

DESIGN OF PACKAGING PROTOTYPE AS VISUAL IDENTITY: IMAGE BRANDING OF CHOCOLATE DRINK PRODUCT AS A MILE STONE ON DEVELOPPING “DESA KAKAO” BANJAROYA, KULONPROGO

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ABSTRACT

Small scale farmers in Banjaroya, Kalibawang, Kulonprogo have been cultivating a cocoa in their ground more than three decades ago. Nowadays, they realize that cacao can be utilized for tourism, UMKM, and education. The farmers have a plan to make “Desa Kakao”, and they have been striving to actualize it. This engagement program have been started since 2016 by creating some training classes to improve their product quality, while they are trying to develop home made cocoa products as iconic gift for the tourists.

The last project was held this year was prototype packaging as added value and visual identity of “Desa Kakao” Banjaroya. The farmers were invited to discuss about their daily activities, value of life, culture, and philosophy of cocoa cultivating. Afterwards, the resume of discussion can be extracted as visual identity material like color, shape and design of prototype packaging. The result showed that they satisfied with the design because it can represent the farmers soul. Furthermore, it affected their motivation to treat the cocoa well and produce the chocolate drink enthusiastically.

Keywords: visual image, branding, cocoa, chocolate, drink, packaging, design

INTRODUCTION

Cocoa is one of potential commodities in Kulon Progo. The government has program that focus to this commodity in agriculture sector to improve the economic financial of Kulon Progo citizens, especially the small scale farmers. Dinas Pertanian dan Pangan (DPP) Kulon Progo has concern to revitalization, reboization and expansion of cocoa since 2011. This program proved effectively to increase cocoa productivity from 1.010,93 ton in 2012 up to 11.460 ton in 2015 (BPS, 2013). Beside that, cocoa quality in Kulon Progo better than cocoa from other area in Special Region Yogyakarta. Hatmi (2018) confirmed that cocoa beans from Kalibawang, Kulon Progo has higher weight range than cocoa beans from Gunungkidul. Moreover, cocoa beans form Kulon Progo has fatty acid content more rich than other cocoa beans in Yogyakarta.

So far, cocoa beans just be sold as dried raw material in local market with low price. It caused by limited knowledge of the farmers to process the cocoa beans into commercial product. Eventhough, the cocoa farmers have realized that the great potential of cocoa can be

used for tourism, education, and UMKM, which can affected to human welfare of Kulon Progo citizens. So, they have been trying to make some traditional chocolate food conventionally.

Nowadays, the farmers can make a simple product form cocoa beans. Chocolate drink is one of simple product that ca be produced because it does not require high cost and complex method or technology. It can be used as welcome drink and gift for the visitors. But the chocolate drink need some improvement to be sold in modern market as special product from Kulon Progo. One of the aspect which need to be improved is packaging. They dont know how to pack the chocolate drink well. Almost every UMKM have the same obstacle about packaging. Usually they packed the product as simple as they can, use traditional material and without good label and design grafis. They think it need high investment to create a nice packaging which can take consumer attention effectively (Meryana, 2009). The other hand, a good label and packaging can increase the sale about 40-100%, which give higher profit for the producer (Rahma, N., 2015).

The aim of this program is to understand the farmers about how to create a good label and packaging with low cost and simple method. The output is a prototype packaging for traditional chocolate drink. The prototype packaging can be utilize as visual identity of “Desa Kakao” Banjaroya Kulon Progo.

METHOD

The prototype of packaging design was developed by “Pengabdian Masyarakat TTG” team collaboration with Asosiasi Design Grafis Indonesia (ADGI). The step of packaging design are observation, discussion and design exploration. Pic 1 showed the procedure of this program.

Observation

The observation is done by visiting Banjaroya village and comprehend the cocoa cultivating and processing theory. It was used to get the basic knowledge about atmosphere of the village, appearance of culture and cocoa trees, cocoa beans, and how to process it. The result from this step can be used to determine the color and shape of packaging design.

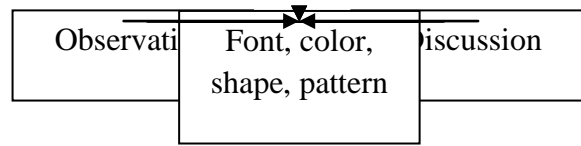
Discussion

The farmers are invited to discussion about their life, history of cocoa cultivating, value of life in the village, philosophy of cocoa and their dreams about “Desa Kakao”. The farmers told everything about their experience as long as they can. Their story can be utilize to determine the pattern, color, motif and characteristic of design packaging. The discussion were conducted naturally so the farmers didnt realize that they were involved to build up thre packaging for their authentic product

Design Exploration

Output form observation and discussion step were combined and analysed to find the grand concept of packaging design. The grand concept contain a basic principle of cocoa farmers, which can be brokedown to be some keywords of design packaging. Furthermore,

the keywords were used to determine the deliverable item like visual identity and packaging design



Pic 1. Procedure of packaging design developing

RESULT

Cocoa in Banjaroya have been cultivating traditionally in farmers ground since 1981. The farmers were autodidact to learn about cultivating, seeding, fertilization until post harvest process. They believe that progressive village are sovereign which can ensure the people demand well enough. Then cocoa cultivating are the way of life that chosen by the farmer to actualized it.

Cocoa cultivating in Banjaroya develope massively until now. Lately, they can produce a raw material of cocoa beans that as well as the SNI. Some of them are qualified to be exported. Then, the farmers realize that cocoa has a great potential. If they manage the

cocoa plantation more seriously, it can be a object of tourism and education, while they build UMKM as professional management. Hence, they plan to build “Desa Kakao” in the future. They believe that “Desa Kakao” can be the way to actualize a village sovereignty. They hope this big plan can be legacy for the next generation in the future.

The design exploration resulted a design concept which involved some basic value of life that represent spirit of Banjaroya citizens, there are:

- Cocoa cultivating and processing are the way to make village sovereignty come true
- Togetherness in cocoa cultivating rised up the spirit of communal (gotong royong) and never give up
- Cocoa is a masterpiece of Banjaroya citizens that dedicated for the world

Then the keywords are: *Berdikari – Guyub Rukun – Tekun – Migunani*



Pic 2. Refferences of color, shape, tone and manner for design packaging

Observation resulted a material as reference for design packaging. Pic 2 showed the references of color, shape, tone and manner for the design. It was used for font color, background, etc.



Pic 3. The alternative design for Kakao Banjaroya logo

Pic 3. Showed the alternative design for Kakao Banjaroya logo. This logo would be used in all varian of packaging. The font and background color were adopted from observation result.



Pic 4. Alternative design for chocolate drink in “Desa Kakao” Banjaroya

To create consumer’s opinion about ‘Desa Kakao Banjaroya”, it is an important strategy to develop visual identity of cacao products produced by the farmers in Banjaroya. Visual identity is visible elements of a brand, such as logo, name, typography, color, form, and shape, which builds brand image of product. Visual identity is a main element of the packaging that builds opinion about products, creates an emotional appeal, thus makes product easily recognized by consumers.

The design for visual identity of chocolate drink was derived based on the philosophy, values, and history of cacao farmers in Banjaroya. So, the farmer are very satisfied because it can represent their soul of life comprehensively. They recognize that the new design of packaging give new spirit to maintenance the plantation well and to produce more chocolate product enthusiastically.

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