

SMALL MEDIUM ENTERPRISE'S TOFU PACKAGING

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Abstract: Other than absorbing the most employment and in some areas, is one of the economic driving force, small medium enterprises are also dominant contributor to the Gross Domestic Product. Moreover, the increasing health awareness of eating more vegetable protein makes small medium enterprise products such as tofu becomes a high protein healthy food to have good chances to be marketed into a prestigious food. The problem is that people tend to view tofu as food for commoners. It requires breakthrough branding and packaging designs that can make tofu into prestigious consumer products. Through field observation method on the tofu manufacturer and tofu packaging used by small medium enterprises, library research and interviews to producers and consumers, the necessary data has been obtained as the basis for designing the branding and packaging of tofu production for small medium enterprise. This study aims to help small and medium enterprises, especially artisan tofu maker in Bandung, through the design identity and packaging design so that the product marketing problems of tofu small medium enterprise can be improved.

Keywords: *Tofu, Packaging design, Small medium enterprise*

1. INTRODUCTION

Small medium enterprises has contributed in providing the most jobs, and in some areas become one of the economic driving force, and also the dominant influence on the nation's Gross Domestic Product. Vice Minister of Commerce said that if the small medium enterprise become the backbone of the national income and as an employer, then the policy on the development of small medium enterprise sector also needed for it to be the sector which encourage more sustainable economic growth that is balanced and inclusive. Problems often cited by the small medium enterprises is marketing. More specifics of these marketing problems related to the field of Visual Communication Design, which is the problem of identity or branding and packaging issues. In Bandung there are several centers of small and medium enterprises which consist of Tofu craftsmen, which most are in the Cibuntu area, Babakan Ciparay Village, Bandung Kulon District. Here, the majority of people work as artisans or producers of tofu. Cibuntu Tofu has advantages over the other tofu, because it is tasteful but odorless, because it is made naturally and manually with strict supervision. Water used for this tofu comes from an artesian well water of good quality. In addition, the tofu does not use harmful preservatives but using turmeric as a natural preservative. Middle class society prefer to consume tofu as a substitute for animal protein foods to meet nutritional needs. Tofu in the city can be obtained from itinerant tofu traders, vegetable vendors, and in traditional markets. Tofu as a high-protein healthy food of non-animal materials have good chances to be marketed into a prestigious food. In Bandung, tofu as a snack are diverse, ranging from steamed fish-meatball tofu (Baso Tahu), or fried fish-meatball and tofu (Batagor). Rice cake with tofu and prawn paste (Kupat Tahu Petis), as a breakfast menu. Gehu, an abbreviation of tauge (beansprout) and tofu (bean curd), that contained flour covered fried tofu with beansprout, as a late afternoon snack. All of this are foods being peddled around or hung on a sidewalk, although some have become prestigious and expensive as Batagor Riri and Batagor Kingsley, which shop is always filled with buyers from outside the city, especially from Jakarta and surrounding areas. Tofu also become a restaurant menu, such as Sapu Tofu, Chinese food made of smooth tofu. What is trending now is salty and chilli Tofu, contained in the menu of many restaurants and cafés. The problem is that people tend to look tofu from small medium enterprise artisans as food for commoners. That is why it requires a branding and packaging design for premium tofu production

of small medium enterprise in order to increase the equivalency of tofu products on display in a supermarket.

2. THEORETICAL BACKGROUND

Packaging structure and choice of materials should be based on the consideration of the type of products, how the products will be moved and transported, how and where the products are stored, how the products are protected, how the products are on display, where products will be sold, and who are the target consumers (Klimchuk and Krasovec, 2006: 137). Graphic design for packaging must be projecting a message of the essence of a marketing process, and the most important thing is the attention to color, eye tracking, shape, size, typography, screen packs, and photography (Sonsino, 1990: 50). Colors distinguish personality, drew attention to the attributes of others, and allow it to differ from competitors in the retail environment. The use of the right color, can break through product categories and differentiate within a product line. Typography as a primary medium to communicate the name, function, and the fact the product for the consumer at large. Selection of typography, layout, and implementation of the letter and the wording will affect how the message is read (Klimchuk and Krasovec, 2006: 87). From the above definition it can be assumed that good packaging is to have supportive structure and material, graphic design that projects a marketing message, through the selection of attractive colors and typography.

