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# Mapping and Recommendations for the Design of Accessory Packaging for MSMe Products Specifically in South Jakarta to International Standards

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The rapid growth of MSMEs operating in the accessory sector has created competition between each MSME to become superior in this industry. The role of Micro, Small and Medium Enterprises or what are usually called MSMEs, especially in Indonesia, is very large in supporting, helping and important, it is a type of business that is very strong even though it is hit by the COVID 19 pandemic, the reality is that it is very resilient and strong compared to large companies affected by this impact laying off employees as a result of the economic crisis resulting from the pandemic, the war between Israel and Palestine which does not yet appear to be over. So direct contributions from the government and society are needed in developing MSMEs, but the problem is how MSMEs can compete at the international level, because some MSMEs do not think about attracting consumers by creating attractive packaging. MSMEs assisted by the South Jakarta City Chamber of Commerce and Industry have high sales transactions through online channels and souvenir shop consignment. This can be a challenge for MSMEs to attract buyers through their product packaging. Specifically, for MSMEs in South Jakarta, accessories businesses with very attractive designs can be seen from the products on display in modern shopping centers. The first thing that will be reviewed is the MSME actors, including those expressed by the MSMEs. This research uses descriptive qualitative methods. The data used is mostly the results of interviews, questionnaires, data sources. The aim of the research is to create an international standard packaging design for accessory products for MSME products specifically for South Jakarta. The results of the research show that the packaging in the form of a cardboard box is decorated with a mega mending motif decorated with the Menul brand and then purple gives a luxurious and classy impression for accessories and is liked by the public, especially young people. Apart from that, storage period, logo/brand, net weight, and composition are information that the public needs as well as colors that are suitable for accessory products such as ethnic jewelry and provide characteristics of Indonesia's rich culture.

## 1. Introduction

The Chamber of Commerce and Industry (KADIN) was established based on Law of the Republic of Indonesia Number 1 of 1987, in this Law the Chamber of Commerce and Industry is stated as a forum for Indonesian entrepreneurs engaged in the economic sector. KADIN is also a forum for development to improve the professional capabilities of Indonesian entrepreneurs in their position as national economic actors, and as a forum for channeling aspirations in order to participate in the implementation of development in the economic sector based on Economic Democracy in accordance with Article 33 of the 1945 Constitution. Kadin is a forum for communication and consultations between Indonesian entrepreneurs and the Government on matters relating to trade, industry and services.

Most of the MSMEs assisted by the South Jakarta City Chamber of Commerce and Industry sell their products by entrusting them to certain shops/distribution channels and also through exhibitions, some have started selling their products online. Selling entrusted products like this means that business actors cannot directly communicate with potential buyers, so that the only thing that represents the product is the packaging.

In today's business world, with increasingly tight competition, entrepreneurs who want to continue to be successful are required to be creative in various ways, one of which is creating the most attractive packaging display possible to wrap the products produced and ready to offer them to the market, so that many consumers are interested in buying everything. products offered by the company (Apriyanti, 2018).

According to Kotler and Keller (Wulandari, 2020) Product development is a strategy for company growth by offering new or modified products to current market segments. In order to maintain and increase sales and market share, every company needs to make efforts to improve or change products in a better direction because the products produced by the company always move in a dynamic direction to satisfy consumer nee

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One important factor in a product that should be considered for development is packaging design. Packaging is defined as a way to deliver goods to consumers in the best and most profitable condition (Widiati, 2020). Good packaging design is not only attractive when displayed on the sales shelf but can also convince consumers to buy. Cenadi (Sab & Dhameria, 2014) stated that the attractiveness of a product cannot be separated from its packaging. Packaging is a trigger because packaging deals directly with consumers, therefore packaging must be able to influence consumers to give a positive response. Graphic design of product packaging which includes brand name, color, typography, images have a fairly high perception. Apart from graphic design, the design structure which includes shape, size and material has quite an influence on purchasing decisions (Willy & Nurjanah, 2019). Packaging is a more effective identity, by itself preventing exchange by competing products, because marketing is the only way for companies to differentiate their products (Mukhtar & Nurif, 2015).

Packaging deals directly with consumers, therefore packaging must be able to influence consumers to give a positive response. Graphic design of product packaging which includes brand name, color, typography, images has a fairly high perception. Apart from graphic design, the design structure which includes shape, size and material has quite an influence on purchasing decisions (Willy & Nurjanah, 2019). Packaging is a more effective identity, by itself preventing exchange by competing products, because marketing is the only way for companies to differentiate their products (Mukhtar & Nurif, 2015).

According to Kotler & Keller (Apriyanti, 2018) one means of promoting products is packaging. If a product has good packaging, it will describe the contents inside. Packaging a product is the activity of producing a package for a product. Apart from being used to wrap a product, packaging also functions as a consumer's first impression of the product. If the consumer's first impression is good, the consumer will fall in love with the product so that the consumer decides to buy it. However, vice versa, if the consumer's first impression is not good, the consumer will hesitate to buy the product we make.

According to Amri (Apriyanti, 2018) packaging is one area of visual communication design which has many special demands because of its function which directly faces consumers, including technical, creative, communicative, and marketing demands which must be translated into visual language. Packaging has 2 functions, namely as protection and as promotion. Serves as protection for products because differences in climate, transportation infrastructure, and distribution channels all have an impact on packaging. With protective packaging, consumers do not have to bear the risk of purchasing damaged or defective products. A company should make the best and most attractive packaging for consumers for the products they produce because packaging plays an important role as a promotional medium so that consumers can be attracted to them so that the level of product sales increases and can compete with similar companies.

Especially for MSMEs in South Jakarta, for this type of material and design business, very interesting things can be seen from the products on display at a large and modern shopping center in Jakarta. The first thing that will be reviewed is the MSME actors, including those expressed by these MSMEs.

Interview with MSME actors Tjantika Gallery Silver Jewelry and Art Mall Kota Kasablanka - Home Nusantara, LG B21 Jl. Kota Kasablanka Raya Kav. 88, RT.14/RW.5, Menteng Dalam, Kec. Tebet, South Jakarta City, Special Capital Region of Jakarta 12870. The leader is Mrs. Widowati Soekirman, who is a woman who really likes unique and interesting jewelry, so she thought about creating it. Selling jewelry made of 925 silver metal (Sterling Silver), accessories made of copper & stainless steel as well as art objects with ethnic elements.



Combined with local & imported natural stones, pearls, coral, and shells, both local and imported. Also, with wood / horns. Every purchase from the Gallery, the silver jewelry / accessories are put in a special box & wrapped in bubble plastic to avoid damage when delivered by the courier. Operational hours 10.00 - 20.00 WIB (Monday to Friday).



Figure 1.1 Type of accessory is a necklace.  
Data source: Tjantik Gallery silver jewelry and art

Rakita Gallery was driven by a Civil Engineering graduate, first interested in the field of fashion, then in displaying clothes added with accessories, consumers were interested in buying them. Fiya Thrissia Accessories has been passionate about and enjoys accessories since studying Visual Communication Design at Trisakti University.

Creative industries need to be developed in Indonesia because they have an important role in developing the countries and regional economies (Ministry of Trade, 2008). 1) providing significant economic contributions such as increasing employment opportunities, increasing exports, and its contribution to GDP, 2) creating a positive business climate that has an impact on other sectors, 3) building the nation's image and identity such as tourism, national icons, building cultural heritage, and local values, 4) based on renewable resources such as knowledge and increased creativity, 5) creating innovation and creativity which is a nation's competitive advantage, 6) can provide positive social impacts such as improving the quality of life and social tolerance.

Packaging is the outermost part of a product which functions to protect the product from shock, weather, and even serves as a medium for information about the product inside. According to Kotler (2000), apart from its basic function, it is used as a product protector.

Packaging can also have other functions, such as providing more selling value to the product, marketing tools, and providing comfort for users when using the product. But MSMEs really don't pay attention to packaging because they think it's actually important but in reality, they don't pay that much attention. The aim of this research is to map MSME product packaging and provide recommendations to the Jakarta regional government as a forum for MSMEs.

