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Packaging design as a marketing and branding strategy for Kampar pineapple chips products

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Abstract. Pineapple is a popular crop in the peatlands of Riau province. One of the centers for pineapple production in Riau Province is Kualu Nanas Village, Tambang District, Kampar Regency. Pineapple is processed into chips, one of Riau Province's typical souvenirs. The pineapple chip industry in Kampar Regency faces various obstacles, such as very simple product packaging, short shelf life, varied or negotiable prices, and sub-optimal distribution and marketing. This study aimed to analyze marketing strategies and update the packaging design of pineapple chips to increase sales of pineapple chips. This research uses quantitative descriptive analysis methods (IFE and EFE matrix analysis) and qualitative descriptive analysis (SWOT analysis). Primary data was collected by survey method through interviews and field observations, while secondary data was collected by literature study. The IFE matrix has a score of 2.6165, while the matrix EFE score is 2,5195. One of the results of formulating the pineapple chips marketing strategy is the renewal of the packaging design and improving product marketing through digital marketing.

1 Introduction

Attractive packaging is the main attraction for consumers. One of the characteristics of a product is reflected in the packaging used. Manufacturers do not infrequently carry out various packaging innovations to create more attractive branding. One of these activities is to redesign the packaging.

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Packaging redesign is the process of redesigning or redesigning existing product packaging. The packaging redesign aims to give a new look to the product to attract consumer interest [1]. Packaging redesign is also a strategy to increase the added value of an agricultural product. This added value can increase the selling power and competitiveness of a product. Competitiveness has a significant effect on increasing productivity and expanding market access [2]. Expanding market access will impact increasing sales turnover and company profitability. Thus, redesigning the packaging is a significant thing for business actors to do to increase a product's competitiveness.

Packaging is a container to protect the product from damage when experiencing the process of transporting, storing, and selling products [3]. Packaging has the main function of maintaining the taste and quality of the product. Packaging is also used as a means of communication for producers to provide information to consumers about the products in the packaging [4]. Attractive packaging is an attraction for potential buyers/consumers. Packaging can extend the shelf life of products, increasing the number of products sold to increase producers' income [5]. Packaging also aims to display a product's uniqueness, highlighting the product's value that makes it different from other competitors and production cost efficiency [6].

Marketing strategy is how companies or business actors carry out sales or marketing activities related to market segmentation, identification of target markets, positioning, and marketing mix [7]. The marketing mix consists of four elements: product, price, promotion, and place. Marketing strategy is important in facing the ever-changing competitive environment and circumstances. Therefore, business actors must always make adjustments to their marketing strategies.

Product branding is one part of the marketing strategy. Branding is part of the product and promotion in the marketing mix. The purpose of branding is to identify a product and give an aura or characteristic to the product. Brands are related to several things, such as names, terms, signs, symbols, or designs [8]. Brands are created to give consumers a sense of confidence about the quality of a product. A unique brand can even be the main attraction for consumers. Consumer purchase intentions are significantly influenced by product packaging. It was also discovered that packaging material, followed by packaging design, has the greatest influence on consumer purchase intentions. Color, font style, packaging design, and printed information are all important considerations [9].

One way to do branding is to redesign the packaging. The goal is to create consumer attraction and increase the selling value of the product. Packaging design can show the product's characteristics as a product identity to increase the product value [10]. Packaging is used as a promotional medium and attracts consumers to buy.

Kampar pineapple chips are one of the typical souvenirs of Riau Province. Kampar pineapple chips are produced in Kampar Regency, Riau Province. One of the largest pineapple-producing locations in Kampar Regency is Tambang District, in Kualu Nanas Village. This plant is a sub-sector that is a top priority in the development and improvement of the economic welfare of farmers.

Several businesses produce Kampar pineapple chips, one of which is "Usaha Baru Ibu" located on Jalan Lintas Pekanbaru-Bangkinang. Mrs. Martini has run this business since 2012. The development of this pineapple chips business faces various problems, including the short shelf life of pineapple chips, the price of pineapple chips which varies depending on the demand and supply of the product, and the distribution and marketing of the product are not optimal.

