Packaging Design Analysis in Efforts to Increase Sales Promotion Kerupuk Kemplang Palembang

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Abstract. Kerupuk kempelang snacks is derived from Palembang, Sumatera Selatan. Snacks is a typical food of Palembang and grouped into home industry. Packaging kerupuk kemplang current form transparent plastic (products can be seen) and each package has a size of one kilogram, 500 grams and 250 grams. Packaging design industry only name producing, address, and telephone number. Word of mouth promotion, entrust the product to stores and restaurants, and other promotions with the internet, without using any other promotional on media. This study wants to design development, development size of kerupuk kemplang, and the development of each packets weight of 100 grams, or 200 grams. So not only consumed at any given time, but also can be consumed at any time because of size packaging smaller than the size packaging of the existing ones, making it easy to carry anywhere. The presence of this packaging design is expected to competitive with other snacks and can be recognized not only locally but also nationally, and enabling a global scale.

Keywords: Kerupuk Kemplang, Design, Size

I. INTRODUCTION

Kerupuk is a kind of snack that has long been known by the majority people of Indonesia. Kerupuk can be consumed as a snack or as a variation in the side dishes. kerupuk included into the kinds of industrial products which have good potential. Currently developing marketing not only domestically, but to foreign countries such as the Netherlands, Singapore, Hong Kong, Japan, Suriname and the United Amerikan (Koswara, 2009).

Types of kerupuk can be found in Indonesia such as fish kerupuk, prawn kerupuk, kerupuk kemplang, kerupuk jengkol and other types. Kerupuk kemplang is one type of kerupuk that are often found in other places in Palembang and South Sumatra as Gerinting Cliffs Village North, South Indralaya subdistrict, Ogan Ilir (Ariansyah, et al, 2012).

Kerupuk kemplang is easily absorb moisture from the surrounding air. Kemplang sluggish, so the texture is a lot less enjoyable to eat and easy overgrown with fungus. Packaging is one of the ways to stop the environmental water vapor absorbed by the dry food products. Packaging can prevent or reduce damage, protect the material in it from contamination and physical disorders such as friction, impact and vibration (Triyanto in Wulandari, et al., 2013).

The main key to making a good packaging design is that the packaging should be simple, functional and creates a positive emotional response that does not directly "say", "buy me." According to the study, of the entire sensing human activity, 80% is through vision sensing or visible (visual). Therefore, the graphic elements of the package include: colors, shapes, brands, illustrations, fonts and layout of the visual elements that have the biggest role in the process of delivering a message visually (visual communication).

Packaging kerupuk kemplang Palembang is transparent, so it can be seen kerupuk kemplang. Packaging kerupuk kemplang overall product the same, the only difference being the brand, and address of the seller kerupuk kemplang. Unlike kerupuk kemplang produced by large companies, from packaging is not transparent and attractive, because of the arrangement of colors, images and text.

According Triyanto (in Wulandari, et al., 2013), a packaging system that is coordinated to prepare the goods being ready for transported, in distributed, stored, sold, and used. The presence of container or wrapping can help prevent or reduce damage, protect the product that is in them, to protect from the dangers of pollution and physical disturbance (friction, impact, vibration). So that the packaging can extend shelf life and maintain the quality of the material longer (Wulandari, et al, 2013). Figure kerupuk kemplang packaging in Palembang (Figure 1.1.).

Fig. 1. Kerupuk Kemplang Palembang inPackaging
Source: Willies, 2014

Heavy packing crackers kemplang diverse, tailored to the needs of consumers. Ranging from 200 grams, 250 grams, 500 grams to 1,000 grams. Relatively large size
crackers kemplang indirectly in the packaging a lot, so it can not be consumed one time sold out and the price is very influence of the size. Package size of a large company for crackers available sizes 18 grams and 35 grams, so the one-time consumption can be directly discharged. This has caused the desire of researchers to develop the size and shape of packaging darisisi cracker products kemplang thinner, to be more easily consumed.

