

## **Redesign The Product Packaging of Ikan Kayu Cap Kapal Tsunami**

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### **Abstract**

A natural disaster can serve as a source of inspiration to make an art and design. One of its examples is the symbolism of the Tsunami disaster that hit Aceh in 2004 through product packaging design of Ikan Kayu Cap Kapal Tsunami. Initially, the packaging design of this product was originally intended for the Acehnese or Indonesian people. Furthermore, there were foreign tourists who also purchased this product in its development. However, some graphic elements and contents of the packaging design layout have not been oriented to the segmentation of foreign tourists. Thus, it needs to reposition market segmentation expansion. This repositioning requires brand equity strengthening in the market, so, it is crucial to make a packaging redesign. Redesigning and repositioning are related to each other. Redesigning and repositioning may help the industry to struggle during the pandemic era. Because one of the negative impact in the pandemic era to the business is decreasing in benefit. Therefore, the topic proposed was Redesigning and Repositioning the Product Packaging of Ikan Kayu Cap Kapal Tsunami. This study used Design Thinking theory by Tim Brown of 2008. It consists of five phases i.e. empathize, define, ideate, prototype and test. The study aims to obtain alternatives to the concept of the use of natural disasters as an inspiration for packaging designs while still paying attention to the aesthetic graphic elements. Moreover, it can serve as a reference for literature on the creative process of design in the culinary field. According to the data of Ministry of Tourism and Creative Economy that the culinary sub-sector contributes 30% towards the total revenue of the tourism and creative economy sectors. This amount is considerable, so it is necessary to carry out the development and improvement to the several elements i.e. the visual improvement to the packaging design of the Ikan Kayu Cap Kapal Tsunami.

**Keywords:** *packaging redesign, ikan kayu (skipjack), packaging design*

### **INTRODUCTION**

Tsunami incident affecting Aceh in 2004 left spiritual and physical wounds on the survivors. Non-Government Organization (NGO) coming from different cities and countries provided help to them. One of the survivors obtaining training assistance

was Mrs. Fauziah who leads her business to be successful until now. Her business is *ikan kayu (Bonito flakes)* packaged so it is durable and is able to be distributed overseas.

Sundry local and national mass media i.e. Koran Srambi, Kompas, Antara, CNN Indonesia, and several online media have once published about Mrs. Fauziah. Online Kompas in 2013 has ever informed that she made profit 15 - 20 millions per month. Thus, from the news published, her business was worth success. If we notice the packaging design of the food, the use of graphic elements to bolster consumer purchasing power has not yet met the packaging appearance guideline.

According to Julianti (2014) the packaging appearance guideline in order to be harmonious with the design goals is to show the unique side and product excellence of its competitors, denotes the result of visual appearance improvement and product value, the combination of packaging graphic elements and ergonomics have a certain brand alignment, can be strong differentiators among product variants, different package but complying its categories, and have innovation integrated with company technical issues. Based on those six categories, the packaging design of *Ikan Kayu Cap Kapal Tsunami* has not yet fully met the criteria. In fact, this product has the potential to be marketed internationally for it has a strong philosophy by using the concept of disaster.

Soedarso (2006) wrote that symbolism of every work of art in various things is a picture of the mind of the people who own it. The phenomenon of packaging design of *Ikan Kayu Cap Kapal Tsunami*, known that a graphic element is in the form of a ship stranded on land. The location of the ship nowadays became as a tourist sites named *PLTD (Diesel Power Plant) Apung*. This probably served as one of packaging design concepts of the *Ikan Kayu Cap Kapal Tsunami*. However, the implementation of food packaging layout graphic elements has not yet been in tune with aesthetic value. Hence, the researcher was interested to accomplish these problems referring to the packaging design rules.

According to the description of the problem, the researcher is going to do a study and subsequently create a packaging design which is able to visualize power of branding so that can attract not only Indonesian but also foreign consumers. This is considered possible because the opportunity for typical Acehese souvenirs is very large, especially since Mrs. Fauziah is one of the originators of the idea for *ikan kayu (Bonito flakes)* food souvenirs. Therefore, the title assigned to this proposal is “Redesigning and Repositioning the Product Packaging of *Ikan Kayu Cap Kapal Tsunami*”.