Understanding Packaging Kotler and Armstrong (2012) 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 remains intact. the quality. According to Titik Wijayanti (2012), packaging has a purpose and function in making products, namely: a. Beautify products with packaging that suits the product category. b. Provide product safety so that it is not damaged when displayed in the shop. c. Provide product security during product distribution. d. Providing information to consumers about the product itself in the form of labeling. e. It is the result of a product design that shows the product. According to Kotler and Keller (2012), good packaging can build brand equity and encourage sales. Several factors contribute to the use of packaging as a marketing tool: 7 a. Self-service, effective packaging performs the tasks in sales: attracts attention, illustrates product features, creates consumer confidence, and makes a favorable impression. b. Consumer Wealth, increasing consumer wealth makes them willing to pay more for better packaging comfort, appearance, reliability, and prestige. c. Company and Brand Image, packaging has a role in immediate recognition of the company or brand. d. Innovation Opportunities: Innovative packaging can bring great benefits to consumers and profits to producers. According to Nilsson & Ostrom (2005) in Cahyorini & Rusfian (2011), packaging design variables consist of 3 dimensions, namely: graphic design, design structure, and product information. a. Graphic Design Graphic design is a visual decoration on the surface of packaging (Nilsson & Ostrom, 2005) in Cahyorini & Rusfian (2013), and consists of four sub-dimensions, namely: brand name, color, typography, and images. 1) Brand Name the American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination of these, which is intended to identify the goods or services of one seller/group of sellers and differentiate them from competitors (Kotler & Keller, 2012).

## 2. Research Method

Judging from the type of data, the research approach used in this research is a qualitative approach. What is meant by qualitative research is research that intends to understand the phenomena experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2007:6).

Ariani, 2017: 20 that the breadth of the scientific domain of design which includes material and human aspects, physical and non-physical, concrete, and abstract, tangible, and intangible, means that design knowledge itself becomes broad in scope. Art and design research is intended to know something, but knowledge about something does not only come from sensory data, but other complex and multidimensional data (Piliang, 1989.vii-viii). To produce maximum research, methodology plays an important role.

According to Sugiyono, 2006:6 descriptive research is research carried out on variables and independently without comparison or connecting with other variables. Then according to Suharsimi Arikunto, 2003: 31 descriptive research is not intended to test certain hypotheses, but only describes what is about the variables.

This type of research approach is descriptive. Descriptive research is research that attempts to describe solutions to current problems based on data. The type of qualitative descriptive research used in this research is intended to obtain information on mapping Micro, Small and Medium Enterprises on accessories product packaging for international sales in an in-depth and comprehensive manner. In addition, with a qualitative approach, it is hoped that the situation and problems faced in community participation activities can be revealed and the younger generation or Millennial generation is a generation with a fast-paced character who can understand the Mapping of Micro, Small and Medium Enterprises in packaging accessories for international sales.

The following is a grid table for interview guides and documentation.

Table 1 Interview Guide Grid for Manufacturers.

No	Sub	Variabel
1	Name of the owner	Owner/Entrepreneur
2	Business Name	Owner/Entrepreneur
3	Age	Owner/Entrepreneur
4	Education	Owner/Entrepreneur
5	Address	Owner/Entrepreneur
6	Has the Covid 19 pandemic really affected sales of accessory production?	Owner/Entrepreneur
7	What are the sales results after the Covid 19 Pandemic, what percentage increase?	Owner/Entrepreneur
8	Does capital really influence your accessory production business?	Owner/Entrepreneur
9	Why are you interested in the accessories business?	Owner/Entrepreneur
10	Who is your accessory production target?	Owner/Entrepreneur
11	Any accessories made	Owner/Entrepreneur
12	Supporting materials used in making accessories (Gold/Silver/Iron/Gems)	Owner/Entrepreneur
13	Does the sales location greatly influence accessory production sales?	Owner/Entrepreneur
14	Does price really affect sales and the quality of the production of these accessories?	Owner/Entrepreneur
15	What obstacles do you feel as an MSME?	Owner/Entrepreneur
16	Does the business receive support or CSR from the Government or BUMN, please state	Owner/Entrepreneur
17	Does your business use packaging that includes a logo/label?	Owner/Entrepreneur
18	Can packaging help simplify the marketing process?	Owner/Entrepreneur

Table 2 Interview Guide Grid for Consumers using online

No	Sub	Variabel
1	Name	Consumer
2	Age	Consumer
3	Gender	Consumer
4	Address	Consumer
5	Education	Consumer
6	Work	Consumer
7	Why are you interested in Accessories	Consumer
	The most popular accessories (Earrings/Necklace/Earrings/Brooch/A set)	Consumer
8	Attracted by the unique and contemporary design	Consumer
9	Is it because of the price	Consumer
10	Is it because of the quality of the product	Consumer
11	Is it because the packaging is attractive and unique?	Consumer
12	Is packaging included in making the choice of product to be purchased?	Consumer

Table.3 Guide grid for international standard packaging results

No	Sub	Variabel
1	Is the accessory packaging attractive?	Consumer
2	Do you think packaging using the Mega Mendung motif can provide an image of Indonesian products?	Consumer
3	Purple color to display classy accessories and international standards?	Consumer
4	Can the name Menul reflect local/Indonesian products?	Consumer
5	Necklace and box packaging, which do you think is more attractive?	Consumer
6	a. Necklace	Consumer
7	b. Box	Consumer
8	In your opinion, when buying accessory products, you should also pay attention to the packaging?	Consumer
9	How can packaging design reflect Indonesia on the international stage?	Consumer

### 3. Result and Discussion

Tjantika Gallery Silver Jewelry and Art Mall Kota Kasablanka Home Nusantara, LG B21 Jl. Kota Kasablanka Raya Kav. 88, RT.14/RW.5, Menteng Dalam, Kec. Tebet, South Jakarta City, Special Capital Region of Jakarta 12870. The leader is Mrs. Widowati Soekirman, who is a woman who really likes unique and interesting jewelry, so she thought about creating it.

The owner of Rakita, Iwa, graduated in Civil Engineering but really likes fashion and the business is growing rapidly, to add to the interest of consumers in buying, adding accessories that look prettier and very harmonious and appropriate. Then I thought about designing and selling accessories, but it turned out to be selling well, but in 2020 it was affected by the Covid 19 Pandemic which really affected sales in free fall, this situation has not yet recovered and has had an impact on sales, resulting in limited sales. The obstacle is that the government in facilitating MSMEs does not pay attention to location and can be seen at the Kota Kasablanka Mall because it is located at the back causing visitors to rarely come, the fact is that on Friday 22 December 2023 at 14.00 noon I visited Bentara Nusantara at LG, it was very quiet, not as busy as it was. It's on the 2nd or 3rd floor, to be precise in front of where visitors are passing by. Information that paid ones are more profitable than unpaid ones. Rakita was founded in 2006 and survived until 2023, making every effort to survive.

The owner of UKM Tewetewe Art Mohamad Fathi became a partner developed by Pertamina in 2013. He explained that he had carried out many transformations, especially in terms of product marketing to be able to penetrate the Asian market. It is known that Tewetewe Art is a business that operates in the wire jewelry sector.

Fathi revealed that he taught himself to be able to produce pendants, necklaces, bracelets, brooches, and various other accessories made from copper wire to combine with natural stones.

The questionnaire data collection was obtained from distributing the Google Form link via the WhatsApp social media platform. Based on the latest data report, which was summarized on February 29, 2024, this questionnaire was filled in by 24 respondents consisting of 79.2% women and 20.8% men. This questionnaire will later become a reference in determining the design concept as well as providing a structural framework for measuring variables relevant to the research topic by identifying patterns, relationships, or trends in relation to the research variables. Apart from that, questionnaires also play a role in measuring respondents' opinions, perceptions, or attitudes towards a topic, and provide understanding regarding Mapping and Recommendations for Designing International Standard MSME Product Accessory Packaging from consumers' views. The following are details of the questionnaire data that was filled in by respondents.