II. REVIEW OF LITERATURE

2.1. Kerupuk

Kerupuk or chips is a snack made from dough of flour tapioca mixed with flavorings such material shrimp or fish. Kerupuk made by steaming batter until cooked, then cut into thin, dried in the sun to dry and fried in cooking oil that much. Terms of nutritional composition, crackers can be a source of calories from starch (and fat if it has been fried), as well as a source of protein (when added fish and shrimp).


Kerupuk function only as a supplementary food side dishes or as a snack, which is consumed by only a few. This resulted crackers can not be categorized as a source of protein and calories. Relatively small role in supplying both calories and protein. After frying, the composition will change due to the loss of most of the water content (because it evaporates) and the entry of oil into the crackers. The water content of fried crackers that have been reduced to about 1:05 to 5:48%, while the fat content is originally around 1:40 to 12:10% to about 14.83 to 25.33% wet weight. There are additional sources of calories are derived from the absorbed oil (Koswara, 2009).

2.2. Packaging Design

Packaging is one of the most important process to maintain the quality of food products during storage, transportation, and end use. Good packaging is not just to maintain the quality of the food but also significantly benefit in terms of revenue. During distribution, the quality of the food product can deteriorate biologically and chemically and physically. Therefore, food packaging contributes to extend the shelf life and maintain the quality and safety of food products (June H. Han, the repository USU, 2014). Packaging functions, among others (www.asiabaru.com/fungsi-pack):

1. Packaging as a means of transport, containers for packaging a product and at the same time can serve as a means of moving from one place to another in a given amount of weight or the amount of a certain contents.

2. Packaging, as indirect promotion. Golds K can be free advertising or promotion veiled when in display in the window or at the time of distribution. The more attractive packaging design concept and will be more attractive.

3. Packaging as brand image, packaging is a medium to stick the brand image to the consumer so that the consumer is easy to remember and fanatical untuk select products.

Marianne Rosner Klimchuk and Sandra A. Krasovec (2006) states the packaging design is a creative business which relates the shape, structure, material, color, imagery, topography, and elements of design with product information so that the product can be marketed. Packaging design applicable to wrap, protect, send, mengelarkan, store, identify, and distinguish a product market (ejournal, 2014).

2.3. Promotion

Promotion is an attempt to inform or offer products or services in order to draw prospective customers to purchase or consume. With the promotion of the manufacturer or distributor expects the increase number of sales (wikipedia.org/wiki/Promosi_pemasaran). Marketing mix is one of the main concepts in modern marketing. The definition of the marketing mix is a set of tactical marketing tools that can be controlled, which is combined by the company to produce the desired response in the target market. The marketing mix consists of everything that can do to influence the demand for its products. Effective marketing program blends all of the marketing mix elements into a coordinated program designed to achieve the company's marketing objectives by delivering value to consumers. Marketing mix to form a tactical tool device companies to establish a strong position in the target market (Silayoi, 2012).

In addition, the company must have a strategic plan that can be described as a method to achieve a goal by anticipating things will happen and determine necessary action. The need for planning in business is to know the position of the company, and the position will come, as well as how the processes to achieve these positions will come. A marketing plan is a working document that is intended to measure the performance of the company.

Every part of the company must plan objectives, all plans or corporate objectives should be consistent with the company's business strategy planning keseluruhan. Sebuah marketing company will be able to assist in the decision making in a number of matters relating to the selection of media, promotion, ad creation product, or company budget.
Promotion is one of the scope of the marketing mix are important in marketing the goods or services produced by the company and also as a means of informing the public about the goods or services produced by a company. Promotion also means activities that communicate product benefits and to persuade the target to buy it. Therefore, companies always build the best possible communication to their customers and prospective customers through promotion. Implementation of promotional activities undertaken by the company include Advertising (advertising), sales promotion (sales promotion), Personal Selling (personal selling), Publicity (publicity). This promotional activity commonly known as the Promotion Mix (Marketing Mix).

