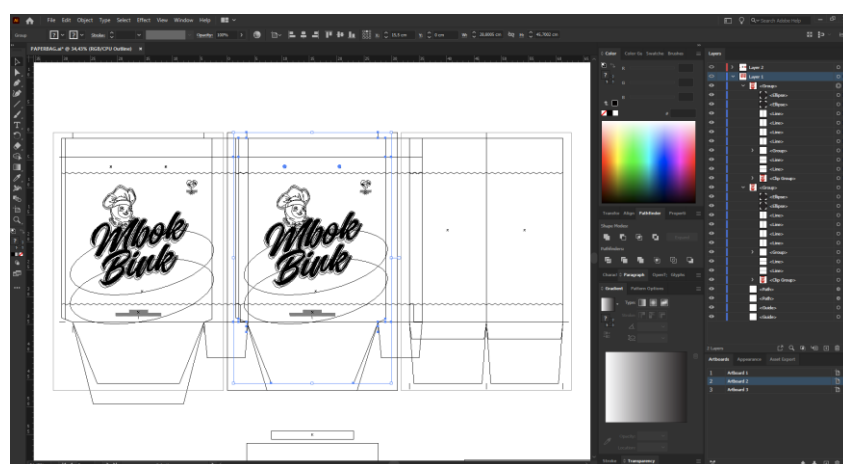


Figure 4. Digitalization of Paper Bag Design

d. Final Design

At this stage, the entire packaging design process has reached its conclusion with the establishment of the final designs, which are ready for printing and application. The final design includes four primary packaging types: the standing pouch, bundling box, goodie

bag, and paper bag. Each packaging item has been designed by taking into account functional aspects, visual aesthetics, and the consistency of the Mbok Biuk brand identity.



Figure 5. Roasted Chicken Flavored Tempeh Chips Standing Pouch Final Design



Figure 6. Onion Chicken Flavored Macaroni Standing Pouch Final Design



Figure 7. Sweet Corn Flavored Tempeh Chips Standing Pouch Final Design

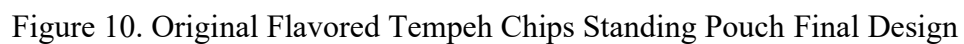
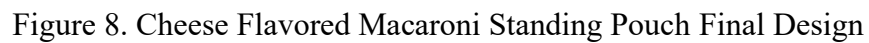




Figure 11. Pizza Flavored Tempeh Chips Standing Pouch Final Design



Figure 12. Tom Yam Flavored Macaroni Standing Pouch Final Design



Figure 13. Sweet Rujak Macaroni & Tom Yam Macaroni Bundling Box Final Design



Figure 14. Original Tempeh Chips & Tom Yam Macaroni Bundling Box Final Design



Figure 15. Pizza Tempeh Chips & Tom Yam Macaroni Bundling Box Final Design



Figure 16. Sweet Rujak Macaroni & Roasted Chicken Tempeh Chips Bundling Box Final Design



Figure 17. Original Tempeh Chips & Roasted Chicken Tempeh Chips Bundling Box Final Design



Figure 18. Pizza Tempeh Chips & Roasted Chicken Tempeh Chips Bundling Box Final Design



Figure 19. Sweet Rujak Macaroni & Sweet Corn Tempeh Chips Bundling Box Final Design



Figure 20. Original Tempeh Chips & Sweet Corn Tempeh Chips Bundling Box Final Design



Figure 21. Pizza Tempeh Chips & Sweet Corn Tempeh Chips Bundling Box Final Design

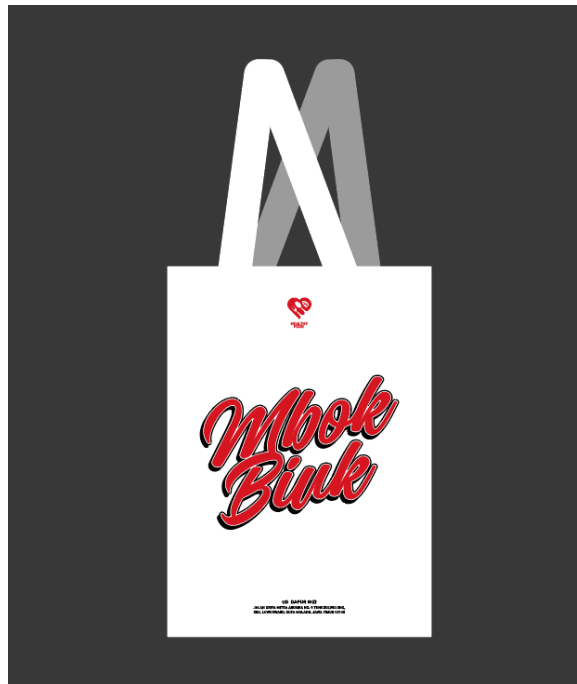


Figure 22. Goodie Bag Final Design



Figure 23. Paper Bag Final Design

Design Validation

The purpose of this design validation is to evaluate the effectiveness of Mbok Biuk's packaging design in conveying information and attracting the target market. Through a systematic questionnaire, an evaluation was conducted to measure consumer perceptions regarding visual appeal, clarity of information, brand identity alignment, material quality, and packaging functionality.

