

The Effect of Packaging Design on the Improvement of MSME Brand Value Using the Pre-test and Post-tests Methods

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ABSTRACT

Indonesia is a country that is full of foods processed by local plants, such as cassava, potatoes, etc. This has triggered the growth of micro, small and medium enterprises (MSMEs). In various existing studies, the growth of MSMEs alone is sufficient to help the country's economic growth and MSMEs are one of the sectors that are able to withstand various shocks to the economic crisis. It can be seen from several studies that MSME business actors are less concerned with product marketing strategies. The constraints of food MSME products in increasing competitiveness in the form of packaging that are not yet good are widely described in existing research. The involvement of the government and universities in economic activities, especially home industries, will have a major impact on increasing creativity and innovation, especially in packaging. Based on this explanation, a study was conducted to evaluate the use of packaging designs to increase the value of Indonesian local processed products. The research will use a quasi-experimental design with a pre-test-post-test one group design approach. The research data were drawn from 100 respondents in the Jakarta area and the results of the evaluation showed that packaging influenced the assessment of the product.

Keywords: MSME, packaging design, brand value.

1. INTRODUCTION

Indonesia is known for its biodiversity, this has triggered the growth of various types of processed snacks from typical Indonesian plants such as potatoes, cassava, etc. The development of the food industry has certainly spurred the emergence of various Micro, Small and Medium Enterprises (MSMEs) in various regions, and one of them is in the city of Jakarta. In various existing studies, the growth of MSMEs alone is sufficient to help the country's economic growth and MSMEs are one of the sectors that are able to withstand various shocks to the economic crisis [1]. The Ministry of Cooperatives and SMEs of the Republic of Indonesia reports that collectively, MSMEs absorb around 97% of the national workforce, while Large Enterprises absorb around 3% of the total national workforce. In the Processing Industry (manufacturing) category, there are around 3.4 million MSME players [2], the majority of which are engaged in 5 Industrial fields, the food and beverage category is the highest at 44.9%. MSME products have good taste and quality, but these products are still unable to compete with large industrial products and foreign products.

Capital problems are not the only obstacle for processed products of MSMEs. It can be seen from several studies that MSME business actors are less concerned with product marketing strategies. The constraints of food MSME products in increasing competitiveness in the form of poor packaging were also presented in the Study on Analysis of UMKM Problems in Sragen Regency (2014). MSME actors often think that packaging with a design requires a high price and lack of knowledge about branding management so that it feels complicated to do.

MSMEs tend to forget about the attributes of packaging, which is one of the fastest and most appropriate promotional tools for a product. In marketing science, it is also stated that packaging design is the product charm, because packaging is indeed at the final stage of a production flow process which is not only to attract the eye (eye catching) but also to attract the user (usage attractiveness). Then, packaging also conveys the distinctive value of a product. Packaging also acts as a tool for differentiation and helps consumers to decide products from a variety of parallel products, and packaging also stimulates customer purchasing behavior

[3], [4]. Certain shapes, colors, sizes and textures naturally influence consumers to respond positively, while others evoke negative reactions. Visuals on packaging directly affect the quality of food products perceived by consumers and brand preferences [5], [6]. Through design in a package, we can increase the added value of a product not only as a main function but as a supporting element of brand value or branding [7].

Nowadays, Indonesia has gained a good national income contribution from the creative industries [8]. The involvement of the government and universities in economic activities, especially home industries, will have a major impact on increasing creativity and innovation, especially in packaging [9]. Based on this explanation, a research will be carried out to measure the effect of the use of packaging design from the visual appeal and functional appeal of local processed products, namely cassava chips, to increase the value of Indonesian local processed products. The research will use a quasi-experimental design with a pre-test-post-test one group design approach. So, it is hoped that in the future this research can increase the competitiveness of Indonesian MSME products.