Promotion also determine the success of a marketing program. However berkualitasnya a product, when consumers have never heard it and was not sure that it will be useful for them will never buy it. The importance of the promotion can be described as one of the power companies (Silayoi, 2012).

Promotion more than attitudes influence behavior. Purchase immediately is the purpose of the promotion. Because it is better to plan a campaign to target customers in connection with umum.Sasaran behavior of a promotion depends on the general behavior of the target consumers. Once marketers understand the dynamics of the product categories and have determined consumers and consumer behavior, then the company may choose promotion tool in order to achieve company goals. Promotional tools used for each company may also differ depending on the needs and goals of each - each. Sales promotion tools are coupons, rebates, premiums, pemasarn loyalty programs, contests, sweepstakes, samples, and promotional purchases.

In essence, the promotion is a form of marketing communications, namely marketing activities which seeks to spread information, influence / persuade and / or reminds the target market for the company and its products to be willing to accept, buy, and loyal to the products offered by the company concerned. Marketing communication also aims to demonstrate the existence of a product in the market.

Promotion is closely related to communication, especially when companies develop new products, changing the long or even trying to increase sales of goods and services, must inform the sales message to potential customers. The marketers communicate information about the company and its products through its promotional program. This form of marketing can be a mix Promotion (Promotion Mix, Promotion blend, mix Communication), which consists of; personal selling, mass selling, sales promotion, public relations, direct marketing (Silayoi, 2012)

2.4. Sales

Based Dictionary of Economics "sale is a transaction that involves the transfer or delivery of products, rights, or services in exchange for cash, a promise of payment, or that can be equated with money, or a combination thereof". While Siegel and Shim (2000) "Sales is the revenue from the delivery of delivery of merchandise or services in the market as goods that can consideration in cash of cash or other property equipment. Classification of sales (repository USU, 2014):

1. cash sales ie sales conducted by the company by requiring the buyer to make payments in advance the price of goods delivered to the buyer Sebalum goods by the company.

2. credit sales ie sales ya ng implemented company to deliver the goods in accordance with orders received from the buyer and for a certain period the company has a bill to the purchaser.

II. RESEARCH METHODS

This study used a qualitative method, which consisted of participant observation, conversation analysis, discourse analysis, content analysis, data retrieval ethnographically.. Observation involved usually involves a qualitative researcher directly in social settings. Observed, are more or less "open", in a variety of roles, the membership of the subjects studied. Conversation analysis generally focus on the conversation in an interaction. Researchers pay attention to the analysis of communicative competencies that underlie everyday social activities (Somantri, 2005).

Discourse analysis is more interested in the use of language. Researchers, in this connection, has a greater emphasis on practice and contextuality content analysis (content analysis) reviewing documents general category of meaning. Researchers can analyze a variety of documents, ranging from personal papers (letters, psychiatric reports) to the history of human interests.

Ethnographically data retrieval is relatively unstructured, researchers usually focus on extracting the texture and flow experiences of the respondents through the selective interaction of researchers and subjects were examined by the technique of in-depth interviews "free" (Gubrium et al, 1992: 1577). In sociology, the study ethnographically began developing in the late 1960s-1970s when the survey methodology and the philosophical basis of the pusher was subjected to criticism (Somantri, 2005).

This study used qualitative methods to five, so that the results of the study in accordance with the objectives to be achieved. The study was conducted directly to the object of research is pemillik and cracker makers kemplang. Observing openly on the subject under study is the owner and creator of kemplang crackers. Using communication during the interaction with the owner and creator of kemplang crackers, and analyzing the results of communication that has been done. Assess the general category of documents that are closely related to the manufacture of crackers kemplang. Conducting the process of interaction between the researcher with the owner and
creator of kemiplang crackers, with interview techniques that focus on the problems faced.

