

THE INFLUENCE OF CHOCOLATE SNACK PACKAGING DESIGN (SPECIAL EDITION) ON THE INTERESTS OF YOUNG GIRLS.

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ABSTRACT

Abstract: This study discusses and analyzes the visual design of chocolate snack packaging and relates it to the buying interest of adolescents. Teenagers are a group of people who are in the process of growing and entering the adult stage. This makes teenagers have thoughts that continue to develop and change their mindset in terms of consumption. On the other hand, chocolate snack products are an important industry in Indonesia. With a large population in Indonesia, large cocoa production, and high levels of chocolate consumption, Indonesia is ranked 6th on a global scale. In this study, the approach was carried out quantitatively and analyzed descriptively. Data collection was carried out through literature studies and surveys of young respondents aged 17-25 years who live in Bandung and consume chocolate snacks. The results of this study indicate that the visual design of chocolate snack packaging can encourage adolescent buying interest, but it is the brand indicator that is the most significant driver of purchase interest.

Keywords: Visual DesignGolden, Chocolate Snacks, Shopping Interest

Introduction

The large population of Indonesian people, who now number more than 273 thousand people, is a market for business areas that have high potential for companies to offer and promote their superior products, one of which is a chocolate snack product (Rosadi, 2014). Chocolate is a product that is liked and consumed by people of all ages, from children to adults. Indonesian people will consume around 7.3 kg of chocolate per capita in 2021. This amount positions Indonesia as the sixth largest cocoa-consuming country on a global scale (Yian Gu, Samiran Banerjee, Francisco Dini-Andreote, Yangchun Xu, Qirong Shen, n.d.).

In consuming snacks or chocolate, of course, people will look for products that are considered the best. Products that are considered good are products whose quality is maintained from the beginning of the manufacturing process to the hands of consumers. Packaging is one way to maintain these quality standards. According to Kotler (2012) in a frenzy (2016), packaging is the protection of a product whose process involves designing and producing. The involvement of design on packaging will always be found in efforts to convey messages from products to reach consumers. This means that the function of packaging as a marketing tool goes hand in hand with the function of packaging as product protection.

Packaging design is a combination of shape, material, color, structure, typography, and other design elements with information about the product linked to each other to produce a communication output with the aim of delivering it to consumers (Mufreni, 2016). This communication also acts as an "emotional trap" which is an added value for consumers that stands out among product competition in the market. Hermawan Kartajaya, quoted by Christine Suharto Cenadi (2000), argues that packaging can be said to be a silent seller where packaging influences consumers to respond positively. Based on the description above, the researcher conducted a study with the title "The Influence of Snack Food (Chocolate) Packaging Design on Teenagers' Purchase Interest".

Research Method

This study used a quantitative approach with the questionnaire method. According to Sugiyono (2017) cited by Putro et al. (2020), quantitative research can be understood as a research method that is based on positive philosophy and the research is used on certain populations or samples that place more emphasis on aspects of objective measurement of social phenomena. This study uses descriptive analysis of quantitative data to identify the relationship between the appearance of chocolate packaging and the perceptions and purchase intentions of young consumers (Putro, Pratama, Prasetyo, & Doewes, 2020).