3. THE RESEARCH METHOD

Purposive sampling method is selected based on the criteria that is packaged tofu, produced by small medium enterprise, which are sold by tofu artisans, vegetable sellers, traditional markets, as well as comparing it with tofu packaging sold in supermarkets. **Observation**, observing and recording of visual samples that were selected according to the criteria, i.e. tofu packaging from small medium enterprise products, but it also observe on tofu product packaging . **Literature**, to strengthen the perspective and to put in context. The theories are used to analyze the source of the thinking of experts who have done the research. The theories written by a particular perspective or understanding that may sometimes be different from other experts. (Soewardikoen, 2013: 6). Studies are conducted on textbooks and e-books to obtain theories to analyze, as well as performed on the mass media and social media to get news and opinions on the policy and the development of small medium enterprise. **In-depth interviews** to the informant, who is tofu artisan, tofu packaging maker, and tofu consumer. **Matrix analysis** to compare and analyze the results of observation, interviews and opinions circulating about small medium enterprise products, especially tofu. Inferences can be made through generalization, which is considered convincing conclusion. It can also be done through inferencing from one or several facts. The formulation of concepts, propositions, and theoretical after the research results. From the observations, interviews, and literature through a matrix analysis to draw conclusions according to the research question.

4. RESULT AND DISCUSSION

A quick note on the making of tofu. The main ingredient of tofu is soybeans, washed and soaked for 5 hours to soften it up for milling. After milling, refined soybean are boiled and then filtered with cloth, then it is molded and waited about 15 minutes until it is solid, then cut to the desired size.

There are several types of tofu produced by small medium enterprise. Many of the yellow tofu are produced in Cibuntu. Tofu of this type are usually processed directly, to be fried and seasoned. The second product is a white tofu, which is tasteless. White Tofu usually further processed to be made as steamed or fried meatball-tofu, and also fried with beansprouts called "Gehu". The third one is smooth tofu, that has distinct materials and process of its own so the result is a soft textured tofu.

For the record, that all of the tofu in transportation always use a container of water to maintain the condition of tofu, because when tofu texture dries, it will be hard and spoilt easily. White and yellow tofu are produced in two sizes: small measuring of approximately 4x4x2.5 cm and a large measuring for about 7x7x3 cm.

Tofu consumers consists of several groups, where meatball-tofu merchants purchases the most. They are purchasing tofu from manufacturers at 5 am, carrying buckets, where each bucket can hold approximately 150 small white tofu. The next group is the tofu itinerant traders, they use bicycles or motorcycles which on the back side are installed two pieces of blue plastic containers, modified to contain tofu. One container can hold approximately 350 small size yellow tofu. Besides that, tofu itinerant traders sometimes make rounds with about 50 piece of white tofu and around 10 pack of soft yellow tofu.

The itinerant traders serve the tofu in a clear plastic bag that holds up to 10 pieces of tofu, or the consumers can bring their own container. This act requires special skills because in preparing it, tofu is often torn because of its soft texture. A pack of tofu can be stored in the refrigerator for a maximum of 3 days. Smooth tofu marketed in labeled plastic bag packages can contain 10 small sized tofu, tofu or 6 large sized. Packaging used by tofu merchants is a clear plastic bag. Regular tofu packaging is not labeled, while for smooth tofu packaging, it is labeled using one color screen printing, some are using two colors.

Brand name used refers to the delicate nature of tofu, such as silk. The tagline explains the manufacturing location and brand quality. Sub headline indicates the company's name, using Sundanese term 'Dabeda' which means 'it's different', and the word 'aslina' which means 'its original'. The colors used are red and black, which happens to be the color that contrasts with the yellow color of the tofu in the pack.

Some tofu artisans are using the brand name 'Qesu' an abbreviation of Cheese (Keju) and milk (Susu), and distinguishing initial letters with Q. The tagline decipher the abbreviation, cheese - milk, sub headlines explains the quality and plant name. Blue coloring are used, making a contrast with the yellow color of the tofu in the packaging.

For tofu trader consumers, using thin and clear plastic bag packaging is the most efficient way, because tofu that has been purchased is immediately cooked or stored in the refrigerator in a sturdier container, to soak tofu in order to maintain the shape and texture. However, for displaying in supermarket cabinets purposes, containers needed a more robust and watertight container. This study illustrates the small medium enterprise manufacturers know-how in creating the packaging. Furthermore, this research can be developed for the manufacture of packaging prototypes suitable for packing out the small medium enterprise's production .