Based on this data, there were findings that the distribution of respondents reached 79.2% women and 20.8% men. The significant proportion of female respondents may reflect the group's high interest or involvement in the topic of Mapping and Recommendations for the Design of Packaging Accessories for Special South Jakarta MSME Products with International Standards. Further analysis could provide insight into the specific preferences or information needs held by this group of men. While the lower proportion of female respondents highlights the need to consider more effective ways to attract attention and engage more participation from this group. This analysis can help refine packaging development strategies to be more responsive to respondents' overall needs and preferences.

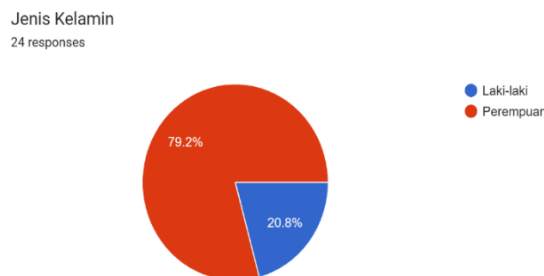


Figure 1 Gender Percentage

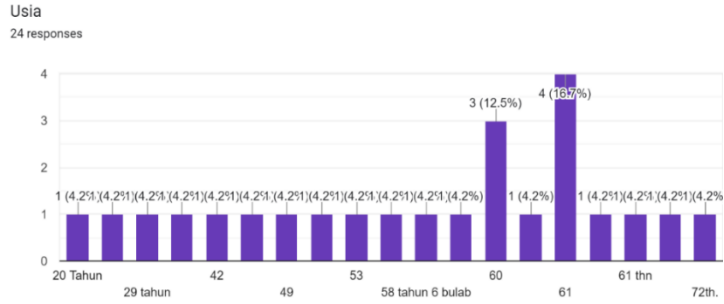


Figure 2 Percentage of Consumer Age

Data on the percentage of consumer age shows that 16.7% of respondents are 61 years old and 12.5% are 60 years old, while those aged 20, 27, 42, 29, 53, 58 years to 72 years with 4.2% agree that packaging problems need to be addressed. to obtain international standards. These findings reflect a strong consensus among respondents regarding the urgency of addressing packaging issues in accessories. This comprehensive agreement provides a solid basis for designing packaging that focuses on concrete solutions and encourages creating designs to international standards.

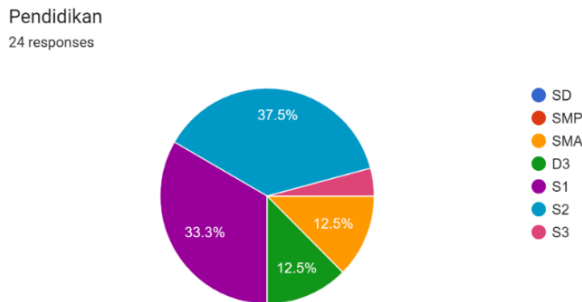


Figure 3 Percentage of Educational

The image data shows that the education level of the 24 respondents was high school level, 12.5% of respondents were 33.5% undergraduate level and 37.5% postgraduate level. These findings reflect a strong consensus among respondents regarding the urgency of handling packaging problems in accessories. This comprehensive agreement provides a solid basis for designing packaging that focuses on concrete solutions and encourages creating designs to international standards.



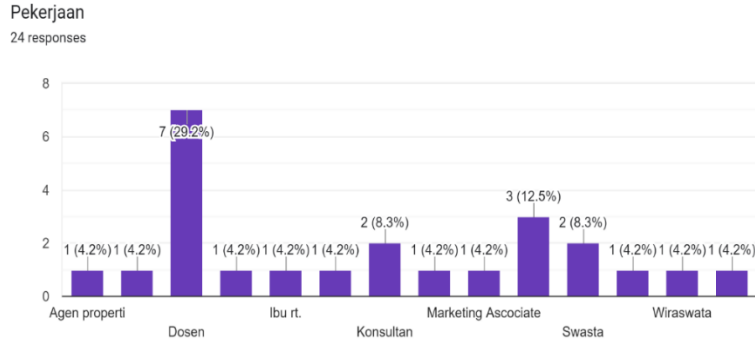


Figure 4 Percentage of Employment

The data in the picture is the percentage of work from Property Agents, Marketing Associates, Entrepreneurs and Housewives at 4.2%, then the highest percentage is Lecturers at 29.2% followed by consultants and Entrepreneurs at 8.3%

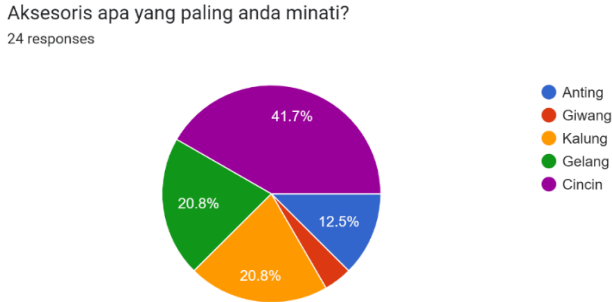


Figure 5 Percentage of accessories that are most in demand.

The data in the picture is the percentage of accessories that are most popular with consumers or respondents, namely earrings at 12.5%, then necklaces at 20.8% followed by bracelets at 20.8% and the most favorite is rings at 41.7%, the rest are studs 4.25%.



Figure 6 Percentage of attractive design accessories that are competitive/cheap.

The data in the picture is a percentage of attractive design accessories and competitive prices, aka cheap. It can be seen from the following percentage for dancing designs and cheap prices, which is 87.5%, while 12.5 is no problem with that.



Figure 7 Percentage of Modern and Traditional Design Selections

The data in the picture is a percentage regarding the criteria for selecting accessory designs, namely: 58.3% of consumers are more interested in designs with a modern impression and 41.7% are interested in more traditional designs.



Figure 8 Packaging Percentage

The data in the picture is the percentage regarding packaging that is taken into consideration in choosing accessories at 83.3% while packaging is not a problem at 16.7%. Data for consumers differs from that for owners in that the percentage is the same, namely 50% each but not for consumers that with attractive areas the level of sales increases.

Questionnaire data was obtained from distributing the Google Form link via the WhatsApp social media platform. Based on the latest data report which was summarized on January 29, 2024, this questionnaire was filled in by 24 respondents as consumers of "Mapping and Recommendations for the Design of Accessory Packaging for Special South Jakarta MSME Products with International Standards."

Menul Teguh Riyanti, 2024 consisting of 24 respondents is 79.2% while 20.8% are men aged 20 years and 4%, the largest is 60 years old, 12.5%, followed by 61 years old, 16.1 % and the largest occupation is Lecturer 29.2% followed by Housewife followed by the most preferred accessories Rings at 41.7%, bracelets 20.8%, necklaces 20.8%, earrings 12.5% and the lowest is ear studs. Designs for accessories are more interested in 58.3% of modern designs and 41.7% of traditional designs and packaging which is a consideration in choosing accessories for 83.3% while not as much as 16.7%.

Well-designed packaging can increase brand equity so that it can encourage sales. According to Kotler (Maulani, Fetrianggi, & Prana, 2021) there are 6 elements that must be fulfilled when creating a product design, namely size, shape, material, color, font and brand, but in this research, there are 5 that the author added, namely packaging form, packaging material, colors, fonts and branding.

The discussion here is after getting answers and suggestions from 24 respondents and 2 owners from the research team to design packaging as a recommendation for MSMEs on how packaging can compete at the international level.

The team agreed to use the name Menul because it better reflects the local or Indonesian name. Packaging for necklaces so that they are easy to carry as souvenirs or souvenirs.



Figure 9 Menul Packaging Innovation  
Design by Ahmad Syarif Hidayatullah

The packaging created using purple is not only a symbol of women's struggle, but purple can also symbolize royalty or wealth.