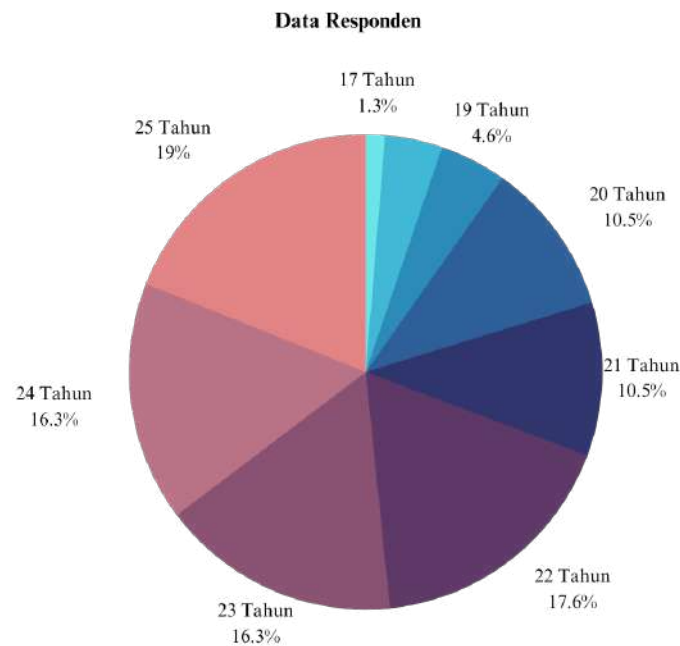
Result and Discussion

Research Results

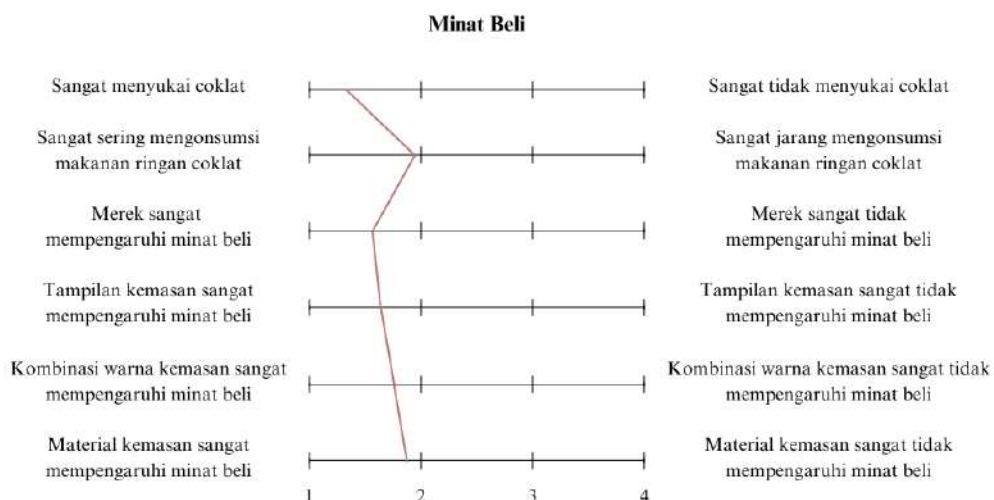
In the data collection process, researchers used a questionnaire designed using surveymonkey.com and consisted of 2 parts, namely chocolate and buying interest. In the process of spreading the questionnaire there are factors for selecting respondents based on predetermined characteristics, as follows:

- a. An individual aged 17-25 years
- b. An individual domiciled in the city of Bandung

The process of filling out the questionnaire was carried out from 1 to 15 May 2023 through the messaging application (WhatsApp) and social media (Instagram). Based on the results of the questionnaires that have been distributed, 153 respondents were obtained with the following characteristics:



Age of respondents in this study was dominated by the older age group, namely the 25 year old group with 29 respondents, followed by the 22 year old group with 27 respondents, and the 23 and 24 year age group which each had 25 respondents. All respondents who participated in this study live in the city of Bandung. Based on the respondent's data, it appears that all respondents including in the group of teenagers aged 17-25 years and domiciled in the city of Bandung. This shows that the responses and perceptions of the respondents are in accordance with the criteria that can be represented in this study.



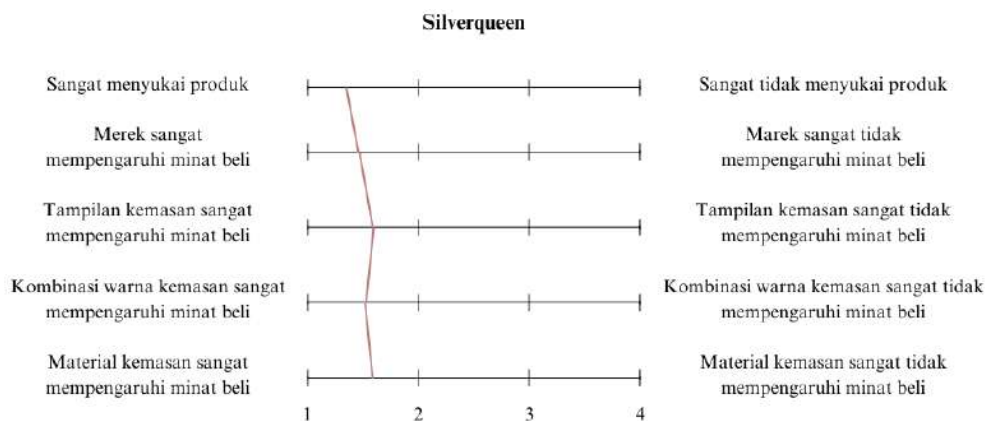
Based on the data in the graph contained in Figure 1, it can be seen that respondents' answers to buying interest were dominated by answers in the range of values between 1 and 2 on the measurement scale. This can be interpreted that

the perceptions of teenage respondents towards buying interest are measured using element indicators and composer packaging design tends to be positive.