2. LITERATURE REVIEW

Kotler and Armstrong define "packaging involves designing and producing the container or wrapper for a product" which means that the packaging process involves designing and producing activities, the main function of the packaging itself is to protect the product so that the product is maintained in quality [3].

Hermawan Kartajaya, an expert in the field of marketing said that technology has made packaging change function, people used to say, "packaging protects what it sells [10]." Now "packaging sells what it protects." In other words, the packaging is no longer a protector or a container but must be able to sell the products it packs. The functional development of packaging does not stop there. Now the packaging has functioned as a communication medium. Packaging can also function to communicate a certain image. By looking at the very important function of packaging, the functional concept of packaging must cover the entire marketing process from product concept to final use.

Packaging can be defined as all activities designing and producing a container or packaging or packaging of a product. Packaging includes three things, namely the brand, the packaging itself, and the label [11].

There are three main reasons for wrapping, namely:

a. The packaging meets the safety and expediency requirements. Packaging protects the product on its way from producer to consumer. Packaged products are usually cleaner, more attractive, and more resistant to weather-induced damage.

b. Packaging can carry out marketing programs. Through packaging, product identification becomes more

effective and by itself prevents exchange by competing products. Packaging is the only way companies differentiate their products.

c. Packaging is a way to increase company profits. Therefore, the company must make the packaging as attractive as possible. With an attractive packaging, it is expected to attract and attract the attention of consumers. In addition, packaging can also reduce the possibility of damage to goods and facilitate delivery.

Generally, the purpose of packaging design is specific to each particular product or brand. Packaging design can be directed to:

1. Displays the unique attributes of a product.
2. Reinforce the aesthetic appearance and value of the product.
3. Maintaining uniformity in product brand unity.
4. Strengthening the distinction between product lines and product lines.
5. Develop different forms of packaging according to categories.
6. Using new materials and developing innovative structures to reduce costs, be more environmentally friendly, or increase functionality [12].

In packaging design, the basic principles of design are tailored to meet the objectives of each design task. This guide helps define how color, typography, structure, and imagery are applied in a design layout to create the right sense of balance, intensity, proportion and appearance. This is what makes design elements form the communicative attributes of a packaging design [13].

There are many variables that influence how and why packaging design attracts consumers. Consumer researchers spend a great deal of time analysing these variables. From a purely design perspective (shifting other marketing variables such as price, location, and brand loyalty) there are essential elements that capture consumers' attention very well and break through the visual crowd in retail competition [12].

The five main elements of a packaging are:

- Color.
- Physical Structure or Form.
- Symbol / image.
- Typography.
- Layout

The attractiveness of the packaging can be classified into 2 (two) visual appeal (aesthetic) and practical (functional) appeal. Visual appeal refers to the appearance of the packaging that includes graphic elements (color, shape, brand / logo, illustrations, fonts / typography, layout). All of these graphic elements are combined to create an impression to provide optimal visual appeal. A good design must be able to influence consumers to give a positive response without realizing it. In this case, it can be ascertained that there is a certain

attraction that affects consumers psychologically without realizing it. Visual attractiveness can be said to be related to emotional and psychological factors [7].

Practical appeal is the effectiveness and efficiency of a package aimed at both consumers and distributors. For example, for easy storage or product display. Some other practical attractions to consider include:

- Can protect the product
- Easy to open or close again for storage
- Suitable portions for food / beverage products
- Can be reused (reusable)
- Easy to carry, carry or hold
- Make it easier for users to finish their contents and refill them with types of products that can be refilled [10].

Based on Law no. 20 of 2008, the definition of Micro, Small, and Medium Enterprises is as follows:

1. Micro Business is a productive business owned by an individual and / or an individual business entity that meets the criteria of a Micro Business. Micro Business Criteria are as follows:

- Have a net asset of not more than Rp.50,000,000.00 (fifty million rupiah) excluding land and buildings for business premises; or

- Have annual sales results of not more than Rp. 300,000,000.00 (three hundred million rupiah).