Currently, the packaging of pineapple chips uses transparent plastic, which is glued together using a sealer. The chips are packaged using plastic packaging with different packaging volumes. The appearance of the packaging design is still very simple, so buyers are less interested in buying pineapple chips. The packaging design that tends to be

monotonous, simple, and similar to other products certainly causes the product not to have a characteristic that buyers remember.

The increased added value of pineapple chip products is also not optimal due to unattractive packaging. Therefore, it is important to redesign the packaging to overcome the shortcomings of existing packaging designs. In addition, packaging redesign is also useful for strengthening the branding of Kampar pineapple chips as souvenirs typical of Riau Province and increasing consumer interest in pineapple chip products.

The packaging redesign is one of the strategies in branding and marketing Kampar pineapple chips products. From the explanation above, it can be concluded that redesigning the Kampar pineapple chips packaging is important to increase the attractiveness and willingness of consumers to buy the product. So the purpose of this study is to analyze marketing and branding strategies through the redesign of pineapple chips packaging to increase product sales. Raw materials for packaging manufacturers must be carefully considered. When common packaging materials, such as glass and polymers, are used, various interactions occur, and this, of course, impacts consumer health [11].

2 Methods

This research uses quantitative descriptive analysis and qualitative descriptive analysis. Quantitative descriptive analysis using IFE (Internal Factor Evaluation) matrix and EFE (External Factor Evaluation) matrix. Qualitative descriptive analysis using SWOT (strengths, weakness, opportunities, threats) matrix to develop alternative marketing strategies for pineapple chips by combining internal and external factors. Primary data collection by survey method through interviews and field observations, while secondary data was through literature study. Concurrently with the completion of questionnaires, interviews were conducted.

Furthermore, researchers observed the respondents and their surroundings. The questionnaire contains research questions and observations made by researchers under the research objectives. The location choice was deliberately chosen, namely the Usaha Baru Ibu, located on the Pekanbaru-Bangkinang causeway, Kualu Nanas Village, Kec. Mine, Kampar Regency, Riau Province.

3 Results and discussion

3.1 Marketing strategy through 4P (Product, Price, Place and Promotion)

3.1.1 Analysis strategy of pineapple chips

An important component in marketing activities is the existence of a product. In this study, the product is typical Kampar pineapple chips. Pineapple chips are processed pineapples that have economic value. This is because the selling value is better and more profitable than fresh pineapple.

Pineapple chips are chips processed by pineapples that are fried especially, usually using a vacuum frying machine. In the production process of pineapple chips, no preservatives are used. This product must be stored at room temperature because temperatures too high will reduce the quality of pineapple chips. Pineapple chips have a thin, round shape and are brownish-yellow in color. Pineapple chips have a shelf life of 2-3 months.

The pineapple chips produced are marketed under the trademark "Usaha Baru Ibu." This brand is well known among the public as a brand of pineapple chips with a distinctive taste.

This brand is expected to be used as information for consumers of pineapple chips produced by Usaha Baru Ibu. These chips are packaged using transparent plastic and a simple packaging design. There are three pineapple chip packaging sizes: 50 g, 100 g, and 250 g.

The pineapple chips "Usaha Baru Ibu" are currently implementing the most common product strategy for processed food products and their competitors. The product marketing strategy includes all the details of how the pineapple chips can be sold. Of course, this is related to the way and the target market. Pineapple chips are sold in clear plastic packaging with a simple business logo. For this reason, it is necessary to redesign the packaging of pineapple chips to be more competitive and attract consumers' attention. The following is a picture of the packaging used by Usaha Baru Ibu (Fig. 1, 2).



Fig. 1. Pineapple chips old packaging.

Packaging design can influence consumers to purchase pineapple chips and increase the selling value of the product. Simple packaging needs to be updated with the pineapple chips packaging design. Here is a picture of the new packaging for pineapple chips.



Fig. 2. New packaging of pineapple chips.

The packaging was updated so that the "Usaha Baru Ibu" pineapple chip product had a more attractive and hygienic appearance. The new packaging used is made of paper and aluminum foil. The packaging is in the form of an aluminum cylinder, and the lid is made of plastic. The packaging is easy to carry and can be resealed. In addition, this packaging is more environmentally friendly and recyclable.

