Design Study on Cup Packaging Labels of Micro Coffee Business Products in Kuningan Regency as Brand Identity and Brand Image (Case Study: Otaku Coffee and Sisijalan Kopi)

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Abstract. The development of micro-coffee businesses in the form of coffee shops is increasingly widespread and has become a new commodity for the people of Kuningan Regency, marked by about a hundred coffee shop micro-business units appearing in this city. Many of the products offered by coffee shops are packaged in cup form. This cup packaging not only serves to protect the product, but also serves as a coffee shop brand identity. The cup packaging which is the identity of this product has a visual communication message in the form of illustrations, text, images, logos, and colors that can make the label on the cup packaging as the brand identity of a coffee shop business. Many people still think that the cup packaging label is just a wrapper/container for the product, while the packaging label is also important as a brand identity and marketing tool, which is still not being realized. Therefore, this study was conducted to find out how the cup packaging label design structure for micro coffee shops in Kuningan Regency can build brand identity and brand image with case studies of Otaku Coffee and Sisijalan Kopi. This study uses a qualitative approach with interpretive descriptive analysis. The method used is an analysis of the cup packaging label design structure including elements and principles of graphic design as a form of image and brand identity through various ways, namely literature studies, questionnaires, observations, and interviews. The results of this study indicate that the cup packaging label design structure for the Otaku Coffee is composed by Japanese typography as their logo element and the red color which represents 'diligence/tenacity' and is closely related to 'Japanese culture' as its brand image. As for Sisijalan Kopi, the cup packaging label design structure is composed by textual elements, visuals (illustrations) with outer space theme that portray the 'youth and exploration' as the brand image.

Keywords: graphic design; packaging label design; brand image; brand identity; coffee shop

1 Introduction

The development of micro coffee businesses in the form of coffee shops is increasingly widespread and
has become a new habit for the community. Not only in big cities, coffee shop businesses are now also popping up in small towns. This is indicated by the number of micro coffee business units (coffee shops) also appearing in Kuningan Regency, accounting for approximately 100 coffee shop business units. The products that are widely offered and

served by coffee shops are beverages, both coffee and non-coffee which are packaged in the form of cups. Packaging in this case does not only function as a protector/container for the product being sold, but more than that, the packaging also functions in selling the protected product/container. Through visual communication messages in the form of illustrations, written text, images, logos, and colors, the label on this cup packaging can be used as a brand identity for a coffee shop business.

Awareness of the importance of packaging label design as a differentiator and brand identity for micro coffee entrepreneurs in Kuningan is still lacking. Many of them still consider this cup packaging label to be just a wrapper/container for the contents of the product, while the use of packaging labels as a branding or marketing tool is still few. Increasing brand value and brand equity through the formation of brand identity and image is currently considered important for micro, small and medium enterprises (MSMEs) including coffee shop businesses. Based on the results of a simple survey through a questionnaire, the two coffee shop business brands that will be used as case studies in this research are Otaku Coffee and Sisijalan Kopi. Based on the description above, it can be understood that the problem is trying to be solved is the cup packaging label design structure and its function in building a brand identity and brand image.

2 Literature Review

Packaging design can be viewed from the point of view of the packaging structure (including shape, material, size) and other points of view related to the graphic structure to support the information conveyed (labels and brand visualization). Packaging has two main functions. First, product packaging serves as a medium to protect products from various possibilities that can cause product damage such as weather, sunlight, falls, piles, germs, insect, and others. Second, packaging also functions as a tool to convey information about the product in question. [1].

Graphic design elements on packaging are usually indicated through labels that aim to convey messages or information in the form of visual or verbal signs. In general, according to Nugrahani these elements include text, color, and image [2]. Textual elements that contain information in the package are largely determined by the processing of fonts/typography. Typography on packaging is generally an alphabetical series that displays numbers, punctuation marks, words, or sentences in containing information about products and brands. The role of typography in packaging label design is important because of its potential to be able to represent a concept both as a reading element and as a visual element [3]. The element of color is the most important stimulant that creates visual appeal. Marketing studies prove that humans have special reactions to certain colors that can drive subconscious perceptions and consumer behavior. Each color has a distinct and strong psychological impact. For example, red and yellow have been shown to induce hunger and impulse buying, so we see many of these color combinations used by fast food outlets. Image elements in the context of packaging labels can be in the form of illustrations, icons, symbols, logos, photography, ornaments, or other visual elements. This image element is usually an explanatory/accompaniment of product information. This function develops along with the development of methodologies in marketing communications and understanding of the brand (brand). The image element then becomes part of the product representation as well as the iconic visual character of the product in question The elements above are then arranged in an

orderly manner through the management of design elements which according to Rustan is called a 'layout' which is based on the basic principles of graphic design, including sequence, emphasis, balance, and unity [4].