Redesign comes from English language i.e. 're' meaning repeat and 'design' meaning re-planning or reshaping something that already exists. Redesigning on a design work will be executed if there is repositioning of the marketing target, the packaging design is deemed less representative, the packaging design is deemed less ergonomic and many other factors. Meanwhile, the term repositioning used in this proposal refers to the notion that a product undergoes a change in market segmentation.

Ariano in his journal entitled *The Effect of Rebranding and Repositioning on the Brand Equity of Microsoft Lumia Smartphones* conducted a study by distributing questionnaires to 175 respondents. The criteria of the respondents are Lumia brand users since the Nokia brand era. The data processing method is a structural equation model aiming to analyze the relationship between each research variable. The study found that rebranding has no effect on brand equity in the condition that a brand has a positive perception for consumers. Furthermore, repositioning can have a direct effect on brand equity.

Widjaya, Yuwono and Mardiono (2016) designed the packaging design for the Ganep brand of roti kecil snacks. Ganep's small biscuit is a typical souvenir of Surakarta. This company has been established since 1881. Their flagship product is *roti kecil* (small biscuits). Based on the research done by the researcher, the *Roti Kecil* was first coined by the Ganep Company. The problem raised is that the visual differences in the packaging design cannot represent the consumer's perception that the bakery product comes from Surakarta. Thus, the researchers made a design to redesign the Ganep brand snack packaging that meets the packaging standards, concepts and has a good brand.

Packaging Design Improvement or product package redesign of Brownies biscuit by Pulungan, Hastari, and Dewi (2019) using Quality Function Deployment method (QFD) in the Canggih Fully SMEs. The problems raised in this study are the shortcomings of existing packaging designs such as unattractive, poor packaging design materials that cause the product to break easily and customers are hesitant to purchase the product. In addition, Canggih Fully SMEs has a vision to expand the market segmentation. Therefore, QFD was carried out to find the market's need for packaging design. Based on these findings, the packaging is designed according to the aesthetic elements and market needs.

An important element in selling a product is the message conveyed on the packaging design so that potential buyers make a purchase, therefore Donida,

Prastawa and Mahacandra (2019) (8) carried out a packaging design for Carica products using the Kansei Engineering concept and the Kano Model and conjoint analysis. Kansei engineering theory makes it easier for this research to determine the aspects that consumers behave when they want to make a purchase at Carica. The non-significant aspect is considered inappropriate to be applied as a Carica packaging design concept. Furthermore, various aspects of packaging that consumers want to feel will be linked to the design using conjoint analysis. So this research concludes that the packaging design to be devised is in the form of a box and made of glass, has a label with a fruit picture and has an orange color tone.

Based on several previous articles, there has been no article reviewing the topic of redesign and repositioning in a food souvenirs packaging design process. Therefore, the topic of redesign and repositioning on the packaging design becomes an innovation or novelty in the Visual Communication Design discipline.

## **MATERIALS AND METHOD**

The research used qualitative method. According to Saldana (2011) qualitative research is an umbrella for a broader and diverse approach in order to study life or natural social events.

### **A. Approach**

There are several stages of Design Thinking as stated by (Brown, 2008). Processes with the design thinking method will yield products that can be and sold use the most advanced technology. This method combines the needs of the user or consumer with an updated design, a modern design. Consequently, design thinking method is used to make a product packaging "*Ikan Kayu Cap Kapal Tsunami*".

The research object is packaging design of "*Ikan Kayu Cap Kapal Tsunami*" packaging. The visuals displayed on the packaged product do not bolster the high purchasing power of the product. So, there is a need for redesigning the packaging of "*Ikan Kayu Cap Kapal*" product.

### **B. Data Collection Technique**

Data collection was carried out through two methods, namely observation and interviews. The interviews conducted were semi-structured interviews that allowed exploration of questions during the interview.