3.1.2 Pineapple chips price strategy analysis

Price is one of the considerations of consumers in buying a product. Price **has an important role in determining the product** that consumers will purchase. The price offered can determine the success of marketing. If the price is affordable and the quality of the product is good, it can attract consumers to buy the product. Determining the price of pineapple chips is oriented toward production costs, especially raw materials, supporting materials, and operational costs. The price of pineapple chips varies based on the size of the package. Packages of 50 g

are sold at Rp. 10,000, size 100 gr at Rp. 15,000, and the size of 250g at Rp. 35,000. The price of 1 kg of pineapple chips is Rp. 150,000.

3.1.3 Pineapple chips place strategy analysis

Place location has an important role in building a business. A strategic location can support running Usaha Baru Ibu. Usaha Baru Ibu is located on the Pekanbaru-Bangkinang highway, Kualu Nanas Village, Kec. Mine, Kampar Regency, Riau Province. This location is quite strategic because it is close to raw materials and is a causeway, so many motorists pass through it. Usaha Baru Ibu location is easily accessible by tourists to buy souvenirs. Pineapple chips are one of the typical souvenirs of Riau. We recommend expanding the marketing location in order to increase sales turnover.

3.1.4 Pineapple chips promotion strategy analysis

Promotion is a marketing activity by Usaha Baru Ibu to introduce pineapple chip products. The promotion of this pineapple chip product can be developed through information technology currently developing digital marketing through social media, websites, and others. The Usaha Baru Ibu promotion is through word of mouth or is still simple. In addition, Usaha Baru Ibu only relies on billboards installed in front of the sales kiosk to attract consumers.

3.2 Pineapple economic potential on peat

Peatlands are an important contributor to providing food in the form of horticultural crops such as pineapple, soybean, corn, watermelon, vegetables, and other Crops [12]. The potential for developing food crops on peatlands must pay attention to the thickness and productivity of the land. Peat thickness could be categorized into shallow, medium, and deep. The potential for developing horticultural crops in the form of pineapple on peatlands affects improving the community's economy by paying attention to the ecological function of peat. It can also bind the community into one social entity [13]. Pineapple management on peatlands has its challenges, and these challenges include a very acidic pH, low bearing capacity, and different maturity and thickness of peat to harvesting, which must pay attention to mechanization [14]. This causes the need for an integrated pineapple development management system. Developing agribusiness infrastructure in industry and markets will form a sustainable pineapple ecosystem [15]. The potential for integrated pineapple development will have a sustainable impact on the economy, ecology, and social community [16].

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3.3 Calculations Internal Factor Evaluation (IFE) and External Factor Evaluation (EFE) Matrix

In this study, the IFE matrix shows the internal condition of the pineapple chip product in Kampar. The IFE matrix describes the strengths and weaknesses calculated based on the rating and weight. Furthermore, the calculation of the EFE matrix is used to determine the magnitude of the influence of things outside the MSMEs of pineapple chips. IFE and EFE matrix calculations are shown in Table 1 and Table 2.

Table 1. Calculation of the IFE matrix.

No	Strength	Weight	Rating	Score
1	Availability of production facilities and infrastructure	0.1053	4	0.4211
2	Abundant raw materials	0.1128	4	0.4511
3	Pineapple chips do not use preservatives	0.0977	4	0.3584
4	Strategic location	0.0977	4	0.3584
5	The pineapple chips business already has regular customers	0.1053	3	0.3158
Weakness				
1	Business management has not gone well	0.0977	1	0.1303
2	Using simple technology	0.0902	1	0.0902
3	Have not used media for promotion yet	0.0902	1	0.1203
4	Unattractive packaging	0.0977	2	0.1955
5	The price of chips that are not yet competitive	0.1053	2	0.1754
	Total	1.0000		2.6165

Based on the calculation results, IFE has a score of 2.6165. According to David [17], if the total score of internal factors is > 2.5 , the company is still in a strong position to take advantage of its strengths and minimize existing weaknesses. The IFE table shows that the strength of pineapple chip products in Kampar Regency is an abundant source of raw materials. Pineapple plants are excellent for peatland communities in Kampar Regency. The Pekanbaru–Bangkinang causeway is filled with pineapple plants in the garden and fresh pineapples for sale. The abundant raw material for pineapple can be processed into chips and improved packaging to increase product sales.