2. Small Business is a productive economic business that stands alone, which is carried out by an individual or business entity that is not a subsidiary or branch of a company that is owned, controlled or is part of either directly or indirectly from a Medium or Large Business that meets the criteria. Small business. Small Business Criteria are as follows:

- Have net assets of more than Rp.50,000,000.00 (fifty million rupiah) up to a maximum of Rp. 500,000,000.00 (five hundred million rupiah) excluding land and buildings for business premises; or

- Have annual sales revenue of more than Rp. 300,000,000.00 (three hundred million rupiah) up to a maximum of Rp. 2,500,000,000.00 (two billion and five hundred million rupiah).

3. Medium Business is a productive economic business that stands alone, which is carried out by an individual or a business entity that is not a subsidiary or branch of a company that is owned, controlled, or is a part, either directly or indirectly, with a Small or Large Business with total assets. net or annual sales proceeds as regulated in this Law. Medium Business Criteria are as follows:

- Have a net worth of more than Rp. 500,000,000.00 (five hundred million rupiah) up to a maximum of Rp. 10,000,000,000.00 (ten billion rupiah) excluding land and buildings for business premises; or

- Have annual sales revenue of more than Rp. 2,500,000,000.00 (two billion five hundred million

rupiah) up to a maximum of Rp. 50,000,000,000.00 (fifty billion rupiah).

In the development of the national economy in Indonesia, the main priority is Micro, Small and Medium Enterprises (UKM). MSMEs are the pillars of the nation's economic growth so far. Through entrepreneurship, MSMEs play a very important role in reducing unemployment, providing employment, reducing poverty, increasing welfare and building national character.

Based on the exploration of the scientific literature that has been carried out, it can be found that several previous studies have discussed research that calculates the effect of product packaging design on consumer purchase interest. Based on the research of The Influence of Visual Packaging Design On Perceived Food Product Quality, Value and Brand Preference, the empirical results show that attitudes towards visual packaging directly affect the perceived quality of food products by consumers and brand preferences. Perceived quality of food products also directly and indirectly (through product value) affects brand preferences [5].

In the study of Impact Of Product Packaging on Consumer's Buying Behaviour, this study it was found that with packaging, increased sales and market share can increase and reduce promotion and market costs. Packaging is considered to be able to attract consumer attention to certain brands, improve image, and stimulate consumer perceptions of the product [4]. Good packaging will increase the product sale value 40% - 100% from the initial price. The Role of Graphic Design in MSME Food Product Labels and Packaging study show Graphic display that has aesthetic value and contains sufficient information to represent the product being offered. Graphic design on labels and packaging establishes personal contact between producers and consumers and creates a certain psychological effect on the individual. Elements that include color, text and visual elements are elements that complement each other in shaping consumer perceptions of a product.

Packaging can grab consumers' attention for a few seconds, therefore the visual hierarchy that needs to be considered is the visibility of the brand, distinctive colors, and unique illustration elements [14]. Labelling, Packaging and Marketing Strategy for Home Industry Products Research, show qualitative research that looks at the phenomenon of applying labelling, packaging and marketing strategies to home industry products [9]. There are differences that significant between the pre-test results. and post-test levels. Knowledge on both groups and elections packaged foods in the personal education group. However, there is no significant difference in the selection of packaged foods. pre-test results and post-test in the lecture group. There is a difference. results. post-test level knowledge and selection of packaged foods between the two group after being given nutrition education. It all based on Knowledge of Nutrition Facts and Selection of Packaged Foods for Obesity Students

between Personal Education Methods and Lectures Research [15].

3. RESEARCH METHOD

The research procedure was a quasi-experiment with a pretest-posttest one group design. This research will go through several stages starting from the need assessment and modelling. This study uses a quantitative method for data retrieval and analysis. The data were obtained by distributing questionnaires on purposive sampling in one group. The variable is measured once before being given the treatment; in this case the product has not been packaged properly. Then the same group will be given new treatment and then given the same questionnaire. The results of the evaluation can provide information about the elements that function properly in packaging so as to increase the value of the packaged product.