This stems from the use of purple in ancient times which was very rare. It is so rare that all purple items can be very expensive. According to Adams (2008) purple itself is related to spiritual royalty or is related to things that are psychological (spiritual and inner). Purple itself has negative and positive meanings. The positive things about purple are related to luxury or glamour, sophistication, sophistication or modernity, and something of rank or rank. This color is also related to ideas, wealth, nobility, and spirituality. Not only is it a positive color, purple also has a negative meaning which is often interpreted. Purple itself has a negative meaning, such as things that are excessive or have gone too far. This color is also associated with madness or mental disorders, and mercilessness or cruelty, Adams (2008). Usually, purple is often used in films with a mystery theme or those related to mystical things. 20 Adams (2008) The relationship between purple and its own culture is often interpreted differently. Latin Americans use purple to signify the end of life or death. In contrast to the country which is famous for its white elephants, Thailand uses this color by women who are no longer married and mourn the death of their husbands. Purple is also a symbol as a sign of greatness, enlightenment, and arrogance.

Plus, the batik motif ornament which is usually called the Cirebon Mega Mendung Mega Mendung motif is full of religious and philosophical meaning. The lines in the drawing are a symbol of the journey of human life from birth, childhood, adolescence, adulthood, marriage to death. Between birth and death there is a connecting line, all of which symbolizes the greatness of God. In general, Cirebon batik motifs are divided into five decorative groups, including wadanan (coral or rock), geometric, pangkaan (buketan), byur, and semarangan.

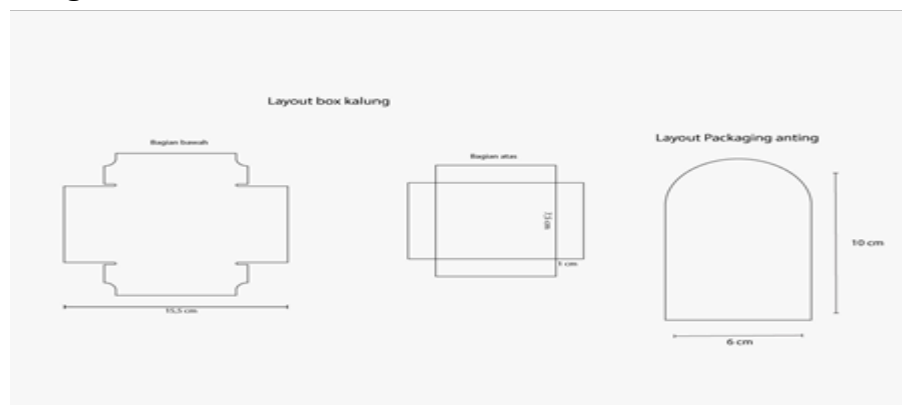


Figure 10 Packaging sketch  
Source: Ahmad Syarief Hidayatullah




Figure 11 Menul Packaging Innovation Design by Ahmad Syarief Hidayatullah

<https://forms.gle/CtNmUQTcny21F6F36>

**Pemetaan dan Rekomendasi Perancang Kemasan Aksesori Produk UMKM Khusus Jakarta Selatan Berstandar Internasional**  
 Oleh Dr. Menul Teguh Riyani, S.Sn., M.Pd.  
 Login ke Google untuk menyimpan progres. [Pelajari lebih lanjut](#)  
 \*Menyajikan pertanyaan yang wajib diisi

Email\*  
 Email Anda

Apakah kemasan aksesoris menarik?



Ya  
 Tidak

Kemasan Kalung dan Kotak, menurut anda lebih menarik yang mana

Kalung  
 Kotak

Menurut anda apakah dalam membeli produk Aksesoris juga memperhatikan kemasan

Jawab: Anda

Desain kemasan yang bagaimana dapat mencerminkan Indonesia ke kancas internasional?

motif Batik  
 Tarian adat  
 Susana Daerah

Harga aksesoris standar internasional menurut anda

Rp1.000.000  
 Rp2.000.000  
 Tidak menentu

Data obtained from consumers regarding international standard packaging is as follows.

Apakah kemasan aksesoris menarik?

19 responses

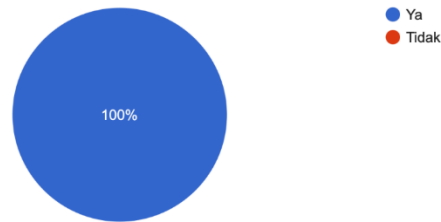


Figure 14 Attractive accessory packaging

It can be seen from consumers' answers that the packaging must be attractive 100% so that the analysis here can be concluded that packaging remains a major concern for MSMEs who are interested in accessories. They must pay attention to packaging as a brand and branding for their business at national and international levels.

Menurut anda kemasan dengan menggunakan motif Mega Mendung dapat memberikan image produk Indonesia?

19 responses

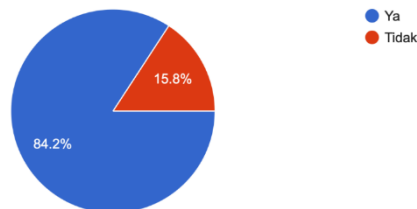


Figure 15 Packaging using the Mega Mendung motif.

The percentage of packaging using the Mega Mendung Motif as an image of Indonesian products by consumers stated 84.2% that it was indeed a very good image because 15.8% of people answered no and made the packaging input reflect Indonesia.

Warna ungu untuk menampilkan aksesoris berkelas dan standar Internasional

19 responses

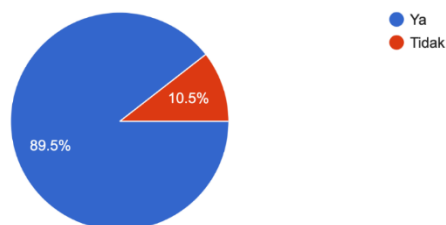


Figure 16 Packaging uses a purple background.

Nama Menul dapat mencerminkan produk lokal/Indonesia  
19 responses

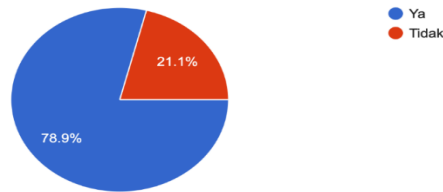


Figure 17 Packaging using the name Menul reflects the local name.

The percentage of the name Menul for a product reached 78.9% who answered yes while 21.1% answered no, so it can be analyzed that the name can reflect an Indonesian or local name because the name Menul is originally from the Javanese tribe.

Kemasan Kalung dan Kotak, menurut anda lebih menarik yang mana  
19 responses

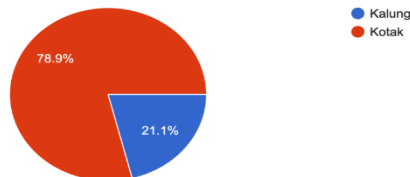


Figure 18 Selection of packaging: Box or semicircular shape

The choice of box-shaped or circular packaging, as in the example, can be seen from the fact that consumers are much more interested in box-shaped ones than semi-circular ones. The percentage of 78.9% is very interested in squares rather than circular ones like necklaces at 21.1%

Desain kemasan yang bagaimana dapat mencerminkan Indonesia ke kancah Internasional?  
19 responses

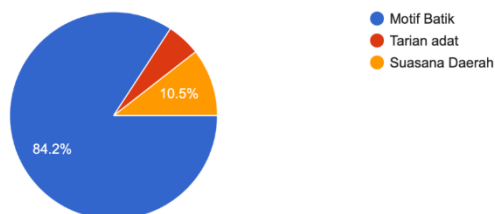


Figure 19 Representative packaging that reflects Indonesia.

In the data shown in the chart, the most attractive packaging is the batik motif, reaching 84.2%, very much in demand, for dances and regional atmosphere around 10.5%, the conclusion in the analysis for the image to reflect Indonesia is Batik motif.



## 4. Conclusion

Conclusion Based on the research results, the following conclusions can be drawn: Based on the latest data report, which was summarized on January 29, 2024, this questionnaire was filled out by 24 respondents as consumers of "Mapping and Recommendations for Packaging Design for Accessories for MSME Products Especially for South Jakarta with International Standards." Menul Teguh Riyanti, 2024 consisting of 24 respondents is 79.2% while 20.8% are men aged 20 years and 4%, the largest is 60 years old, 12.5%, followed by 61 years old, 16.1 % and the largest occupation is Lecturer 29.2% followed by Housewife followed by the most preferred accessories Rings at 41.7%, bracelets 20.8%, necklaces 20.8%, earrings 12.5% and the lowest is ear studs. Designs for accessories are more interested in 58.3% of modern designs and 41.7% of traditional designs and packaging which is a consideration in choosing accessories for 83.3% while not as much as 16.7%.