Brand identity according to Kotler and Armstrong is related to the name, logo, color, tagline, and symbol of a brand. Brand identity is a unique brand association and shows a 'promise' to consumers. To be effective, brand identity needs to have resonance or a relationship with consumers. This aims to be able to distinguish the brand from its competitors and can explain what the company will do in maintaining its sustainability [5]. According to Aaker and Erich in Fajry, brand identity is formed from twenty dimensions which are then compiled into four, namely 'brand as a product', 'brand as organization', 'brand as person', and 'brand as symbol' [6].

3 Research Methods

This research is a qualitative, which according to Kriyanto is research that uses inductive thinking, which departs from specific things or empirical facts to things that are general (concept level) [7]. The results and discussion in this study is descriptive. This is because basically the research method used focuses on the study of design and formalistic interpretation of the cup packaging label design structure as part of the appearance of the brand identity and brand image which includes pictures or words instead of numbers [8].

In general, this research will go through several stages as follows:
   a)   Collecting and processing the main data and supporting data in the research.
   b)   Analyzing the graphic structure of the sample cup packaging labels for micro coffee business products in Kuningan Regency whose data has been managed in the first stage, with case studies of
   c)   Otaku Coffee and Sisijalan Kopi's cup packaging labels.
   d)   c) Describing the findings in the form of an interpretation of the brand identity and brand image builder of coffee shops in Kuningan Regency through the design of cup packaging labels whose structure has been analyzed in the second stage.
   e)   d) Concluding the results of the research descriptively and thoroughly related to the topic of the problem being asked.

4 Result and Discussion

This section is discusses the research findings through a study of the visual structure of the design contained in the cup packaging label from a formalistic perspective, which includes elements of the packaging label graphic design and the layout principles used. In this section also discusses the appearance of brand identity and image through the identified structure.

Below are the elements that have been identified from the design of the Otaku Coffee cup packaging label with the signature menu of 'Miruku' iced coffee milk.
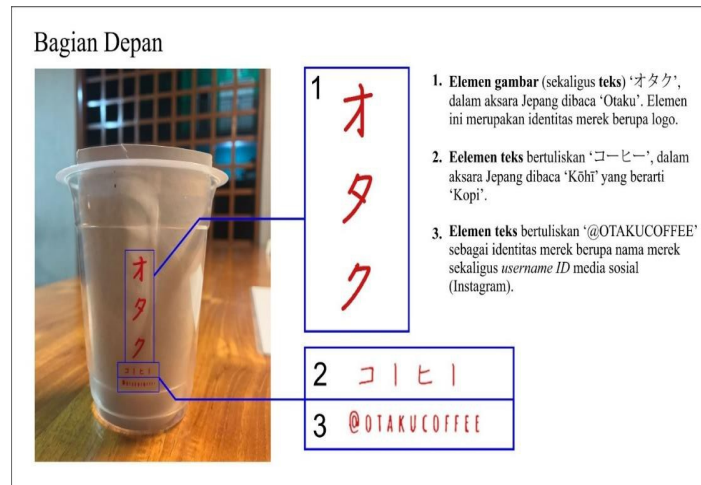
Figure 1. Graphic element on the front of Otaku Coffee's cup
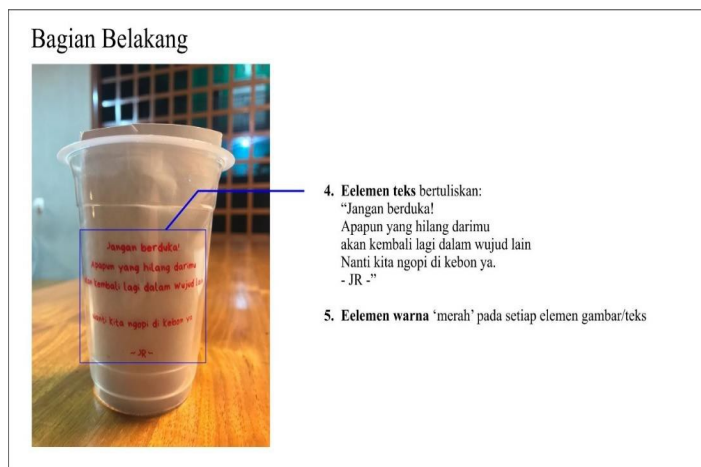