In this survey, respondents were asked to agree or disagree with the statements given. The statements presented in the distributed survey are related to buying interest in an object of research that has been determined. The following are the results of the answers obtained:

silverqueen

The graph in Figure 2. is the result of data obtained from respondents regarding buying interest in the product of the first research object, Silverqueen:



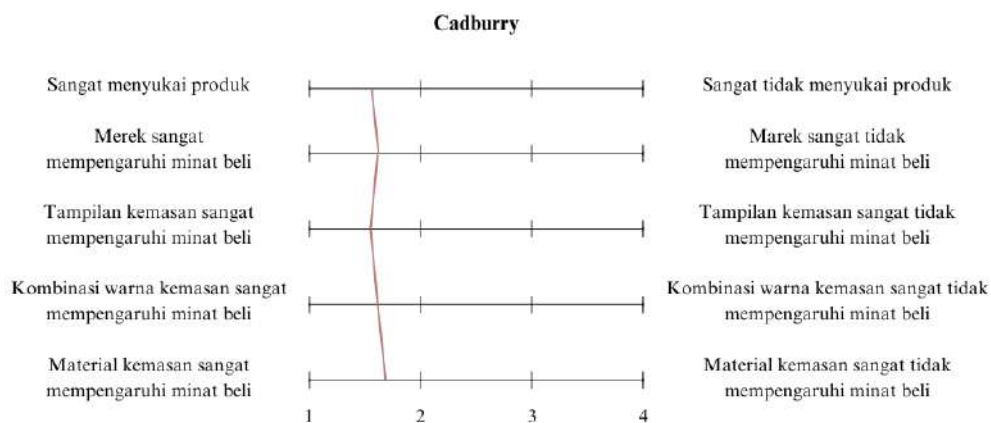
- On the scale of measuring respondents' perceptions of products from the object under study, respondents' perceptions tend to be in the statement strongly agree, which means that respondents really like the products offered by the Silverqueen brand.
- On the perception measurement scale respondents towards the brand of the object under study, the respondents' perceptions tended to strongly agree, which means that respondents considered the Silverqueen chocolate brand to have a quality that was very capable of increasing respondents' buying interest.
- On a measuring scale perception respondents to the appearance of the packaging of the object under study, the perceptions of respondents tend to agree, which means that respondents think that the appearance of packaging can attract consumers' attention well and be able to increase respondents' buying interest.
- On the scale of measuring respondents' perceptions of the color combinations used in the packaging of the object under study, the respondents' perceptions tended to strongly agree, which means that

respondents considered the color combinations used in the product packaging design for Silverqueen chocolate snacks to be able to provide a strong visual appeal and were very capable. to influence the buying interest of respondents.

- e. On the scale of measuring respondents' perceptions of packaging materials used in the object under study, respondents' perceptions tend to be statement agree, which means that the respondent considers that the packaging material used in Silverqueen chocolate snack products is able to give a good impression in maintaining product quality, this considered good assessment can increase respondents' buying interest.

Cadbury

The graph in Figure 3. is the result of data obtained from respondents regarding buying interest in the second research object product, Cadbury:

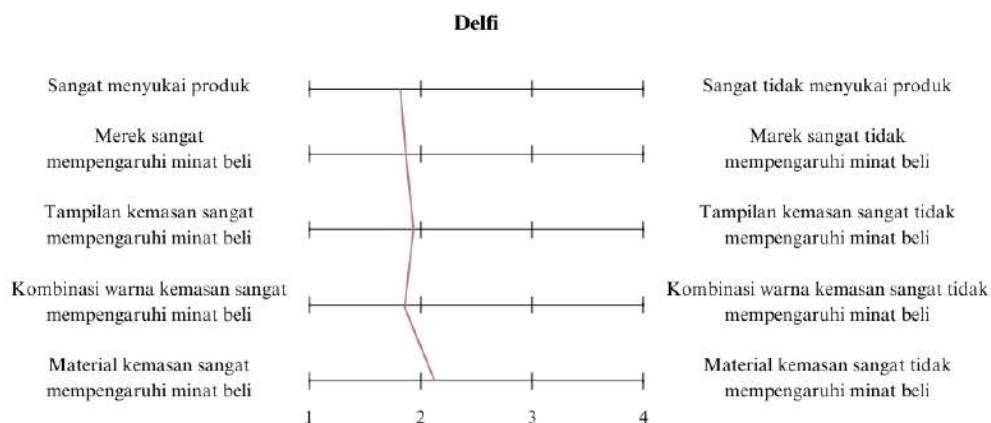


- a. On the scale of measuring respondents' perceptions of the product of the object under study, the respondents' perceptions tend to be in the statement strongly agree, which means that the respondents really like the products offered by the brand Cadbury.
- b. On the scale of measuring respondents' perceptions of the brand of the object studied, the respondents' perceptions tended to be in the statement strongly agree, which means that respondents considered the brand of snack food products chocolate Cadbury has a quality that is very capable of increasing the buying interest of respondents.
- c. On the scale of measuring respondents' perceptions of the appearance of the packaging of the object under study, respondents' perceptions tended to strongly agree, which means that respondents considered the appearance of packaging to attract consumers' attention very well and was very capable of increasing respondents' buying interest.

- d. On the scale of measuring respondents' perceptions of the color combinations used in the object under study, the respondents' perceptions tended to strongly agree, which means that respondents considered the color combinations used in the packaging design of Cadbury chocolate snack products capable of providing a strong visual appeal and being very capable of influencing respondent's buying interest.
- e. On the measurement scale of respondents' perceptions of the packaging materials used in the researched objects, the respondents' perceptions tend to agree, which means that the respondents believe that the packaging materials used in Cadbury's chocolate snack products are able to give a good effect in maintaining the quality of the product, an assessment that is considered good. able to increase respondents' buying interest

Delphi

The graph in Figure 3. is the result of data obtained from respondents regarding buying interest in the product of the third research object, Delfi:



- a. On the scale of measuring respondents' perceptions of the product of the object under study, the respondents' perceptions tend to be in the affirmative statement, which means that respondents like the products offered by the Delfi brand.
- b. On the scale of measuring respondents' perceptions of the brand of the object studied, the respondents' perceptions tended to be in the affirmative statement, which means that respondents considered the brand of snack food products chocolate Delfi has a quality that can increase respondents' buying interest.
- c. On the scale of measuring respondents' perceptions of the appearance of the packaging of the object under study, the respondents' perceptions

tended to agree, which means that respondents considered the appearance of packaging to attract consumers' attention and be able to increase respondents' buying interest.

- d. On the scale of measuring respondents' perceptions of the color combinations used in the object under study, the respondents' perceptions tended to bestatement agree which means the respondent considers combination The colors used in the product packaging design for Delfi chocolate snacks are able to provide good visual appeal and are able to influence respondents' buying interest.
- e. On the scale of measuring respondents' perceptions of packaging materials used in the object under study, respondents' perceptions tend to bestatement agree, which means that the respondent considers that the packaging material used in Delfi chocolate snack products is able to give a good impression in maintaining product quality, this considered good assessment can increase respondents' buying interest

Discussion

Packaging

Based on the book "The Art of Packaging: Recognizing methods, techniques, and product packaging strategies for branding with maximum results" written by Sri Juliati (2014), packaging is a container that is used to increase the value and function of a product. This definition describes packaging as protecting product quality, maintaining product durability, means of communication and branding, product distribution, mass production of products, and triggering buying interest.

Although basically, the main function of a packaging is to protect a product. Packaging has a role that is considered important in the success of a product, especially in the daily product industry or fast-moving consumer products, and has a significant influence on consumer purchasing decisions (Maghzi, Kharrat, Mohebbi, & Ghazanfari, 2014). The importance of this can also be seen from the emergence of packaging in the 5Ps Marketing Mix where packaging is an important element in marketing along with product, price, promotion, and place (Inan,Guven Gurkan Inan ;Kop, 2018).

Interest in Buying

Purchase intention is the tendency of consumers who have an interest in carrying out purchasing activities, through several possible stages up to the ability to buy certain goods or services. The desire to purchase interest arises from within the consumer itself as a result of the process of observing and purchasing a product from consumers. This means that consumers show

attention and positive (happy) emotional impact on a product which can be followed by actual actions in the form of purchases (Riadi, 2017).

Initially, buying interest arises from the initial process, namely a need for something (need arousal), which is then followed by processing information by consumers (consumer information processing), then consumer evaluation of the product or brand. It is the results of this evaluation that trigger the emergence of buying interest (*E-Wom And Price Perception On Image, Satisfaction, And Loyalty For Consumers Of Toyota Family Cars*, 2021). This process is also known as the AIDA model as the four stages in determining consumer motivation to make purchases: Attention, Interest, Desire, and Action (Putro, Christianto Hadisiswanto ;Nurmahdi, 2016).