The packaging for mapping and recommendations according to the questionnaire was mostly in the form of consumer preferred contact, reaching 78.9%, while the semi-circle shape was 22.1%, so it was concluded that the box packaging was more attractive than the Mega Mendung batik motif with a bright purple background. gives the impression of luxury, elegance, and class, and makes the wearer appear confident.

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# Mapping and Recommendations for the Design of Accessory Packaging for MSMe Products Specifically in South Jakarta to International Standards

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The rapid growth of MSMEs operating in the accessory sector has created competition between each MSME to become superior in this industry. The role of Micro, Small and Medium Enterprises or what are usually called MSMEs, especially in Indonesia, is very large in supporting, helping and important, it is a type of business that is very strong even though it is hit by the COVID 19 pandemic, the reality is that it is very resilient and strong compared to large companies affected by this impact laying off employees as a result of the economic crisis resulting from the pandemic, the war between Israel and Palestine which does not yet appear to be over. So direct contributions from the government and society are needed in developing MSMEs, but the problem is how MSMEs can compete at the international level, because some MSMEs do not think about attracting consumers by creating attractive packaging. MSMEs assisted by the South Jakarta City Chamber of Commerce and Industry have high sales transactions through online channels and souvenir shop consignment. This can be a challenge for MSMEs to attract buyers through their product packaging. Specifically, for MSMEs in South Jakarta, accessories businesses with very attractive designs can be seen from the products on display in modern shopping centers. The first thing that will be reviewed is the MSME actors, including those expressed by the MSMEs. This research uses descriptive qualitative methods. The data used is mostly the results of interviews, questionnaires, data sources. The aim of the research is to create an international standard packaging design for accessory products for MSME products specifically for South Jakarta. The results of the research show that the packaging in the form of a cardboard box is decorated with a mega mending motif decorated with the Menul brand and then purple gives a luxurious and classy impression for accessories and is liked by the public, especially young people. Apart from that, storage period, logo/brand, net weight, and composition are information that the public needs as well as colors that are suitable for accessory products such as ethnic jewelry and provide characteristics of Indonesia's rich culture.

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## 1. Introduction

The Chamber of Commerce and Industry (KADIN) was established based on Law of the Republic of Indonesia Number 1 of 1987, in this Law the Chamber of Commerce and Industry is stated as a forum for Indonesian entrepreneurs engaged in the economic sector. KADIN is also a forum for development to improve the professional capabilities of Indonesian entrepreneurs in their position as national economic actors, and as a forum for channeling aspirations in order to participate in the implementation of development in the economic sector based on Economic Democracy in accordance with Article 33 of the 1945 Constitution. Kadin is a forum for communication and consultations between Indonesian entrepreneurs and the Government on matters relating to trade, industry and services.

Most of the MSMEs assisted by the South Jakarta City Chamber of Commerce and Industry sell their products by entrusting them to certain shops/distribution channels and also through exhibitions, some have started selling their products online. Selling entrusted products like this means that business actors cannot directly communicate with potential buyers, so that the only thing that represents the product is the packaging.

In today's business world, with increasingly tight competition, entrepreneurs who want to continue to be successful are required to be creative in various ways, one of which is creating the most attractive packaging display possible to wrap the products produced and ready to offer them to the market, so that many consumers are interested in buying everything. products offered by the company (Apriyanti, 2018).

According to Kotler and Keller (Wulandari, 2020) <sup>13</sup> Product development is a strategy for company growth by offering new or modified products to current market segments. In order to maintain and increase sales and market share, every company needs to make efforts to improve or change products in a better direction because the products produced by the company always move in a dynamic direction to satisfy consumer need

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One important factor in a product that should be considered for development is packaging design. Packaging is defined as a way to deliver goods to consumers in the best and most profitable condition (Widiati, 2020). Good packaging design is not only attractive when displayed on the sales shelf but can also convince consumers to buy. Cenadi (Sab & Dhameria, 2014) stated that the attractiveness of a product cannot be separated from its packaging. Packaging is a trigger because packaging deals directly with consumers, therefore packaging must be able to influence consumers to give a positive response. Graphic design of product packaging which includes brand name, color, typography, images have a fairly high perception. Apart from graphic design, the design structure which includes shape, size and material has quite an influence on purchasing decisions (Willy & Nurjanah, 2019). Packaging is a more effective identity, by itself preventing exchange by competing products, because marketing is the only way for companies to differentiate their products (Mukhtar & Nurif, 2015).

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According to Kotler & Keller (Apriyanti, 2018) one means of promoting products is packaging. If a product has good packaging, it will describe the contents inside. Packaging a product is the activity of producing a package for a product. Apart from being used to wrap a product, packaging also functions as a consumer's first impression of the product. If the consumer's first impression is good, the consumer will fall in love with the product, so that the consumer decides to buy it. However, vice versa, if the consumer's first impression is not good, the consumer will hesitate to buy the product we make.

According to Amri (Apriyanti, 2018) packaging is one area of visual communication design which has many special demands because of its function which directly faces consumers, including technical, creative, communicative, and marketing demands which must be translated into visual language. Packaging has 2 functions, namely as protection and as promotion. Serves as protection for products because differences in climate, transportation infrastructure, and distribution channels all have an impact on packaging. With protective packaging, consumers do not have to bear the risk of purchasing damaged or defective products. A company should make the best and most attractive packaging for consumers for the products they produce because packaging plays an important role as a promotional medium so that consumers can be attracted to them so that the level of product sales increases and can compete with similar companies.

Especially for MSMEs in South Jakarta, for this type of material and design business, very interesting things can be seen from the products on display at a large and modern shopping center in Jakarta. The first thing that will be reviewed is the MSME actors, including those expressed by these MSMEs.

Interview with MSME actors Tjantika Gallery Silver Jewelry and Art Mall Kota Kasablanka - Home Nusantara, LG B21 Jl. Kota Kasablanka Raya Kav. 88, RT.14/RW.5, Menteng Dalam, Kec. Tebet, South Jakarta City, Special Capital Region of Jakarta 12870. The leader is Mrs. Widowati Soekirman, who is a woman who really likes unique and interesting jewelry, so she thought about creating it. Selling jewelry made of 925 silver metal (Sterling Silver), accessories made of copper & stainless steel as well as art objects with ethnic elements.



Combined with local & imported natural stones, pearls, coral, and shells, both local and imported. Also, with wood / horns. Every purchase from the Gallery, the silver jewelry / accessories are put in a special box & wrapped in bubble plastic to avoid damage when delivered by the courier. Operational hours 10.00 - 20.00 WIB (Monday to Friday).



Figure 1.1 Type of accessory is a necklace.  
Data source: Tjantik Gallery silver jewelry and art

Rakita Gallery was driven by a Civil Engineering graduate, first interested in the field of fashion, then in displaying clothes added with accessories, consumers were interested in buying them. Fiya Thrissia Accessories has been passionate about and enjoys accessories since studying Visual Communication Design at Trisakti University.

4 Creative industries need to be developed in Indonesia because they have an important role in developing the countries and regional economies (Ministry of Trade, 2008). 1) providing significant economic contributions such as increasing employment opportunities, increasing exports, and its contribution to GDP, 2) creating a positive business climate that has an impact on other sectors, 3) building the nation's image and identity such as tourism, national icons, building cultural heritage, and local values, 4) based on renewable resources such as knowledge and increased creativity, 5) creating innovation and creativity which is a nation's competitive advantage, 6) can provide positive social impacts such as improving the quality of life and social tolerance.

Packaging is the outermost part of a product which functions to protect the product from shock, weather, and even serves as a medium for information about the product inside. According to Kotler (2000), apart from its basic function, it is used as a product protector.