Figure 2. Graphic element on the back of Otaku Coffee's cu

Through the image above, it can be identified that the elements contained in the label of the Otaku Coffee cup packaging include an image element in the form of a logo on the front of the packaging. The logo elements are arranged using the Japanese character "オタク" (pronounced: otaku) in red and written vertically. Another element is typography/character written horizontally in red in the form of the

Japanese word "コーヒー" (pronounced: kōhī) which means 'coffee'. The last element on the front of the packaging is a text element that reads "@OTAKUCOFFEE" using the Amatic SC typeface which is also red. The text element is the Instagram social media username for the Otaku Coffee brand which also functions as a translation of the Japanese characters found on the cup packaging label.

On the back of the cup packaging, there is a red text element in the form of quotes that read: "Don't grieve! Whatever you lose will come back in another form. We'll have coffee at the garden later. -JR-". The text uses the Bryndan Write typeface which is included in the handwrite/cursive font category.

In the design of the Otaku Coffee cup packaging label, the layout principle can be identified as follows.

a) Sequence

The sequence or flow of reading the label for the Otaku Coffee cup packaging uses the letter 'I' model from top to bottom. The flow of reading starts from the front and then rotates to the back. This can be seen from the logo element on the front whose size is made larger than the other elements so that it becomes a sign that this element is the main object that needs to be seen earlier.
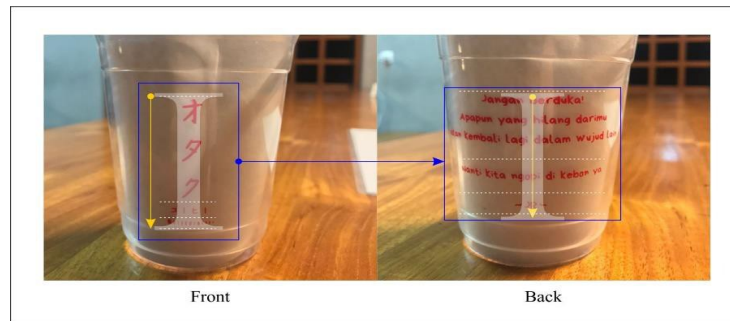

Figure 3. Sequence on cup packaging label design of Otaku Coffee

b) Emphasis

The emphasis on the design of the Otaku Coffee cup packaging label lies in the "オタク" image/logo element on the front. This is caused by the contrast in terms of shape (Japanese letters), size (made larger than the other elements), and the layout is made vertical itself. Therefore, the logo element becomes the focus point so that the audience who sees it immediately focuses on this element.
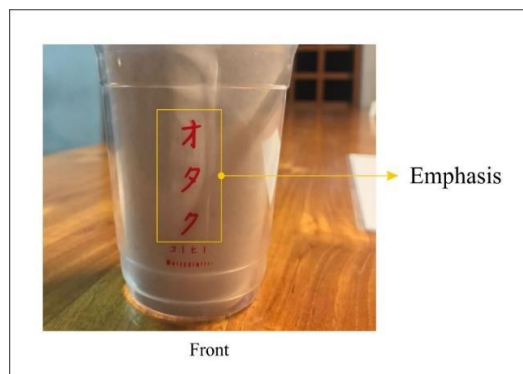

