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Redesigning Cireng Chips Product Packaging in an Effort to Increase Brand Awareness

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Abstract

Gorciuk is an MSME that produces Cireng Chips with tapioca as the raw material. One of the local ingredients that is gluten-free and the seasoning is without MSG. This product was initially only intended and served for children with disabilities who had to reduce Gluten and without MSG which is one of the addictive ingredients and is not recommended for excessive consumption. Now foods with low Gluten content and without MSG are also quite sought after because many consumers are starting to pay attention to healthy food. With the high interest of consumers in the market, Gorciuk has begun to expand the types of products produced. Currently, Gorciuk markets its products with 2 flavor choices, namely pecel seasoning and salted cheese. However, the high interest of consumers is still not balanced with a representative packaging design, therefore Gorciuk currently needs to redesign the Product Packaging that they sell in order to increase Brand Awareness. The current condition is that Gorciuk markets its products only with simple packaging in the form of ordinary plastic that is not attractive and does not characterize their own typical cireng chips. This obstacle is the reason for the PKM team in implementing the Packaging Design grant using the DKV principle at Gorciuk. The Community Service Team consisting of three lecturers and students will design and apply the principles of DKV to Gorciuk.

Keywords: design, packaging, UMKM, awareness, food

INTRODUCTION

Gorciuk is an MSME actor who processes its products in the Babakan Lapang village area, Bandung Regency. This small shop founded by Henny Rahmawati produces cireng chips that are loved by children, but with the background of children who have disabilities who cannot enjoy ordinary cireng chips that contain gluten and MSG, this is the basis for Gorciuk to create a different cireng product that does not contain gluten and MSG and can be enjoyed by children with disabilities.

The Gorciuk process currently provides two flavor variants such as pecel seasoning and salty, and will develop other flavor variants if sales can be developed. The Gorciuk outlet is currently located in Kp. Babakan Lapang RT. 02 / RW 07 Solokan Jeruk Village, Bandung Regency, West Java.

Henny as the owner and developer of Gorciuk informed that the current difficulty faced is that the packaging label does not fully represent the identity of Gorciuk itself, so that the marketed products are not so well known by consumers. Gorciuk has limitations in understanding and applying the principles of DKV on packaging labels as well as in efforts to increase Brand Awareness. This problem requires a solution in the form of a Packaging Label Design grant using the DKV Principles on Gorciuk.

The design needed by Gorciuk is a Logo and Packaging. The target consumers who are children with disabilities will be the basis for making attractive, colorful and cute packaging.

The potential owned by Gorciuk can actually be greater than its competitors because of Gorciuk's principle of producing cireng chips but does not contain gluten and MSG considering that there are not many competing manufacturers that produce the same product. In addition, when viewed from the consumer side, this product has great potential to be developed, considering the current consumer lifestyle that is looking for snacks low in gluten and MSG to maintain health.

However, this potential is not balanced with the right promotion and branding methods. This makes the potential owned by Gorciuk hampered because of the difficulty of marketing products with makeshift packaging and branding. This potential will be supported by the PKM team by applying the DKV principle as a media for "Redesigning Cireng Chips Product Packaging

in an Effort to Increase Brand Awareness" and is expected to increase the potential of Gorciuk itself.

METHOD

This Community Service Program is implemented in the form of a grant in the form of a logo and packaging redesign using the DKV principle applied to Gorciuk. This activity aims to help Gorciuk in redesigning its product labels and packaging to increase brand awareness. So that Gorciuk can be better known by consumers and increase Gorciuk's promotion more easily.

In the packaging design process, it will be based on several relevant theories in design, including Visual Communication Design Theory, a discipline that studies the concept of communication and creative expression through media with the aim of conveying messages and ideas visually by managing graphic elements in the form of shapes, letter arrangements, and color composition and layout. Positioning images in a certain order that forms an illustration and aims to attract attention and give a certain impression. This theory will be used in designing visual elements of packaging. In addition, it will also be based on Brand Awareness Theory, namely how consumers are able to know a product or brand so that consumers can realize that the product or brand is the best of other similar brands (competitors). Based on these two theories, it is hoped that the design that will be designed will not only be a packaging or container for the product but can also be used as a promotional media to increase sales.

This activity will be assisted by participating partners by providing the necessary data and becoming the basis for research so that the design process and design results can be appropriate and run well. This Community Service activity will help Gorciuk in developing his business by redesigning the labels and packaging of products sold by involving a team of lecturers from the Visual Communication Design Study Program at Telkom University. This activity is expected to have sustainability with different topics but still have compliance with the science of Visual Communication Design.

RESULTS AND DISCUSSION

This Community Service Activity offers a solution in the form of a Cireng Chips Product Packaging Redesign Grant in an effort to increase Brand Awareness by implementing the DKV Principle. The results of this redesign are expected to help Gorciuk in developing its business and remain on its vision and mission.



This activity was carried out on:

Day, date	Monday, January 6, 2025
Time	15.00-finished
Place	Village of Babakan Lapang RT 02/RW 07, Solokan Jeruk Village, Solokan Jeruk District, Bandung Regency



Fig. 1. Community service activity poster

Today, Monday, January 6, 2025, at Dapur Mamah Azmi, a Community Service activity was carried out to provide design results that had been made by a team of Lecturers and Students.

This activity aims to provide education to create a business that is being run by UMKM Gorciuk. In this event, it was attended by 6 participants consisting of UMKM Gorciuk owners, a team of lecturers, and a team of students. With various series of activities such as submission of the design results made, trying the use of new packaging, and ending with a group photo.

This activity went smoothly and received a positive response from the owners of Gorciuk UMKM. It is hoped that the results of this activity can provide long-term benefits for Gorciuk UMKM.



CONCLUSION

The results of community service activities that have been implemented are as follows:

Increased understanding of the importance of packaging. Gorciuk UMKM actors were given counseling on the importance of quality packaging, both in terms of aesthetics, functionality, and market appeal.

New packaging design, the abdimas team designed new packaging for Gorciuk products by considering local identity, aesthetics, and relevant information such as composition, net weight, expiration date, and UMKM contacts.

Ready-to-use packaging provision. A total of 1000 new packaging units were given to Gorciuk UMKM actors to be used directly in the product marketing process.

Product image enhancement. With new packaging, Gorciuk products now look more professional and are ready to compete in a wider market, both locally and regionally.

This activity has succeeded in providing real solutions for Gorciuk UMKM in improving the quality of its product packaging. It is hoped that this innovation can increase product competitiveness and encourage economic growth in the local community.

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