Packaging can also have other functions, such as providing more selling value to the product, marketing tools, and providing comfort for users when using the product. But MSMEs really don't pay attention to packaging because they think it's actually important but in reality, they don't pay that much attention. The aim of this research is to map MSME product packaging and provide recommendations to the Jakarta regional government as a forum for MSMEs.

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Understanding Packaging Kotler and Armstrong (2012) 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 remains intact. the quality. According to Titik Wijayanti (2012), packaging has a purpose and function in making products, namely: a. Beautify products with packaging that suits the product category. b. Provide product safety so that it is not damaged when displayed in the shop. c. Provide product security during product distribution. d. Providing information to consumers about the product itself in the form of labeling. e. It is the result of a product design that shows the product. According to Kotler and Keller (2012), good packaging can build brand equity and encourage sales. Several factors contribute to the use of packaging as a marketing tool: 7 a. Self-service, effective packaging performs the tasks in sales: attracts attention, illustrates product features, creates consumer confidence, and makes a favorable impression. b. Consumer Wealth, increasing consumer wealth makes them willing to pay more for better packaging comfort, appearance, reliability, and prestige. c. Company and Brand Image, packaging has a role in immediate recognition of the company or brand. d. Innovation Opportunities: Innovative packaging can bring great benefits to consumers and profits to producers. According to Nilsson & Ostrom (2005) in Cahyorini & Rusfian (2011), packaging design variables consist of 3 dimensions, namely: graphic design, design structure, and product information. a. Graphic Design Graphic design is a visual decoration on the surface of packaging (Nilsson & Ostrom, 2005) in Cahyorini & Rusfian (2013), and consists of four sub-dimensions, namely: brand name, color, typography, and images. 1) Brand Name the American Marketing Association defines a brand as a name, term, sign, symbol, or design, or a combination of these, which is intended to identify the goods or services of one seller/group of sellers and differentiate them from competitors (Kotler & Keller, 2012).



## 2. Research Method

Judging from the type of data, the research approach used in this research is a qualitative approach. What is meant by qualitative research is research that intends to understand the phenomena experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2007:6).

Ariani, 2017: 20 that the breadth of the scientific domain of design which includes material and human aspects, physical and non-physical, concrete, and abstract, tangible, and intangible, means that design knowledge itself becomes broad in scope. Art and design research is intended to know something, but knowledge about something does not only come from sensory data, but other complex and multidimensional data (Piliang, 1989.vii-viii). To produce maximum research, methodology plays an important role.

According to Sugiyono, 2006:6 descriptive research is research carried out on variables and independently without comparison or connecting with other variables. Then according to Suharsimi Arikunto, 2003: 31 descriptive research is not intended to test certain hypotheses, but only describes what is about the variables.

This type of research approach is descriptive. Descriptive research is research that attempts to describe solutions to current problems based on data. The type of qualitative descriptive research used in this research is intended to obtain information on mapping Micro, Small and Medium Enterprises on accessories product packaging for international sales in an in-depth and comprehensive manner. In addition, with a qualitative approach, it is hoped that the situation and problems faced in community participation activities can be revealed and the younger generation or Millennial generation is a generation with a fast-paced character who can understand the Mapping of Micro, Small and Medium Enterprises in packaging accessories for international sales.

The following is a grid table for interview guides and documentation.

Table 1 Interview Guide Grid for Manufacturers.

No	Sub	Variabel
1	Name of the owner	Owner/Entrepreneur
2	Business Name	Owner/Entrepreneur
3	Age	Owner/Entrepreneur
4	Education	Owner/Entrepreneur
5	Address	Owner/Entrepreneur
6	Has the Covid 19 pandemic really affected sales of accessory production?	Owner/Entrepreneur
7	What are the sales results after the Covid 19 Pandemic, what percentage increase?	Owner/Entrepreneur
8	Does capital really influence your accessory production business?	Owner/Entrepreneur
9	Why are you interested in the accessories business?	Owner/Entrepreneur
10	Who is your accessory production target?	Owner/Entrepreneur
11	Any accessories made	Owner/Entrepreneur
12	Supporting materials used in making accessories (Gold/Silver/Iron/Gems)	Owner/Entrepreneur
13	Does the sales location greatly influence accessory production sales?	Owner/Entrepreneur
14	Does price really affect sales and the quality of the production of these accessories?	Owner/Entrepreneur
15	What obstacles do you feel as an MSME?	Owner/Entrepreneur
16	Does the business receive support or CSR from the Government or BUMN, please state	Owner/Entrepreneur
17	Does your business use packaging that includes a logo/label?	Owner/Entrepreneur
18	Can packaging help simplify the marketing process?	Owner/Entrepreneur

Table 2 Interview Guide Grid for Consumers using online

No	Sub	Variabel
1	Name	Consumer
2	Age	Consumer
3	Gender	Consumer
4	Address	Consumer
5	Education	Consumer
6	Work	Consumer
7	Why are you interested in Accessories	Consumer
	The most popular accessories (Earrings/Necklace/Earrings/Brooch/A set)	Consumer
8	Attracted by the unique and contemporary design	Consumer
9	Is it because of the price	Consumer
10	Is it because of the quality of the product	Consumer
11	Is it because the packaging is attractive and unique?	Consumer
12	Is packaging included in making the choice of product to be purchased?	Consumer

Table.3 Guide grid for international standard packaging results

No	Sub	Variabel
1	Is the accessory packaging attractive?	Consumer
2	Do you think packaging using the Mega Mendung motif can provide an image of Indonesian products?	Consumer
3	Purple color to display classy accessories and international standards?	Consumer
4	Can the name Menul reflect local/Indonesian products?	Consumer
5	Necklace and box packaging, which do you think is more attractive?	Consumer
6	a. Necklace	Consumer
7	b. Box	Consumer
8	In your opinion, when buying accessory products, you should also pay attention to the packaging?	Consumer
9	How can packaging design reflect Indonesia on the international stage?	Consumer

### 3. Result and Discussion

Tjantika Gallery Silver Jewelry and Art Mall Kota Kasablanka Home Nusantara, LG B21 Jl. Kota Kasablanka Raya Kav. 88, RT.14/RW.5, Menteng Dalam, Kec. Tebet, South Jakarta City, Special Capital Region of Jakarta 12870. The leader is Mrs. Widowati Soekirman, who is a woman who really likes unique and interesting jewelry, so she thought about creating it.

The owner of Rakita, Iwa, graduated in Civil Engineering but really likes fashion and the business is growing rapidly, to add to the interest of consumers in buying, adding accessories that look prettier and very harmonious and appropriate. Then I thought about designing and selling accessories, but it turned out to be selling well, but in 2020 it was affected by the Covid 19 Pandemic which really affected sales in free fall, this situation has not yet recovered and has had an impact on sales, resulting in limited sales. The obstacle is that the government in facilitating MSMEs does not pay attention to location and can be seen at the Kota Kasablanka Mall because it is located at the back causing visitors to rarely come, the fact is that on Friday 22 December 2023 at 14.00 noon I visited Bentara Nusantara at LG, it was very quiet, not as busy as it was. It's on the 2nd or 3rd floor, to be precise in front of where visitors are passing by. Information that paid ones are more profitable than unpaid ones. Rakita was founded in 2006 and survived until 2023, making every effort to survive.

The owner of UKM Tewetewe Art Mohamad Fathi became a partner developed by Pertamina in 2013. He explained that he had carried out many transformations, especially in terms of product marketing to be able to penetrate the Asian market. It is known that Tewetewe Art is a business that operates in the wire jewelry sector.



Fathi revealed that he taught himself to be able to produce pendants, necklaces, bracelets, brooches, and various other accessories made from copper wire to combine with natural stones.

The questionnaire data collection was obtained from distributing the Google Form link via the WhatsApp social media platform. Based on the latest data report, which was summarized on February 29, 2024, this questionnaire was filled in by 24 respondents consisting of 79.2% women and 20.8% men. This questionnaire will later become a reference in determining the design concept as well as providing a structural framework for measuring variables relevant to the research topic by identifying patterns, relationships, or trends in relation to the research variables. Apart from that, questionnaires also play a role in measuring respondents' opinions, perceptions, or attitudes towards a topic, and provide understanding regarding Mapping and Recommendations for Designing International Standard MSME Product Accessory Packaging from consumers' views. The following are details of the questionnaire data that was filled in by respondents.