Figure 4. Emphasis on cup packaging label design of Otaku Coffee

c) Balance

The design of the Otaku Coffee cup packaging label both on the front and back uses a symmetrical balance. At the front, the principle of symmetrical balance is achieved through a centric or center- aligned element layout. Along the lines of the front, the elements on the back symmetrically built using a centered paragraph.
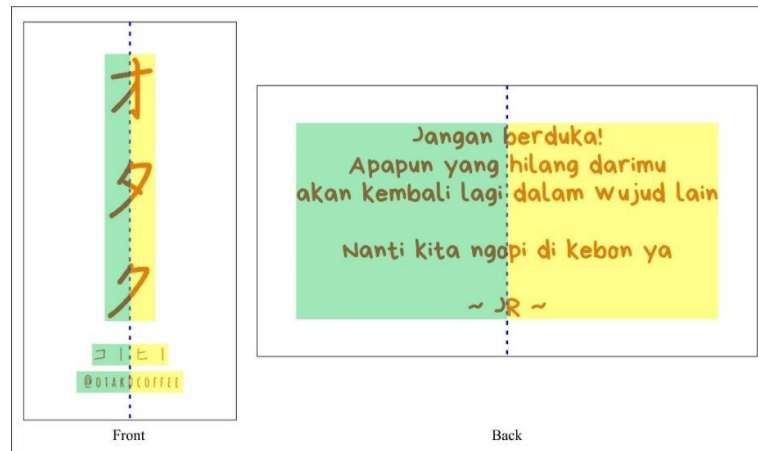

Figure 5. Balance on cup packaging label design of Otaku Coffee

d) Unity

The principle of unity that appears in the design of the Otaku Coffee cup packaging label is not only achieved through the layout of the elements, but also communicatively in conveying the message that Otaku Coffee is a coffee shop that uses the concept of Japanese culture. This is implemented through the embedding of several elements, namely the form of Japanese letters and the red color that are in harmony with Japanese culture. Formally, unity is achieved through the harmony of presented elements such as color, distance between elements, size, and placement.

In the design of the Otaku Coffee cup packaging label, the brand identity is represented by design elements in the form of symbols/logos, text, and colors. More clearly the formation of the brand identity can be seen in the image below.
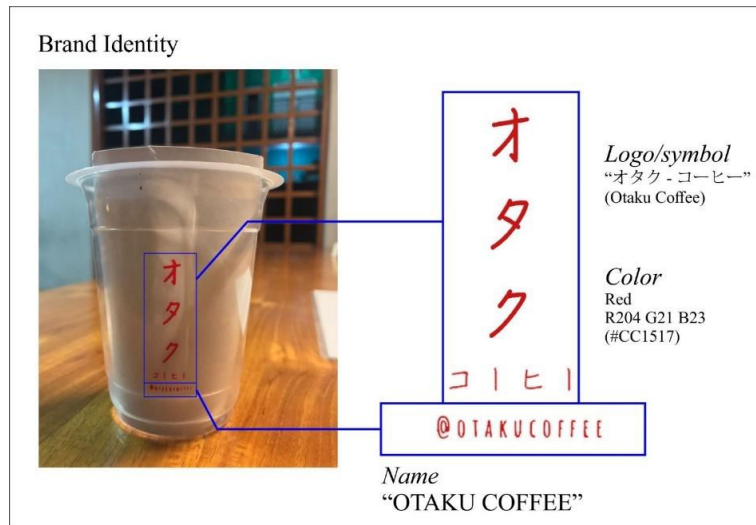
Figure 6. Brand identity on Otaku Coffee' cu

The name, logo and color of the Otaku Coffee brand are represented by the label on the front of the cup. Otaku Coffee has two types of symbols/logos that represent their brand according to their purpose and designation. The vertical "オタク - コーヒー" symbol is used for cup packaging labels, while the horizontal one is used for other needs such as social media publications or product menus.

Figure 7. Logo images of Otaku Coffee

This brand identity then helps build the brand image of Otaku Coffee. Through the logo/symbol in the form of Japanese letters (read 'Otaku Coffee') and using red color, the image to be formed is that of a coffee shop that embeds Japanese culture in its brand and adapts the values of a diligent and earnest work culture. The term 'otaku' itself is not used simply because the word represents 'anime' culture, but departs from the definition that 'otaku' is a term intended for people who pursue a hobby and usually more than other people in

general [9] Another brand image is close and caring for its consumers. This image is shown through text elements in the form of quotes on the back of the Otaku Coffee cup label. The quote reads "Don't grieve! Whatever you lose will come back in another form. We'll have coffee at the garden later. - J.R.-".