The research instrument used in this study was a questionnaire. The research instrument is a data collection tool used to measure observed natural and social phenomena [16]. Thus, the use of research instruments is to find complete information about a problem, natural or social phenomenon. The instrument used in this study was intended to produce accurate data by using a Likert scale.

In this study, researchers used a questionnaire or questionnaire instrument with the following scores:

1. SS: Strongly agree. Given a score of 5
- 2.S : Agree Awarded a score of 4
- 3.RG: In doubt, scored 3
4. TS: Disagree. Score 2
5. ST: Strongly disagree. Given a score of 1

Data collection is rigorous, data sources are well defined, data required is clear, sample is relatively large, selected objectively so that results can be generalized, clear procedures are carried out, quantitative data analysis, conclusions/ recommendations tend to be final. The results of the data collected will be tested using the SPSS (Statistical Package for the Social Sciences) measuring instrument which is used to measure the validity, reliability, significance, and magnitude of the influence of each variable in the study.

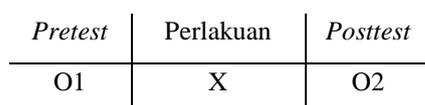


Figure 1 Research Design

Information:

- O1 : The pretest value (before being given treatment).
- O2 : Post-test value (after being given treatment).
- X. : Treatment of the tested respondent group

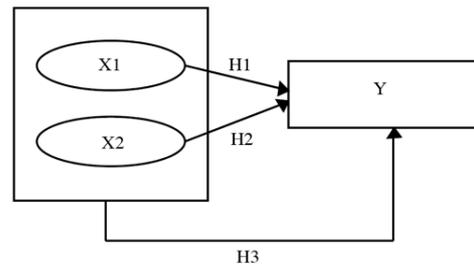


Figure 2 Research Model

Based on paradigms model that shown on figure 2, then retrieved structure equations as the following $Y = \alpha + \beta_1X_1 + \beta_2X_2 + e$, where X1 is aesthetic aspects of packaging , X2 is functional aspects of packaging and Y is brand value, “p” is line coefficient value and “e” is indicator error value [17]. Referring to the phenomena, theories and concepts that have been discussed as well as the analysis of the model line, then it can be formulated the hypothesis of the research are as follows: H1: Aesthetic aspects of packaging influenced brand value partially H2: Functional aspects of packaging influenced brand value partially H3: Aesthetic and functional aspects of packaging influenced brand value simultaneous.

4. RESULT

Age of participants, male (56) and female (44), ranged from 17 – 35, with 28% of participants aged from 17-20, 34% (21 -29), and 38%. In addition, 35 % participants resided in North Jakarta, 25% in West Jakarta, 18% in Central Jakarta, 12% in South Jakarta, and 10% in East Jakarta. Table 1 shows the demographic characteristics of participants in detail.

Table 1 Demographic characteristic of participants

| Demographic variable | Category | Frequency |
|----------------------|-----------------|-----------|
| Genders | Male | 56 |
| | Female | 44 |
| Ages | 17-20 | 28 |
| | 21-29 | 34 |
| | 30-35 | 38 |
| Area | West Jakarta | 25 |
| | North Jakarta | 35 |
| | South Jakarta | 12 |
| | East Jakarta | 10 |
| | Central Jakarta | 18 |

The value of the validity test obtained from the item correlation table on the results of data processing using SPSS so that it can be stated that all indicators used on aesthetic and functional variables in the pre-test and post-test can be said to be valid because of the calculated r value of all indicators is greater than the value of r table, namely 0.1966. It can be concluded that all the indicators used in this study have strong construct values.