Table 2. Questionnaire Items

No	Question	SD	D	A	SA
1	Does the image or illustration on the packaging successfully catch your attention?				

-
- 2 Do the illustrations used effectively reflect the contents or type of the product?
 - 3 Does each product variant have clear and distinct color differences?
 - 4 Is the text on the packaging easy to read?
 - 5 Is essential information such as product name, ingredients, and expiration date easy to find?
 - 6 Is the "Mbok Biuk" packaging user-friendly for consumers (e.g., easy to open, close, or carry)?
 - 7 Does the packaging material used feel safe and suitable for food products?
 - 8 Does this packaging design make you feel confident in the quality of "Mbok Biuk" products?
 - 9 Does this packaging make you more interested in purchasing this product compared to other similar products?
 - 10 In your opinion, can this packaging increase the competitiveness of "Mbok Biuk" products in the market?
-

SD (strongly disagree), D (disagree), A (agree), SA (strongly agree)

Table 3. Questionnaire Data Percentage

No	Question	Score	Average
1	Question 1	93	88,87%
2	Question 2	82	78,09%
3	Question 3	85	80,95%
4	Question 4	91	86,66%
5	Question 5	93	88,57%
6	Question 6	90	85,71%
7	Question 7	92	87,61%
8	Question 8	85	80,95%
9	Question 9	90	85,71%
10	Question 10	92	87,61%

The results of this questionnaire were obtained from 35 respondents aged 17–25, categorized as late adolescents in accordance with the previously defined market segmentation. To measure the level of packaging effectiveness, a percentage

calculation was performed based on the total scores of the responses provided. The formula used in the calculation is as follows:

$$\begin{aligned}\text{Total response score} &: (\text{maximum possible score} \times \text{number of questions}) \times 100 \\ &= 893 : (105 \times 10) \times 100 \\ &= (893 : 1050) \times 100 \\ &= 0,8504 \times 100 \\ &= 85,04\%\end{aligned}$$

Interpretation of results:

- a. 76-100% = Very good
- b. 51-75% = Fairly good
- c. 26-50% = Poor
- d. 0-25% = Very poor

This percentage indicates that the Mbok Biuk product packaging achieved an effectiveness level of 85.04%, which is categorized as "Very Good" according to the assessment criteria used.

CONCLUSION

The redesign of Mbok Biuk Snack Packaging has effectively addressed the primary challenges of using packaging as a promotional medium through a development process that integrates aesthetic values, product protection, and shelf differentiation, in alignment with brand identity and consumer preferences. This packaging design functions optimally as a vital visual communication and marketing element for MSMEs. The effectiveness of the design was validated through quantitative testing involving 35 respondents (aged 17–25), which showed a high satisfaction rate of 85.04%. This figure indicates that the developed design successfully conveys information clearly and attractively; thus, this packaging design is expected to serve as a long-term solution to enhance Mbok Biuk's competitiveness and brand image.

REFERENCES

- Fujianto, R. Z., & Antoni, C. (2020). Produksi dan efektivitas motion graphic sebagai media promosi zetizen batam pos. *Journal Of Digital Education, Communication, and Arts (Deca)*, 3(02), 104-123.
- Putra, R. S., & Happy, H. R. D. (2021). Brand Identity Produk Owa Outdoor Di Wilayah Malang Raya Sebagai Media Promosi. *Jurnal Desain Komunikasi Visual Asia*, 5(2), 62-78.
- Gemina, D., Silaningsih, E., & Yuningsih, E. (2016). Pengaruh motivasi usaha terhadap keberhasilan usaha dengan kemampuan usaha sebagai variabel mediasi pada industri kecil menengah makanan ringan priangan timur-Indonesia. *Jurnal Manajemen Teknologi*, 15 (3), 297-323.
- Klimchuk, M. R., dan Krasovec, S. A. (2006). *Desain Kemasan: Perancangan Merek Produk yang Berhasil Mulai dari Konsep sampai Penjualan*. Jakarta: Erlangga.
- Riccardi, Douglas (2015). *Food Packaging Design*. Design Media Publishing Limited (UK).
- Sudrartono, T., Nugroho, H., Irwanto, I., Agustini, I. G. A. A., Yudawisastra, H. G., Amaria, H., & Sudirman, A. (2022). *Kewirausahaan UMKM Di Era Digital*.