

CREATIVE COFFEE PACKAGING TECHNICAL + AESTHETIC

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Abstract: In creative industry era today, packaging needs to do much more than protecting the product its contains, beside protecting, packaging must preserve and promoting its contains. Packaging will represent one item among many thousands displays on a generic shelving. As a designer we need to take different approaches to creating branded packaging for a product. Many of the local Indonesian industries now didn't do a lot to facing these situations. We all know that Indonesian coffee bean is one of the best coffee in the world. Now, we face a lot of coffee products with outstanding packaging, but when we see our local coffee packaging it will soon displace by import product just because it cannot compete the visual packaging. By collecting, analyzing local coffee packaging samples, and make recommendations for the visual (layout, color, typography, illustration nor photos) hope will give contribution to Indonesian coffee industry.

Keywords: packaging, display, brand, visual, aesthetics, creative

Introduction

A day without a cup of coffee make your live so mellow, that how we rarely hear in coffee lover society. As one of the largest coffee producing country, Coffee is no stranger to the people of Indonesia. In Indonesia, coffee was first brought in by the Dutch, since that's Indonesian coffee became Dutch one of seed trade commodities to be exported to Europe. Java coffee became very popular in Europe, do not be surprised if the VOC monopolize the coffee trade at the time.

Indonesia coffee has a pretty good quality, coffee-producing areas in Indonesia are also quite numerous, from Sumatra, Java, Bali, Borneo, to New Guinea. This type of coffee is pretty much cultivated in Indonesia are varieties of Arabica and Robusta. Apart from that, the ground varieties in each region the coffee producers are very influential on the taste of the coffee itself.

To make quality coffee required a long process, one of the most important is the packaging technique. For decade, Packaging functions just as a device to protect and making good easier to carry. Nowadays Packaging encounter significant changes, especially facing the intense competition between coffee producers. Design become important item to attract the consumer impressions. Attractiveness of the packaging will affect either to consciously or unconsciously to the consumer action. The packaging designer must ingeniously think how to achieve the packaging goal, which is product selling.

According to Hermawan Kartajaya (1999), aesthetic have an important role in marketing. First, aesthetic will build the consumer's loyalty. Second, aesthetic also can be the reason for the companies to set the premium pricing. Third, aesthetic also become most important differentiator for brand competition. Viewed to the local Indonesian coffee manufactures, many local manufactures not considered the packaging design which is the face of the product. Most of the manufactures not realized that the aesthetic of packaging design can be the point of differentiation and be one of the powerfull tools to compete.

Consumer consider to buy either for daily need or for gift especially when the visiting new areas. As one of the largest coffee producing areas in Sumatra, it possible that the visitor want to taste the coffee and buy for gift. From survey, it was found that for consumer packaging is one of the important factor after pricing. Good packaging can be an effective advertising in short time and can influence the purchasing decisions. Respondents also give positive response and able to pay more for coffee product with attractive packaging.



Figure 1. Sumatra Pagar Alam Coffee Packaging. Pagar Alam is well known as one of the biggest coffee producing in Sumatra.
<http://www.agusmulyadi.com/2012/11>

Method

In addition to maintain the aroma, quality and flavor the coffee. Apart of aesthetic factor packaging also aims to extend the storage time. A good coffee packaging should able to maintain the conditions airtight and prevent coffee from oxidation. The discussion of the Indonesian Coffee packaging will divided into two. In term of technique and of design (aesthetic). The coffee origins is from Sumatra, two coffee packaging sample from local manufactures, and one from international manufacture for the comparison.

COFFEE PACKAGING TECHNIQUE

a. Coffee packaging materials

To package the coffee there are some materials that can be used (Edy, 2011:152). In addition to the material, an important thing must noted is its own the type of the coffee processed (Edy, 2011:152-155) :

Table 1. Packaging material that fits to the coffee type

| No | Processed coffee | Material | | | | | |
|----|-----------------------|----------------|-----|---------|-------|-----------|-------|
| | | Aluminium foil | Can | Plastic | Paper | Aluminium | Glass |
| 1 | Coffee Beans | | | | | ✓ | ✓ |
| 2 | Ground Coffee | | ✓ | ✓ □* | ✓ □* | ✓ | ✓ |
| 3 | Instant Coffee | ✓** | | | | | |
| 4 | Mix Coffee | ✓ | | | | | |
| 5 | Ready to drink Coffee | | | ✓*** | | | ✓ |

* plastic with aluminium inside **thick aluminium foil *** lower class ready to drink coffee

b. Coffee packaging treatment

Some special treatment on coffee packaging are :

- Store in packaging with freshness valve
- To be vacuumed after filling the coffee into the packaging.
- Silica gel (food grade) on coffee packaging.



Figure 2. Freshness valve and vacuumed packaging

DESIGN

a. Packaging design

Chapter VIII verses 97 of UU Pangan (law of food) year 2012. According to verses 97 paragraph 3, a good label contains at least information on: (www.bpkp.go.id, 2014)

- Product Name
- Ingredients
- Weight
- Manufactured/imported by and company address
- Halal (for some product)
- Date and Production code
- Date, month, year expired
- Number of marketing authorization for processed food
- The origins of some food ingredients.

b. Typography

Typography is one of packaging communication tools. It must be able to communicate clearly (clarity and powerful), and can be read easily (legibility). In packaging design, typography is the main element that is used to communicate the name, function, and the fact the product to consumer. Typography for packaging design must be based on four conditions :

- Can be read easily from a distance.
- Designed to scale and form three-dimensional structures.
- Can be understood by people of diverse cultural backgrounds.
- Reliable and informative in communicating product information. (Marianne & Sandra 2006:87-92).

c. Color

Colour is an essential part of branding and establishing the brand statement. Colour decisions have to take into account the colours used by competitors and whether the aim is to fit in or stand out. The power of colour is important for brand recognition as consumers often use it as a short

cut when purchasing products. (Gavin, 2011:106-107)

Many product easily indentify from its color. Unique color use as packaging design, will make consumer easily related to the brand.