Along the lines of the Otaku Coffee cup packaging label, the elements contained in the Sisijalan Kopi cup packaging label design also consist of elements of text/typography, images/illustrations, and colors. The image below is an identification of these elements.
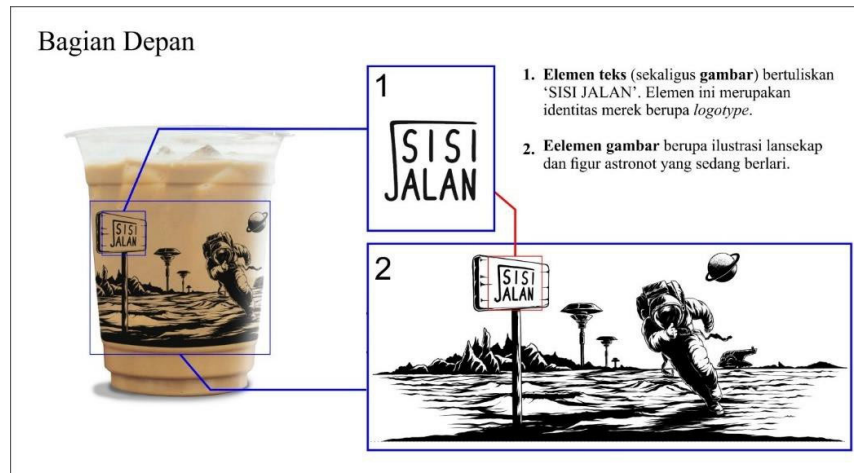

Figure 8. Graphic element on the front of Sisijalan Kopi's cup

On the front of the Sisijalan Kopi cup packaging label, there are two graphic elements that are present, namely text elements and image elements. The text element in this section reads "SISIJALAN". This element is not only a text element, but also an image element. This is due to its function as a symbol andbrand identity in the form of a logotype (a logo formed by elements of text or typography). While the image element that appears on the front of the cup packaging label is an illustration of a landscape with an astronaut figure running on a barren land as if to represent the background of an outer planet. The "SISIJALAN" text and logo elements described in the previous paragraph are also included in this illustration. The logo element in this image is placed as a street signage.
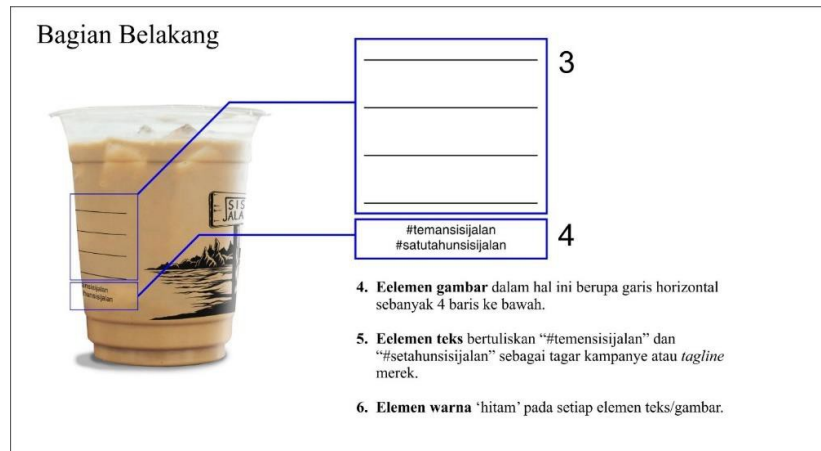
Figure 9. Graphic element on the back of Sisijalan Kopi's cup

The label for the Sisijalan Kopi cup packaging on the back has an image/graphic element in the form of four thin horizontal lines that are lined up a certain distance downwards. This element is a guideline for product providers (barista) to write certain messages for consumers. Another element is a text element that reads "#temansisijalan" (read: friend of Sisijalan) and "#satutahunsisijalan" (read: one year of Sisijalan). The use of the '#' symbol (hashtag) is usually intended to convey a message in the form of a tagline of a marketing campaign phrase to the audience. The typeface used is Helvetica regular/normal which is included in the 'sans serif' font category.