4.1 Figures, Tables and Equation

Cibuntu tofu merchants are using motorcycles as a distribution media. The vehicle is equipped with two containers on each side at the back. Each container can load 350 tofu submerged in water to keep its shape and texture. In one round, a merchant can carry around 700 tofu. 2016's price of tofu is Rp 600 each, and fine tofu is Rp 900 each. According to the tofu merchant, he departs from Cibuntu from five a.m. to make rounds in the housing complex, and sold out at 9 a.m. The use of motrocycle make the sales area wider, where previously the merchants are using bicycle with limited areas.



Figure 12 pitchman carry two containers, each containing 350 tofu submerged in water
Source: Personal Documentation




Tofu is very popular in Bandung. Other than as a main course with rice, they are also used in Bandung's specialty food, that is Baso Tahu or tofu-dumplings. The food is peddled by traveling salesmen, some are being sold in the restaurant. The cooking process and serving is very similar to the famous Korean food, Dim Sum. However, since the Dim Sum comes from abroad, then it is considered much more prestigious.



Figure 2 Baso Tahu Siomay, typical food of Bandung
Source: Personal Documentation

Three ways to pack Cibuntu tofu are used as comparative sample. The first is regular ordinary tofu, sold by itinerant trader placed in clear plastic bag. Then, smooth tofu packaging branded 'Silk Tofu' produced by Dabeda and smooth tofu produced by Sumber Rejeki. All three uses branded transparent plastic bag.

Table 3 the analysis of Cibuntu's tofu packaging

			
	Ordinary tofu	Soft Tofu 1	Soft Tofu 2
Structure & Material	Clear Plastic Bag	Clear Plastic Bag	Clear Plastic Bag
Brand	-	Tahu Sutra	Tahu Qesu
Tagline	-	Galih Dabeda, Aslina	Tahu Super Special Sumber Rezeki
Information	-	Composition, Address, Halal logo, Registration	Composition, Address, Free of harmful chemicals
Layout	-	Centered, with more than 5 additional visual elements	Centered, with ornament corner border
Color	-	2 colors, black and red	1 color, blue
Typography	-	Free Script	Capital, Ribbon style

Source : personal documentation

Supermarket Tofu

In supermarkets, Tofu is sold the refrigerated food shelf, usually adjacent to dairy products. Tofu manufacturers that is sold in supermarkets have famous brand, because it already has its own stores and distributes its products to almost all the leading supermarkets in Bandung. Tofu branded 'Yun Yi' is using transparent plastic bag with a label on a red screen print. It contains denser tofu, so that it does not change shape when stacked or displayed on a shelf. Smooth tofu branded 'Silken Tofu' and 'Soylicious' are packaged in a disposable container, using plastic sheet printed label as cover. After interviewing 10 consumers in the supermarket, with 3 sample tofu packaging, the most attractive packaging is Silken Tofu, because the information on the label is clear that this is a Silken Tofu brand and the overall packaging shows the cleanliness and safety of tofu in it.

Table 24 the analysis of supermarkets tofu packaging

			
	Yun Yi	Silken Tofu	Soylicious
Structure & Material	Clear Plastic Bag	Container covered with printed plastic sheet	Container covered with printed plastic sheet
Brand	Yun Yi	Silken Tofu	Soylicious
Tagline	Chinese Character	Tahu sutera	Silken Tofu
Information	Various products, Ingredients, Address	Ingredients, storage-temp. expired date, barcode, registration	Ingredients, storage-temp. expired date, barcode, registration
Layout	Centered, Chinese	Ordered, high	Ordered, photo

	style border, caterer symbol illustration	readability brand name, Japanese character illustration	illustration
Color	Red, screen printed	Black and red	Blue, Black and full color photo
Typography	Outlined Bold Capital	Well ordered script	Ordered script

Source : personal documentation

5. CONCLUSION

In making the packaging, small medium enterprise owner already has brand awareness, business owners named the product that associate with delicate tenderness, such as silk or milk. Using sub headlines and a tagline that states the difference and quality. Instinctively, color selection has been contrasted with the products wrapped in translucent material. Selection of typography is simple, using free drawn lettering. Layout, although the center the impression is still spread by the use of decorative visual elements. While large capital tofu production are already using more organized layout, fonts and colors, as well as the selection of brand name and visual elements. Tofu Cibuntu as a small medium enterprise are still producing tofu for the majority of people, and some are producing premium tofu, however the packaging used is still simple. If the SME's premium tofu production can be made branded and attractive packaging, then it can compete with supermarket's tofu products.

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