### **C. Data Analysis Technique**

The research used analysis of design thinking initiated by Brown (2008) through several stages, namely emphasize, define, ideate, prototype, and test.

- a. Emphasize  
In the emphasize stage, to solve the problem of “Redesigning and Repositioning the Product Packaging of *Ikan Kayu Cap Kapal Tsunami*”, this needs an approach to collect the data on the consumer desire itself. Consequently, it needs direct interviews.
- b. Define  
After obtaining the data, then the next stage is the analysis and synthesis. This stage aims to identify the problems found. So, this will provide assistance in solving the problem, i.e. through repositioning and redesigning.
- c. Ideate  
This stage aims to generate various kinds of ideas; ideas will be accommodated as much as possible to solve problems that have been identified previously. Furthermore, there needs to be a testing of ideas to find the most appropriate way to solve the problem or examine what the description of the planned packaging form is, what materials used are, considering durability so that the product is maintained with the new packaging designed.
- d. Prototype  
At this stage, before printing the packaging design in large quantities, it is necessary to have a prototype to see the feasibility of the design results. At this stage, there are limitations in testing where it focuses on the analysis of the suitability of the results obtained and the planned. This prototype can be tested in the team itself, or to others.
- e. Test  
This stage is a process of improvement through various correspondents or the public or consumers directly, it can be said that this is the stage of testing feasibility as a whole both in terms of the visual form of the packaging, simplicity, durability, function, convenience, usefulness of the packaging made. This evaluation data will be obtained both directly or indirectly from consumers who make transaction in Mrs. Fauziah's business.

## **FINDINGS/RESULTS**

### **A. Data Collection Result**

The researcher conducted an observation on the packaging of *Ikan Kayu Cap Tuna* in terms of material and layout, did survey to foreign tourist and carried out interview with the owner as well as the founder UD. Tuna which produces *Ikan Kayu Cap Tuna*. The data collection has been conducted from March 2021 to July 2021. The data were collected through observation, interview, and questionnaires. The observation conducted by discussion with the owner and the research assistant.

Interviews according to Soewardikoen (2019) are conversations with the aim of extracting thoughts, concepts, personal experiences, opinions or views of the informants. Moreover, interviews were also conducted with the aim of obtaining information from sources about events that could not be observed or inspected by the researcher itself, especially regarding events or phenomena in the past. Interviews were conducted with the owners of UD. Tuna to get an overview of verbal and visual data. The survey was done online to foreign tourists.

The results of data collection were categorized into several criteria, namely (1) product characteristics, (2) packaging design characteristics before redesigning and repositioning, (3) characteristics of tourists visiting Aceh.

#### 1. Product Characteristics

The products produced by UD. Tuna as a whole are mainly derived from marine products, including Tuna which is processed by cutting and drying so that local people call it *ikan kayu* (Bonito flakes). The *ikan kayu* (Bonito flakes) need to be processed or cooked again so that it can be consumed. Seeing the opportunity that the people of Aceh in particular always bring food supplies during the pilgrimage, the *ikan kayu* (Bonito flakes) is cooked into Aceh's special food, namely Keumamah which lasts up to 3 months using plastic bottles. Several products from UD. Tuna and their characteristics will be described as follow:

##### a. *Ikan kayu* (Bonito flakes)

*Ikan kayu* (Bonito flakes) is made of Tuna dried naturally by sun drying. The shelf life of this *ikan kayu* (Bonito flakes) can last one year if stored properly. The fans of this *ikan kayu* (Bonito flakes) are generally people of Sumatra Island.

##### b. Keumamah

Keumamah is a typical Aceh dish made from *ikan kayu* (Bonito flakes) and given natural spices and cooked for a long time so that if it gets proper storage, it can last up to one year. Mostly consumers or enthusiasts of this keumamah cuisine are Acehnese. The foreign consumers who have made several orders to UD. Tuna were from Malaysia.

##### c. Shredded Fish

Shredded fish is an innovative product from UD. Tuna made from cooked and seasoned tuna. This shredded fish is a type of dry food that can last up to 6 months.