In the design of Sisijalan Kopi cup packaging labels, the layout principles can be identified including the principles of sequence, emphasis, balance, and unity as follows.

a) Sequence

The front of the Sisijalan Kopi cup packaging label is dominated by image elements so that the reading path is identified through its sub-elements. The sequence on the image element on the front uses the 'U' reading model, starting from the sub-element on the top-left (the logotype says "SISIJALAN") and ending on the top-right side (the object image of astronauts and ringed planets).
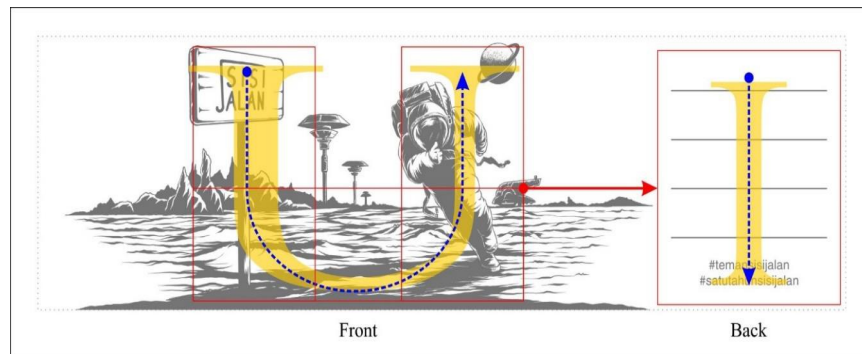

Figure 10. Sequence on cup packaging label design of Sisijalan Kopi

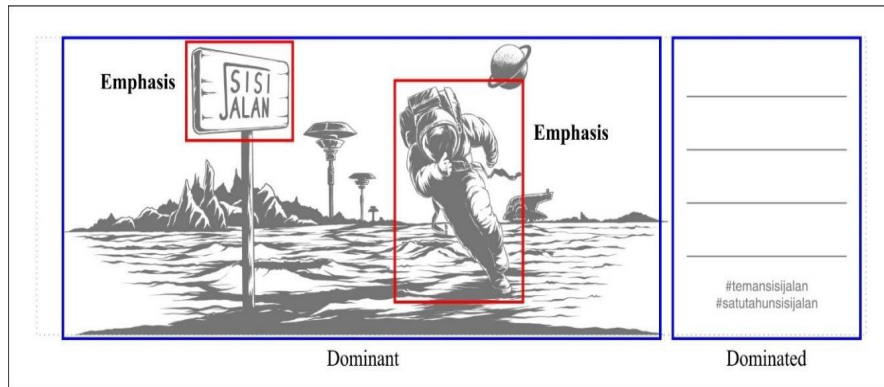Then the sequence on the back of the label design uses the letter 'I' model from top to bottom, namely

Figure 11. Emphasis on cup packaging label design of Sisijalan Kopi

b) Balance

The design of the Sisijalan Kopi cup packaging label on the front uses a layout with an asymmetrical balance, which is a pseudo balance based on the weights of the elements in it. Although not mathematically balanced, layouts that use the asymmetrical balance principle will still look like balanced and seem dynamic. While on the back of the package, the balance of the layout used is horizontally symmetrical, as shown in the image below.
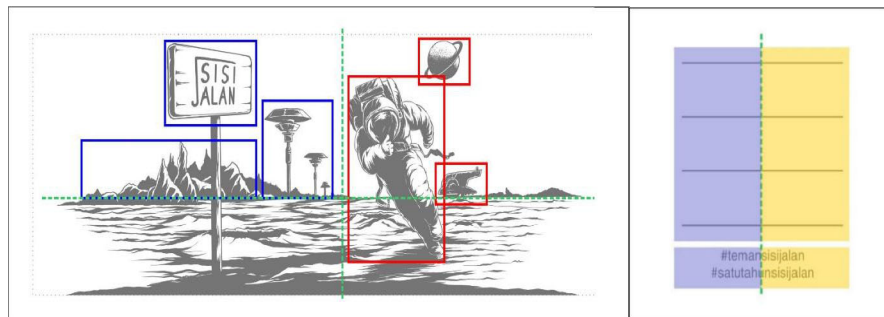

Figure 12. Balance on cup packaging label design of Sisijalan Kopi

c) Unity

The principle of unity in the design of Sisijalan Kopi's cup packaging labels can be seen from the illustration on the front of the label, which are not separated from each other. The sub-elements contained in the illustration are composed to relate to each other and strengthen the message to be conveyed. At least from the theme raised about "space", the elements in the illustration represent that theme.