Here some color fuction for packaging :

- Identification
- Attractive
- Psychological effect
- As Image
- Consumer purchasing encourage.
-

d. Illustration and photography

Illustration and photography is one important element that is often used in packaging (Iwan, 1999: 32). Both of these illustration or photography regarded as a universal language that can penetrate barriers of language and words.

Illustration and photography can delivering message faster and effective than words. It easier for produsen to memantapkan their product image by using illustration or photography.

Illustration and photography functions on the packaging:

- Draws attention
- Highlighting product features
- Attractive
- Persuasive
- Explain a statement
- Creating a distinctive atmosphere
- Highlighting the brand or slogan displayed

There is many type of illustration

Illustration as product image, as decorative, and for instructional. As instructional image illustration show us how to open, close, use, prepare, and store the product

Result

1. Coffee Brand : Sariko

Focused to Sumatran Coffee, picked randomly 3 packagings from 3 different brands:

Coffee Brand :Sariko



Figure 3. Sariko packaging

Table 2.Sariko packaging result

| Technical | | | | |
|---|---|--|---|-----------------------|
| Coffee Processed type | Coffee Packaging Materials | Packaging Treatment | | |
| | | Freshness Valve | Vacuumed package | Food grade silica gel |
| Ground Coffee | Plastic, no aluminum inside | no | no | no |
| Design | | | | |
| Packaging design items | Typography | Color | Illustration/ Photography | |
| <ul style="list-style-type: none"> - Date and Production code - Date, month, year expired not available - Number of marketing not available authorization for processed food | <ul style="list-style-type: none"> - Can be read easily from a distance. - Can be understood by people of diverse cultural backgrounds. | <ul style="list-style-type: none"> - Using Yellow color as main color that is quite attractive - Yellow cannot associate to the color of coffee. - Its not ordinary using red for the image of coffee | <ul style="list-style-type: none"> - Using coffee beans illustration. The illustration not clearly show the shape of coffee beans. | |

2. Coffee Brand : Kopi Bubuk cap 1



Figure 4. Kopi Bubuk cap 1 packaging

Table 3.Kopi Cap 1 packaging result

| Technical | | | | |
|-----------------------|-----------------------------|---------------------|------------------|-----------------------|
| Coffee Processed type | Coffee Packaging Materials | Packaging Treatment | | |
| | | Freshness Valve | Vacuumed package | Food grade silica gel |
| Ground Coffee | Plastic, no aluminum inside | no | no | no |
| Design | | | | |

| Packaging design items | Typography | Color | Illustration/ Photography |
|--|---|---|--|
| <ul style="list-style-type: none"> - Date and Production code not available - Date, month, year expired not available - Number of marketing authorization for processed food not available. | <ul style="list-style-type: none"> - Using readable typography type for logo - All text Using uppercase letter, its made the information difficult to read - The quality of the print not quite good, it made some text lost | <ul style="list-style-type: none"> - Using orange color that quite eye-catching - Color does not associate to the product | <ul style="list-style-type: none"> - There was a doubt about the originality of the ornaments that used in packaging. |

3. Coffee brand : Starbuck (Sumatra coffee)



Figure 5.Starbucks Sumatra coffee packanging
Table 4.Starbucks Sumatra coffee packanging result

| Technical | | | | |
|---|--|---|--|-----------------------|
| Coffee Processed type | Coffee Packaging Materials | Packaging Treatment | | |
| | | Freshness Valve | Vacuumed package | Food grade silica gel |
| Coffee beans | aluminum | Yes | yes | no |
| Design | | | | |
| Packaging design items | Typography | Color | Ilustration/ Photography | |
| <ul style="list-style-type: none"> - All available | <ul style="list-style-type: none"> - The type can be read easily from a distance. - Can be understood by people of diverse | <ul style="list-style-type: none"> - Using dark color such as dark brown that stand for “Dark roasting type”, - Indicates almost no | <ul style="list-style-type: none"> - Tiger illustration that well known as Sumatran icon. - The tiger also stand for | |

| | | | |
|--|---|--|---|
| | cultural backgrounds. - Reliable and informative in communicating product information. | acidity and Full-bodied with a smooth mouthfeel - Using yellow and white for illustration color make this packaging more attractive | revealing bold flavors that many us of us can't live without. |
|--|---|--|---|

Conclusion

Most of the local Indonesian coffee producers, coffee producers in particular the lack of attention to both technical and aesthetic of their packaging. Compared with the coffee company has been establish as starbucks very proper attention both technically and aesthetically packaging. Indonesian local coffee producers have to improve if it wants to compete with the big coffee producers. Without doubt the quality of the coffee that is owned, with more attention to the technical and aesthetic packaging, in addition to an increase in the price of a local coffee definitely be able to win the hearts of buyers.

For Sariko and kopi cap 1 they must replace their coffee packaging materials, equip their packaging with freshness valve. For design, both of them must consider to think creatively how their packaging designs will appealing visually. Using correct color that generates Psychological effect how their coffee hint and of course show the product uniqueness and think carefully about the illustration they will use.

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