#### 2. Packaging Design Characteristics Before Redesigning And Repositioning

The three flagship products i.e. *Ikan kayu* (Bonito flakes), Keumamah and Shredded Fish, have various packaging. The layout design of those three products used the same color tone that is warm colors especially red and yellow.

a. Packaging Design of *Ikan kayu (Bonito flakes)*

*Ikan kayu (Bonito flakes)* are provided in two types of packaging i.e. 250 grams and 150 grams. Both of these packages are made of duplex paper. The designs of these two packages have the same characteristics in terms of the use of illustrations, typography, layout and product information on the packaging. The illustration on this package is a photo of a ship that was stranded on a house due to the 2004 Tsunami. UD. Tuna production house and outlet are located in front of the ship location. Furthermore, there are photos of tuna that are still not cooked. The typography contained in this package consists of 5 types of fonts with two types of font families, namely Serif and Sans Serif. They have variety of font colors such as white, black, yellow and green. The background used in the old packaging is dominated by warm colors, mainly red and yellow.

b. Packaging Design of Keumamah

The packaging design for Keumamah products has a different shape from wooden fish. The basic material of this packaging design is a jar (bottle). A packaging label made of sticker paper with an illustration design in the form of photos of fresh tuna fish and ships. Typography consists of three types of fonts and two font families, namely Serif and Sans serif. Font colors are blue, black, white and yellow.

c. Packaging Design of Shredded Fish

The shredded fish are packaged in bottles that are larger than the packaging for Keumamah. The label used in principle is the same as that applied to the Keumamah bottle, which is made from sticker paper. Typography consists of three types of fonts and two font families, namely serif and sans serif. Font colors are blue, black, white and yellow.

## B. Data Analysis

After the data collection has been accomplished, it is necessary to analyze the data. It has a purpose to produce a comprehensive picture for redesigning and repositioning the packaging. According to Endraswara (2012) at the data analysis stage it is required to be able to produce a clear cultural concept. Therefore, the data analysis method is VIEW, namely Visibility (visual appeal), Information (product information), Emotional Appeal (attraction to buy) and Workability (storage and manufacture).

Based on the results of observations, interviews and surveys, it form a basic concept of the packaging design to be designed. The concept of the redesign is to change the overall layout while maintaining the color tone of the initial packaging design so that customers can still recognize UD. Tuna products. The basic packaging

design materials for *Ikan kayu (Bonito flakes)* and Keumamah products use the same material, namely Duplex paper. This paper was chosen since it took into account the availability of materials in Aceh so that UD. Tuna would not have difficulty printing the packaging in the future.

The concept of Repositioning for all product packaging is to expand the target marketing segmentation. If you look at the old packaging, it only uses Bahasa. However, the new packaging uses two languages, Bahasa and English. The determination of this language is intended to expand the segmentation reach of foreign tourists visiting Indonesia in order to understand the product from its packaging.

## **DISCUSSION**

### **A. Creativity Process**

Creative process of redesign and reposition of product packaging of UD. Tuna refers to the design thinking process with minor modification as what happened in the field. There are 8 stages in designing the redesign and repositioning of product packaging of UD. Tuna, namely Problem Determination, Observation, Brainstorming, drawing basic sketches or illustrations, determining packaging patterns (packaging patterns), digitizing illustrations of designed patterns (digital packaging), designing mock up packaging and printing prototypes.