IV. ANALYSIS

Observing openly on the subject under study is the owner and creator of kemiplang crackers. Researchers look at the process of making, especially during the packaging process. Each worker takes crackers that have been fried and drained in advance, so that separate the oil. If it is cold started to be included in the packaging. Process crackers kemiplang enter into this package depends on the size of the packaging. The packs contained the name and address and contact telephone number, thus simplifying the building of relationships between owners and buyers kemiplang crackers.

When viewed from the transparent packaging and size (Figure 4.1.), Crackers kemiplang entrepreneurs have started modifying the packaging is no longer 100% transparent, but transparency stay 20% -40%.

Figure 4.1., a number of crackers in one package kemiplang relatively still a lot, and are not one time been consumed. Researchers wanted a back pack innovation is the relatively small size and can be consumed one time, without thirst kept back. The following Figure 4.2. which could be a comparison to make packaging innovations with small size.

Figure 4.2. Packing with a size of 18 grams and can be consumed only once and no longer a market share of domestic consumer, but the consumer has led to the age of children, adolescents, adults and the elderly. If the size of the packaging innovation and this is done then the crackers kemiplang not only local products are mostly consumed locally society, which is limited in the household, but has changed the market share for all ages. Kemiplang crackers can compete with crackers kemiplang generated by large employers who use the machine with high technology.

The size of kerupuk kemiplang is still large and thick and takes a long time to spend one kerupuk kemiplang. The following Figure 4.3., (A) the size of the existing kerupuk kemiplang and (b) size performed kerupuk kemiplang innovation.

Figure 4.3. a, describes the shape kerupuk kemiplang on the market today, while Figure 4.3. b, describes the shape of crackers that have been waged kemiplang innovation. If innovation crackers kemiplang done, will lead to compliance with the packaging size of 18 grams, and can be taken one time.

Innovation is done so crackers kemiplang no longer the form of food purchased at a time of particular events (Eid, weddings, and other forms of celebration), because crackers kemiplang Palembang is famous for his eating rice, good breakfast, lunch or dinner. Consumers who buy crackers kemiplang only households. If it does not run out of time then input into the container (jar). If the small package size, and shape size kemiplang crackers too small, will be a light meal or snack for all ages, and no longer a friend to eat rice.

Packaging and packaging design for a new product is expected that the suitability of the product being marketed. According to Marianne Rosner Klimchuk and Sandra A. Krasovec (2006) states the packaging design is a creative business that connects the shape, structure, material,
color, imagery, topography, and elements of design with product information so that the product can be marketed. Packaging design applicable to wrap, protect, send, mengelarkan, store, identify, and distinguish a product in the market. Packing size 18 grams is the market share of crackers kemplang new and meet the elements of the design itself kemasan.

Promotion is needed because of the packaging either change the color or shape, so the promotion of which is the creation of a new image for customers. The creation of a new image is expected to be a new product that is consumed by the customer. Promotion can be done through the local media (television, radio and mass media).

Sales made by cash or credit, cash if the demand for crackers kemplang with new packaging not so much, if the demand for credit kemplang crackers in new packaging in the sheer number of many.

V. CONCLUSION AND SUGGESTIONS

Conclusion:

1. Kerupuk kemplang or contents inside the package relatively still a lot, and are not one time been consumed.
2. Size kerupuk kemplang be done because of the size of crackers kemplang innovation that exists today is still large and thick and takes a long time to spend one kerupuk kemplang.

Suggestion

1. Business owners should make innovations kerupuk kempelang on the packaging with a relatively small size so practical and easy to under and can be consumed one time, without thirst kept back.
2. Kerupuk kemplang size should be smaller so it can be spent in a faster time and do not need to be saved again.
3. Need promotion on packaging kerupuk kempelang smaller and practical with a target market of young children or teenagers, as a snack at any time not only as a friend to eat rice alone or consumed in events such as Eid or Christmas.

REFERENCES