Table 2 Reliability Test Results

| PRE-TEST | POST-TEST | N of Items |
|------------------|------------------|------------|
| Cronbach's Alpha | Cronbach's Alpha | |
| 0,821 | 0,810 | 9 |

Table above are the results of the reliability test of all respondents. This reliability test uses Cronbach's alpha as a reference to see whether the indicator is reliable or not. The benchmark for the Cronbach's alpha value used is more than or equal to 0.6, it can be concluded that the instrument is reliable [17], [18].

Based on the results of the processing, it can be seen that the Cronbach's alpha value of all aesthetic indicators used in the pre-test is $0.821 > 0.6$, it can be concluded that all indicators are reliable. Furthermore, it can be seen that the Cronbach's alpha value of all the indicators used in the post-test is $0.810 > 0.6$, this can be concluded that all indicators are reliable.

Table 3 Multicollinearity Pre-Test Result

| Model | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|-----------------------------|------------|---------------------------|-------|-------|-------------------------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | |
| 1 | (Constant) | 6.089 | .861 | | 7.076 | .000 | |
| | Aesthetic | .440 | .112 | .608 | 3.922 | .000 | .296 |
| | Functional | -.051 | .128 | -.062 | -.398 | .691 | .296 |

a. Dependent Variable: Brand Value

Table 4 Multicollinearity Post-Test Result

| Model | Coefficients ^a | | | | | Collinearity Statistics | |
|-------|-----------------------------|------------|---------------------------|------|--------|-------------------------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Tolerance | VIF |
| | B | Std. Error | Beta | | | | |
| 1 | (Constant) | .281 | .504 | | .559 | .578 | |
| | Aesthetic | .665 | .041 | .699 | 16.297 | .000 | .856 |
| | Functional | .306 | .034 | .389 | 9.072 | .000 | .856 |

a. Dependent Variable: Brand Value

The results of the data processing that has been done (table 3), it can be seen that the VIF value of the 2 variables used, namely VIF < 10 , namely 3,378 respectively. The Tol value of the 2 variables used has a Tol value > 0.10 , which is 0.296 respectively. From these results it can be concluded that there is no multicollinearity in the regression equation, this indicates that there is no strong correlation between the dependent variables on the pre-test.

Based on the results of data processing that has been done (table 4), it can be seen that the VIF value of the 2 variables used, namely VIF < 10 , namely 1.169 each. The Tol value of the 2 variables used has a Tol value > 0.10 , which is 0.856 respectively. From these results it can be concluded that there is no multicollinearity in the regression equation, this indicates that there is no strong correlation between the dependent variables on the post-test.

On the normality test of the both test (pre-test and post-test), it can be seen that both of the diagrams formed follows a normal distribution pattern, the points on the normal probability plot are collected between the diagonal lines. It can be concluded that the regression model residuals are normally distributed.

Heteroscedasticity test result on the pre-test and post-test show that the points on the scatterplot do not form a certain pattern and spread above and below the number 1 Y axis. It can be concluded that there is no heteroscedasticity symptom in the regression model or there is a difference in variance between the variables studied.

From the Determination Coefficient Test Results on the pre-test, it can be seen that the resulting R2 value is 0.310 or 31%. This means that 31% of brand value variables are influenced by functional and aesthetic variables while the remaining 69% is influenced by other variables not examined in this study.

Followed by the result of post-test, that the resulting R2 value is 0.847 or 84.70%. This means that 84.70% of brand value variables are influenced by functional and aesthetic variables while the remaining 15.30% is influenced by other variables not examined in this study.