Based on this data, there were findings that the distribution of respondents reached 79.2% women and 20.8% men. The significant proportion of female respondents may reflect the group's high interest or involvement in the topic of Mapping and Recommendations for the Design of Packaging Accessories for Special South Jakarta MSME Products with International Standards. Further analysis could provide insight into the specific preferences or information needs held by this group of men. While the lower proportion of female respondents highlights the need to consider more effective ways to attract attention and engage more participation from this group. This analysis can help refine packaging development strategies to be more responsive to respondents' overall needs and preferences.

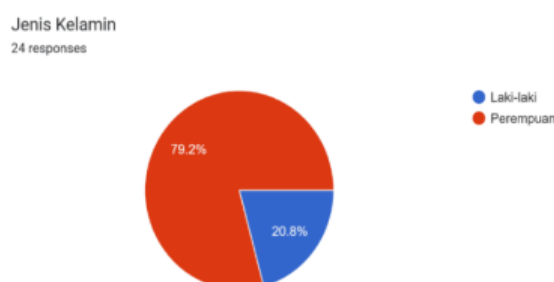


Figure 1 Gender Percentage

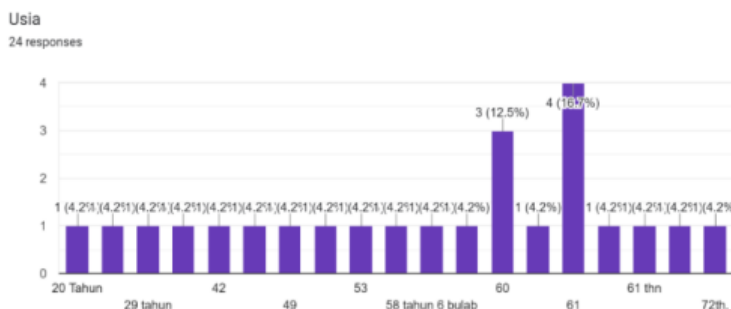


Figure 2 Percentage of Consumer Age

Data on the percentage of consumer age shows that 16.7% of respondents are 61 years old and 12.5% are 60 years old, while those aged 20, 27, 42, 29, 53, 58 years to 72 years with 4.2% agree that packaging problems need to be addressed. to obtain international standards. These findings reflect a strong consensus among respondents regarding the urgency of addressing packaging issues in accessories. This comprehensive agreement provides a solid basis for designing packaging that focuses on concrete solutions and encourages creating designs to international standards.

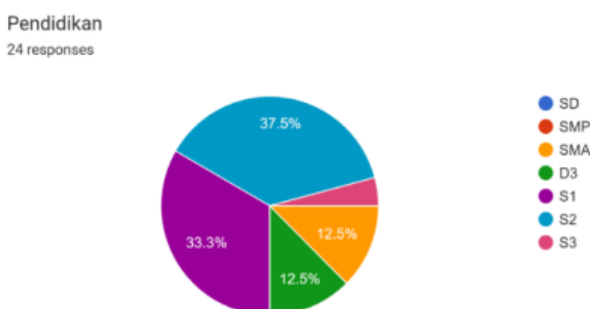


Figure 3 Percentage of Educational

The image data shows that the education level of the 24 respondents was high school level, 12.5% of respondents were 33.5% undergraduate level and 37.5% postgraduate level. These findings reflect a strong consensus among respondents regarding the urgency of handling packaging problems in accessories. This comprehensive agreement provides a solid basis for designing packaging that focuses on concrete solutions and encourages creating designs to international standards.





Figure 4 Percentage of Employment

The data in the picture is the percentage of work from Property Agents, Marketing Associates, Entrepreneurs and Housewives at 4.2%, then the highest percentage is Lecturers at 29.2% followed by consultants and Entrepreneurs at 8.3%

Aksesoris apa yang paling anda minati?  
24 responses

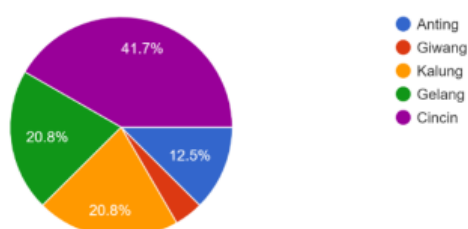


Figure 5 Percentage of accessories that are most in demand.

The data in the picture is the percentage of accessories that are most popular with consumers or respondents, namely earrings at 12.5%, then necklaces at 20.8% followed by bracelets at 20.8% and the most favorite is rings at 41.7%, the rest are studs 4.25%.

Apakah dalam pemilihan aksesoris melihat dari desainnya yang menarik atau harga murah?  
24 responses

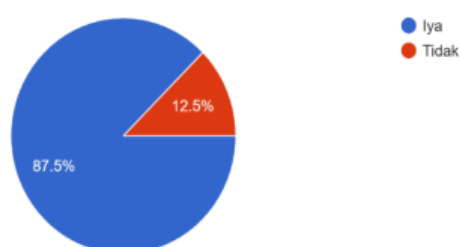


Figure 6 Percentage of attractive design accessories that are competitive/cheap.

The data in the picture is a percentage of attractive design accessories and competitive prices, aka cheap. It can be seen from the following percentage for dancing designs and cheap prices, which is 87.5%, while 12.5 is no problem with that.



Figure 7 Percentage of Modern and Traditional Design Selections

The data in the picture is a percentage regarding the criteria for selecting accessory designs, namely: 58.3% of consumers are more interested in designs with a modern impression and 41.7% are interested in more traditional designs.



Figure 8 Packaging Percentage

The data in the picture is the percentage regarding packaging that is taken into consideration in choosing accessories at 83.3% while packaging is not a problem at 16.7%. Data for consumers differs from that for owners in that the percentage is the same, namely 50% each but not for consumers that with attractive areas the level of sales increases.

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Menul Teguh Riyanti, 2024 consisting of 24 respondents is 79.2% while 20.8% are men aged 20 years and 4%, the largest is 60 years old, 12.5%, followed by 61 years old, 16.1 % and the largest occupation is Lecturer 29.2% followed by Housewife followed by the most preferred accessories Rings at 41.7%, bracelets 20.8%, necklaces 20.8%, earrings 12.5% and the lowest is ear studs. Designs for accessories are more interested in 58.3% of modern designs and 41.7% of traditional designs and packaging which is a consideration in choosing accessories for 83.3% while not as much as 16.7%.

Well-designed packaging can increase brand equity so that it can encourage sales. According to Kotler (Maulani, Fetrianggi, & Prana, 2021) there are 6 elements that must be fulfilled when creating a product design, namely size, shape, material, color, font and brand, but in this research, there are 5 that the author added, namely packaging form, packaging material, colors, fonts and branding.

The discussion here is after getting answers and suggestions from 24 respondents and 2 owners from the research team to design packaging as a recommendation for MSMEs on how packaging can compete at the international level.

The team agreed to use the name Menul because it better reflects the local or Indonesian name. Packaging for necklaces so that they are easy to carry as souvenirs or souvenirs.

menul



Figure 9 Menul Packaging Innovation  
Design by Ahmad Syarif Hidayatullah

The packaging created using purple is not only a symbol of women's struggle, but purple can also symbolize royalty or wealth.

This stems from the use of purple in ancient times which was very rare. It is so rare that all purple items can be very expensive. According to Adams (2008) purple itself is related to spiritual royalty or is related to things that are psychological (spiritual and inner). Purple itself has negative and positive meanings. The positive things about purple are related to luxury or glamour, sophistication, sophistication or modernity, and something of rank or rank. This color is also related to ideas, wealth, nobility, and spirituality. Not only is it a positive color, purple also has a negative meaning which is often interpreted. Purple itself has a negative meaning, such as things that are excessive or have gone too far. This color is also associated with madness or mental disorders, and mercilessness or cruelty, Adams (2008). Usually, purple is often used in films with a mystery theme or those related to mystical things. 20 Adams (2008) The relationship between purple and its own culture is often interpreted differently. Latin Americans use purple to signify the end of life or death. In contrast to the country which is famous for its white elephants, Thailand uses this color by women who are no longer married and mourn the death of their husbands. Purple is also a symbol as a sign of greatness, enlightenment, and arrogance.