#### **a. Problem determination**

According to Moenadir (2011) a problem is consider as questions that must be answered by a reasonable or logical decision and researchable. An appropriate problem determination is the first thing required before carrying out the next design process. To solve problems through creative solutions, Lawson (2007) [4] illustrates that design problems can be hierarchically organized so that obtaining a pattern or problem mapping. The problem derived from the results of the analysis of UD Tuna's product packaging design is a visual problem. This visual problem is found in the illustration of a picture of a ship that was stranded on a house due to the Tsunami in 2004. This photo has philosophical and historical value, yet when placed in food packaging it does not meet aesthetic standards because there is no element of unity and harmony. Moreover, the overall design used by UD Tuna does not contain design principles i.e. unity, balance, rhythm, emphasis, proportion and harmony.



b. Observation

Achmadi (1997) defined observation as a data collection technique carried out through a monitoring accompanied by recording the state or behavior of the target object. In this study, the researcher made the following observations, observation of packaging design materials, observation of UD. Tuna and observation of packaging layout designs. Based on the results of observations obtained the following results:

1. Packaging material observation

The packaging material used for *ikan kayu (Bonito flakes)* is made of Duplex paper with 120 grams of thickness. While the material for shredded and also Keumamah is made of finished packaging in the form of bottles with two different sizes.

2. Packaging layout design observation

The packaging layout design consists of two primary colors, namely warm colors, red and yellow. The illustration contained on the packaging is a photo of the area where the UD was built. The photo depicts a ship that was stranded on top of a house due to the Tsunami disaster in 2004. The location nowadays is known as the floating ship or Kapal Apung in Bahasa. The location is also one of the tourist destinations in the Banda Aceh City.

3. UD. Tuna observation

UD. Tuna managed by Mrs. Fauziah is located in Banda Aceh City on Jalan Kenari, Lampulo, Kuta Alam District. There are two places in the location, one is a production site and the other is an outlet to sell UD. Tuna products and other souvenir products. The UD. Tuna outlet is located right in front of the building which there is a ship stranded due to the Tsunami on the building. These building and ship are the illustrations of each UD. Tuna product packaging.

c. Brainstorming

The application of brainstorming in this design is the exploration of ideas for visual concepts and printed concepts in the form of prototypes for the three product packages of UD. Tuna. This brainstorming process involved Mrs. Fauziah as a business owner. This is because Fauziah understands well the market segmentation of UD. Tuna and also understand better of the vision and mission of UD. Tuna in the future. The results of the brainstorming discussion are visualized through the rough sketch as follows.

d. Basic sketch/illustration

The sketch for the UD. Tuna packaging design was visualized according to the results of the brainstorming, namely using the same marker in the form

of a ship that was stranded on a house. However, the illustration is more pop-surreal style because the visual elements are explored again to produce a simpler and more attractive form. Referring to the visual packaging design that was previously contained fresh tuna visuals, so that the new packaging illustration of tuna is depicted on a ship to obtain an element of unity.

e. Packaging pattern

Making the packaging patterns is adjusted to the concept of packaging design forms. *Ikan kayu (Bonito flakes)* products and shredded fish use almost the same size and pattern as the previous packaging. As for the other packaging, they use pet cans. So, the packaging design is slightly different from the old packaging in terms of size and pattern.

f. Digitization of packaging

Digitization of packaging is the process of combining packaging patterns and sketches that were originally drawn manually using pencil and paper and converted into digital form using Adobe Illustrator (AI) software. In this digitization process, the time required is longer than other processes, because this process is the core process of designing the packaging design. Considerations to the digitizing are guided by six design principles, namely unity, balance, rhythm, emphasis, proportion and harmony.

g. Mock up packaging

The packaging mockup denotes a 3D display of the design of each package starting from cardboard packaging, *ikan kayu (Bonito flakes)*, Keumamah and also shredded fish. The purpose of making a mock up is to get a real visual of the application of the design on the packaging. Furthermore, it also can be used as a pilot design when printing prototypes or packaging.



Picture 1: Some photos before redesigning packaging



Picture 2: Some Mock Up packaging design after redesign

## CONCLUSION

There are seven steps to redesigning product packaging of UD. Tuna: Problem determination, Observation, Brainstorming, Basic Sketch/illustration, Packaging Pattern, Digitalization of Packaging, Mock Up Packaging . These steps was developed from the design thinking scheme. The visual concept illustrate the place after tsunami disaster that located near the UD Tuna Production. This can be an unique icon of its product and has deep philosophy. Thus, a disaster can be an object of ilustration in the packaging design.

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