Table 5 Test of F (ANOVA) Pre-test Result

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|--------|-------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 165.286 | 2 | 82.643 | 21.815 | .000b |
| | Residual | 367.464 | 97 | 3.788 | | |
| | Total | 532.750 | 99 | | | |

a. Dependent Variable: Brand Value

b. Predictors: (Constant), Functional, Aesthetic

Table 6 Test of F (ANOVA) Post-test Result

| ANOVA ^a | | | | | | |
|--------------------|------------|----------------|----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 512.789 | 2 | 256.395 | 269.012 | .000 ^b |
| | Residual | 92.451 | 97 | .953 | | |
| | Total | 605.240 | 99 | | | |

a. Dependent Variable: Brand Value

b. Predictors: (Constant), Functional, Aesthetic

In the table above, which is the result of the F statistical test obtained from processing respondent data, resulting in an F value of 21.815 with a significance level of 0.000 in the pre-test (Table 5). Followed by an F value of 269,012 with a significance level of 0,000 (Table 7). This indicates that the significance value obtained is below the alpha value used, namely 0.05. The conclusion, that the regression model used in this study, namely aesthetic and functional variables can predict brand value.

Table 7 T-Test (Hypothesis Testing) Pre-test Result

| Model | Coefficients ^a | | | | | |
|-------|-----------------------------|------------|---------------------------|-------|-------|------|
| | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 6.089 | .861 | | 7.076 | .000 |
| | Aesthetic | .440 | .112 | .608 | 3.922 | .000 |
| | Functional | -.051 | .128 | -.062 | -.398 | .691 |

a. Dependent Variable: Brand Value

Referring to the analysis of structural model that examined whether there is influence from the aesthetic aspects towards brand value, obtained because the value of t-count $>$ t-table is $3.922 > 1.9847$ and a significant value of $0.000 < 0.05$, so it can be concluded that the aesthetic variable has a significant effect on brand value.

In addition, the results of the analysis of the functional aspects toward brand value obtained the value of t-count <t-table is $-0.398 < 1.9847$ and a significant value of $0.691 > 0.05$, thus result indicates rejection of hypothesis 2, so it can be concluded that functional variables have no significant effect on brand value on the pre-test.

The significance value is $0.000 < 0.05$, shows that simultaneously that aesthetic variables and functional variables together have a significant effect on brand value on the pre-test.

Table 8 T-Test (Hypothesis Testing) Post-test Result

| Model | Coefficients ^a | | Standardized Coefficients Beta | t | Sig. | |
|-------|---------------------------|------------|-----------------------------------|------|--------|------|
| | B | Std. Error | | | | |
| 1 | (Constant) | .281 | .504 | .559 | .578 | |
| | Estetika | .665 | .041 | 6.99 | 16.297 | .000 |
| | Fungsional | .306 | .034 | .389 | 9.072 | .000 |

a. Dependent Variable: Brand Value

Referring to the analysis on the post-test of hypothesis 1 results explain that H1 is accepted, this is because the value of t-count > t-table is $16.297 > 1.9847$ and a significant value of $0.000 < 0.05$, so it can be concluded that the aesthetic variable has a significant effect on brand value.

Furthermore, the analysis explaining that H2 is accepted, this is because the value of t-count > t-table is $9.072 > 1.9847$ and a significant value of $0.000 < 0.05$, so it can be concluded that functional variables have a significant effect on brand value. It's different from the pre-test result before.

The significance value is $0.000 < 0.05$, so it can be said that aesthetic variables and functional variables together have a significant effect on brand value on the post-test result.

5. CONCLUSION AND REKOMENDATION

After a comparison is made between the results of the analysis from the first test (pre-test) where the product is given using ordinary plastic packaging without being properly designed visually with the results of the analysis from the second test (post-test) where the same product is given action on the packaging where the product is using packaging that is well designed in terms of aesthetics and functionality, shows quite different results in terms of value. The first test shows only aesthetic aspects that affect the brand value of the product.

Meanwhile, in the second test, both aspects of aesthetic and functional aspects affect the brand value of the product partially or simultaneously. Based on the research results, industry people, especially MSMEs, need to consider increasing the brand value of products through packaging design. For further research, it is recommended to use other variables or use the same variables but with developments in the indicators studied. Future research can also use the same variables but using different objects, therefore new concepts or theories can

be found that are related to increasing the product brand value.

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