Table 2. Calculation of the EFE matrix

No	Opportunity	Weight	Rating	Score
1	The demand for pineapple chips is quite high	0.1688	4	0.6190
2	The government supports the development of pineapple-processed products	0.1558	4	0.5714
3	The number of souvenir shops in Pekanbaru to accommodate pineapple chips	0.1429	3	0.4762
4	There is an exhibition activity to introduce pineapple chips	0.1299	2	0.3030
Threat				
1	Business competition is getting tougher	0.1039	1	0.1039
2	The price of pineapple fluctuates	0.1429	2	0.2381
3	Similar products from other regions	0.1558	1	0.2078
	Total	1.0000		2,5195

Based on the calculation results, the EFE matrix scored 2.5195. The score shows that the pineapple chips business can survive by taking advantage of existing opportunities and overcoming threats. The EFE attribute for the opportunity component is the high demand for pineapple chips. This is because this type of snack is quite popular. After all, it is made from fruit which is rich in fiber. In terms of threat factors, the fluctuating price of pineapple makes

the price of pineapple chips also change. Of course, this will affect production costs and selling prices. The difference in the selling price adjusted for the input price will result in the reluctance of consumers to buy.

3.4 SWOT matrix

The attributes in the IFE and EFE tables are entered into the SWOT matrix to find recommendations for marketing strategies for Kampar pineapple chips. The SWOT matrix is described in Fig. 3.

	Strength (S)	Weakness (W)
Internal factors	S1. Availability of production facilities and infrastructure S2. Abundant raw materials S3. Pineapple chips do not use preservatives S4. Strategic location S5. The pineapple chips business already has regular customers.	W1. Business management has not gone well W2. Using simple technology W3. Have not used media for promotion yet W4. Unattractive packaging W5. The price of pineapple chips that are not yet competitive
External Factors		
Opportunity (O)	SO Strategy 1. Establish a more modern outlet 2. Marketing pineapple chips products to souvenir shops in Pekanbaru	WO Strategy 1. Improve business management 2. Marketing products through digital marketing 3. Cooperation with stakeholders 4. Collaborating with partners 5. Improved pineapple chip product packaging
Threat (T)	ST Strategy 1. Preserves the taste of pineapple chips 2. Maintaining the production quality of pineapple chips so that it is uniform. 3. Diversify pineapple chips according to standard	WT Strategy 1. Increase promotional activities 2. Get business incubation assistance

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Fig. 3. SWOT matrix

Based on the SWOT matrix above, various strategies can be obtained to increase sales of Kampar pineapple chips. The strategy includes establishing a more modern outlet, marketing pineapple chip products to gift shops in Pekanbaru, improving business management, marketing products through digital marketing, establishing collaboration with partners (both from academia and the private sector), and improving the packaging of pineapple chips product. Other strategies that can be done are to maintain the taste of pineapple chips, maintain the quality of chips for each production to remain uniform, and diversify products according to food standards. Promotional activities must be carried out more intensively, and obtaining business incubation assistance from various stakeholders must be done.

4 Conclusion

One marketing strategy to brand Kampar pineapple chips is through packaging redesign. The goal is to create consumer attraction and increase the selling value of the product. Besides branding, various strategies can be used to increase Kampar pineapple chips' marketability. The strategy is establishing a more modern outlet, marketing pineapple chip products to gift shops in Pekanbaru, improving business management, marketing products through digital marketing, establishing collaboration with partners (both from academia and the private sector), and improving pineapple chip product packaging. Other strategies that can be done are to maintain the taste of pineapple chips, maintain the quality of chips for each production to remain uniform, and diversify products according to food standards. Promotional activities must be carried out more intensively, and obtaining business incubation assistance from various stakeholders must be.

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