In the Sisijalan Kopi cup packaging label design, the brand identity is represented by design elements in the form of symbols/logos, images, and text. In the image below, it can be seen more clearly the formation of the brand identity.
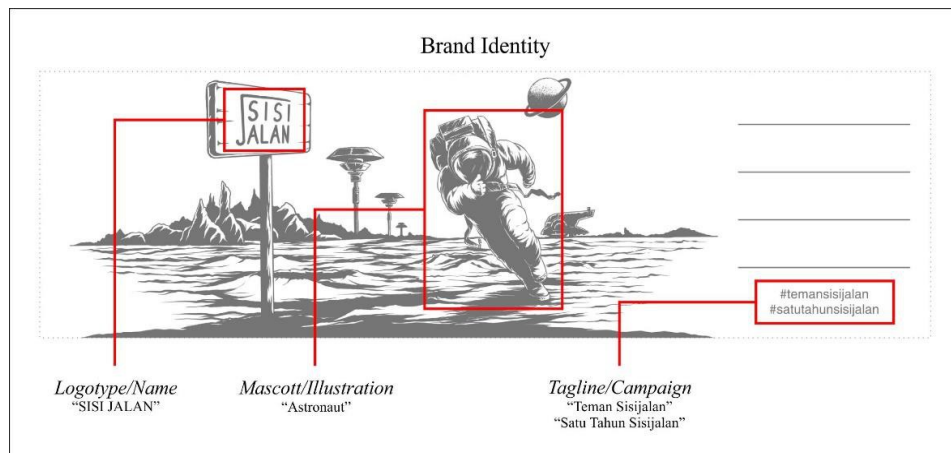
Figure 12. Brand identity of Sisijalan Kopi

The brand name, logo and mascot/illustration of the Sisijalan Kopi are represented by the label on the front of the cup packaging. Sisijalan Kopi has three types of logo shapes that represent their brand according to its purpose and designation. The three logo look different in terms of shape, the 1st logo emphasizes typography, the 2nd logo combines the two main elements of the illustration on the cup packaging label, while the 3rd logo simplifies the previous logo into a simpler form and adds a logotype with a different style.

The three logos are also used for different needs, the 1st logo is used in illustrations on cup packaging labels and shop signage. The 2nd logo is used on bottled beverage packaging labels. While the 3rd logo is used on the product packaging label for 'cold brew' menu and merchandise designs.

Figure 12. Variated logo of Sisijalan Kopi

Although the three types of logos used by Sisijalan Kopi look different, the images they want to build are related. Through the design of the Sisijalan Kopi cup packaging label, the brand image that appear is an explorative young figure who is undergoing a process of maturation. The brand image is represented by an image element of an astronaut who is running on land in outer space. The figure of an astronaut who can explore outer space is used as a brand representation or icon of Sisijalan Kopi because it is considered someone who has

advantages over the others. In addition, there is a personal aspect of Sisijalan Kopi owners who love the Star Wars film series. This was adapted by Sisijalan Kopi with the aim of giving a message to the audience that this coffee shop has advantages over other shops and communicates the personal aspects of the owners.

Another brand image is the closeness between Sisijalan Kopi and its consumers. This is represented by the hashtag/tagline that is pinned on the back of the Sisijalan Kopi cup packaging label. The hashtag/tagline reads "Friends of Sisijalan" which means a call or name for its consumers, both new consumers and existing customers.

5 Conclusion

Based on the explanation above about the image that will be formed by the two coffee shops in Kuningan Regency, it can be concluded that the awareness of the owners is in the branding process. Both are well aware that it is important for a micro business to build a brand image, especially a coffee shop, considering that its competitors are increasing from time to time. The two coffee shops that are the case studies also realize that their brand image can be formed and displayed not only through the logo, but can also be supported by other elements, including through the design of the packaging labels that they present to their consumers.

The identity and image that emerges through the cup packaging label Otaku Coffee is a coffee shop that attaches Japanese culture to its brand and adapts the cultural values of diligent and earnest work. Another image that is raised is that he is close and cares about his customers. As for Sisijalan Kopi, the image that emerges is that of a young, exploratory figure who undergoes a process of maturation through the coffee business and is close to its consumers.

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