Plus, the batik motif ornament which is usually called the Cirebon Mega Mendung Mega Mendung motif is full of religious and philosophical meaning. The lines in the drawing are a symbol of the journey of human life from birth, childhood, adolescence, adulthood, marriage to death. Between birth and death there is a connecting line, all of which symbolizes the greatness of God. In general, Cirebon batik motifs are divided into five decorative groups, including wadasan (coral or rock), geometric, pangkaan (buketan), byur, and semarangan.

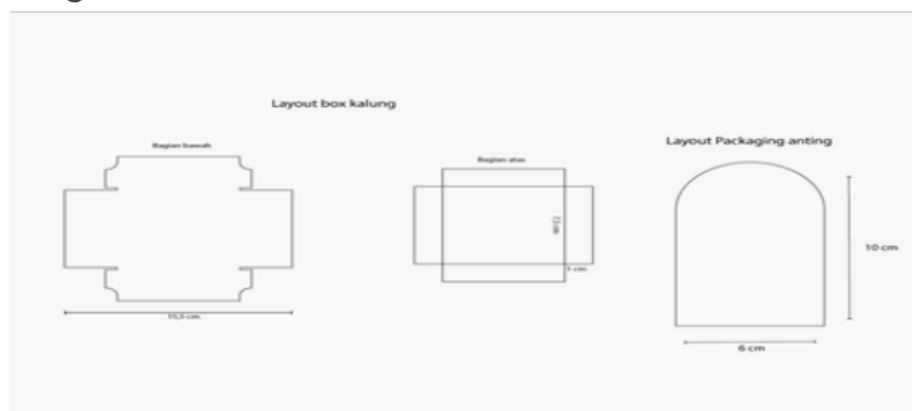


Figure 10 Packaging sketch  
Source: Ahmad Syarief Hidayatullah



Figure 11 Menul Packaging Innovation Design by Ahmad Syarief Hidayatullah

<https://forms.gle/CtNmUQTCny21F6F36>

**Pemetaan dan Rekomendasi Perancang Kemasan Aksesori Produk UMKM Khusus Jakarta Selatan Berstandar Internasional**

Berdasarkan: Negeri, Negeri, S.D., S.D.

Logika Google untuk memajukan program. Pelajar lebih belajar

Memperhatikan pemetaan yang sudah ada

Email\*

Email Anda

Apakah kemasan aksesori menarik?

Ya

Tidak

Kemasan Pakung dan Kotak, menurut anda lebih menarik yang mana

Kuning

Kuning

Menurut anda apakah dalam membeli produk aksesori juga memperhatikan kemasan?

Jawaban Anda

Detail kemasan yang bagaimana dapat mencerminkan Indonesia ke manca internasional?

Tidak baik

Tidak ada

Susah dan

Harga aksesori standar internasional menurut anda

Rp1.000.000

Rp2.000.000

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Data obtained from consumers regarding international standard packaging is as follows.



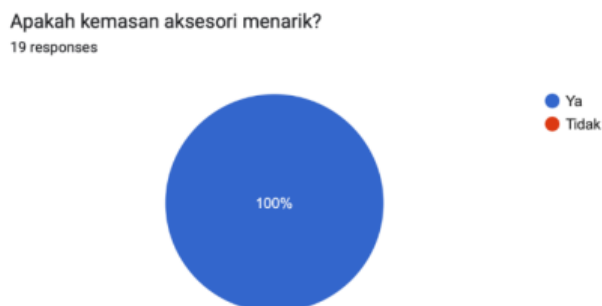


Figure 14 Attractive accessory packaging

It can be seen from consumers' answers that the packaging must be attractive 100% so that the analysis here can be concluded that packaging remains a major concern for MSMEs who are interested in accessories. They must pay attention to packaging as a brand and branding for their business at national and international levels.

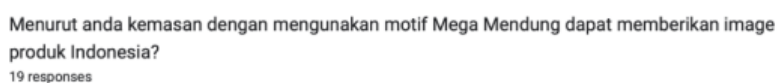


Figure 15 Packaging using the Mega Mendung motif.

The percentage of packaging using the Mega Mendung Motif as an image of Indonesian products by consumers stated 84.2% that it was indeed a very good image because 15.8% of people answered no and made the packaging input reflect Indonesia.

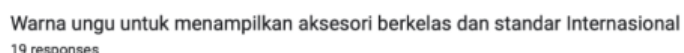


Figure 16 Packaging uses a purple background.

Nama Menul dapat mencerminkan produk lokal/Indonesia  
19 responses

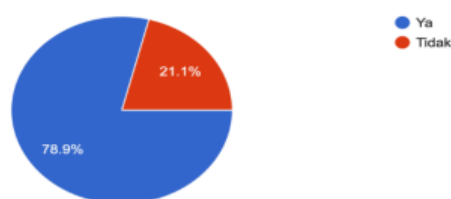


Figure 17 Packaging using the name Menul reflects the local name.

The percentage of the name Menul for a product reached 78.9% who answered yes while 21.1% answered no, so it can be analyzed that the name can reflect an Indonesian or local name because the name Menul is originally from the Javanese tribe.

Kemasan Kalung dan Kotak, menurut anda lebih menarik yang mana  
19 responses

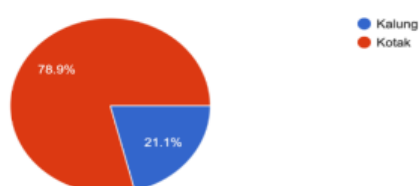


Figure 18 Selection of packaging: Box or semicircular shape

The choice of box-shaped or circular packaging, as in the example, can be seen from the fact that consumers are much more interested in box-shaped ones than semi-circular ones. The percentage of 78.9% is very interested in squares rather than circular ones like necklaces at 21.1%

Desain kemasan yang bagaimana dapat mencerminkan Indonesia ke kancah Internasional?  
19 responses

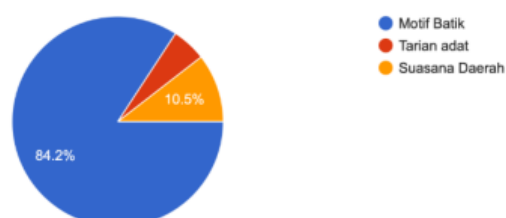


Figure 19 Representative packaging that reflects Indonesia.

In the data shown in the chart, the most attractive packaging is the batik motif, reaching 84.2%, very much in demand, for dances and regional atmosphere around 10.5%, the conclusion in the analysis for the image to reflect Indonesia is Batik motif.



#### 4. Conclusion

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Conclusion Based on the research results, the following conclusions can be drawn: Based on the latest data report, which was summarized on January 29, 2024, this questionnaire was filled out by 24 respondents as consumers of "Mapping and Recommendations for Packaging Design for Accessories for MSME Products Especially for South Jakarta with International Standards." Menul Teguh Riyanti, 2024 consisting of 24 respondents is 79.2% while 20.8% are men aged 20 years and 4%, the largest is 60 years old, 12.5%, followed by 61 years old, 16.1 % and the largest occupation is Lecturer 29.2% followed by Housewife followed by the most preferred accessories Rings at 41.7%, bracelets 20.8%, necklaces 20.8%, earrings 12.5% and the lowest is ear studs. Designs for accessories are more interested in 58.3% of modern designs and 41.7% of traditional designs and packaging which is a consideration in choosing accessories for 83.3% while not as much as 16.7%.

The packaging for mapping and recommendations according to the questionnaire was mostly in the form of consumer preferred contact, reaching 78.9%, while the semi-circle shape was 22.1%, so it was concluded that the box packaging was more attractive than the Mega Mendung batik motif with a bright purple background. gives the impression of luxury, elegance, and class, and makes the wearer appear confident.

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