Teenage Consumers

Teenage adolescence comes from the Latin which means to grow, which is interpreted as growing into adulthood (Firmansyah, 2021). At this time, adolescents experience development to reach maturity in several aspects, namely physical, mental, social and emotional. Teenagers have high self-confidence and tend to try many new things. Teenagers spend a lot of time with their peers and get more information from the mass media that they are now close to and familiar with. Therefore, teenagers become individuals who are open to new things. The amount of information received makes teenagers process information more deeply (D'Alisa, Giacomo;Alier, n.d.).

Changes in adolescents can also be seen from their consumption patterns. In general, an individual consciously makes efforts to reduce and limit the amount of consumption according to need, and avoid excess. However, with the passage of time and the influence of the social environment of adolescents, consumption behavior has changed where now it is not only focused on needs but also on desires (Astuti, Rahayu, Mustangin, Dewi, & Rahmaniah, 2022).

Chocolate Snack Product Packaging Design Elements

Packaging design is important to be designed by taking into account the synergistic linkages between the elements to build communication between the product and its consumers. The following are the elements that make up the packaging design of the object of research that are considered necessary to pay attention to according to (Marianne R. Klimchuk, n.d.):

a. Main Display or *Primary Played Panel*

Main Display or *Primary Played Panel* is the entire front of a packaging design. Referring to the applied 2-dimensional principle theory, the following is an analysis of the packaging design:

Product	Main View
silverqueen	
Cadbury	
Delfi	

Silverqueen chocolate snack food packaging design, Cadbury, and Delfi have a symmetrical composition which can be seen through the layout information printed on the parallel packaging design. The layout arrangement contained in this packaging design has an orderly hierarchy and is adapted to products that are in the form of a block base. The layout that has been adapted to the shape of the product is designed to frame the overall information about the product in a harmonious form between design elements. This can help make it easier for consumers to understand information about the product you want to convey.

b. Typography

Based on basic principles typography in the theory of packaging design elements, the use of typography in the design of chocolate snack product packaging is as follows:

1. Logo

In Silverqueen and Delfi chocolate snack products, the use of logo typography is included in the latter category *Slab Serif* where in the character traits of the letters there is little contrast between thick and thin strokes, vertical lines that are emphasized, and serifs which are thick horizontal plates. Meanwhile, on chocolate snack products Cadbury there is unity in the use of logo typography between letter categories *Sans serif* and *Slab Serif* where in the character traits of the letters there are none difference the height between uppercase and lowercase letters, and there is little or no emphasis on contrast or weight on the horizontal or vertical lines.

2. Product description

Product	Product Description
silverqueen	
Cadbury	
Delphi	

The product description referred to in this chocolate snack packaging design like product variants. Silverqueen product description, Cadbury, and Delfi have similarities in the use of typography to explain their respective product variants, namely by using letter categories *Sans serif*. The difference is visible from the use of letters *Sans serif* of the three product brands, Silverqueen makes writing using uppercase and lowercase letters, meanwhile Cadbury and Delfi use uppercase letters throughout.

3. Product information

Product	Product Information
silverqueen	

Cadbury	
Delphi	

Included in product information in the packaging design for chocolate snack products such as product, raw materials, and other supporting information such as expiration date, etc. In writing, product information uses letters in categories *Sans serif*.

Overall, the selection of typefaces used in the packaging of chocolate snacks is designed to be modern and pleasant with the unity between the categories of letters *Sans serif Slab Serif*.

b. Color

For Silverqueen products, the color combinations that can be found on the packaging design are light brown/yellow, white and red. The dominance of these colors is included in the color category *Tertiary Triad*, which is a color scheme consisting of a combination of primary and secondary colors that are equidistant from each other on the color wheel. The light brown color comes from the color of cashew nuts which is characteristic of Silverqueen chocolate. The eye-catching red color can be found in the logo typography and product descriptions. While white can be found in product information typography and around logo typography and product descriptions to provide contrast.

Then, purple, brown-yellow, and white are combinations that can be found in product packaging designs Cadbury. The color dominance is included in the category *Secondary* or secondary color scheme. Purple can be found predominantly as the main color of the packaging. The brown and yellow colors can be found in the images/illustrations which are the products offered in the packaging, the compositional materials contained, as well as in the description and product typography. While the white color is found in logo typography and product information.




While for Delfi products, the color combinations that can be found on the packaging design are red, blue, brown and white. The color dominance is included in the category *Primary* or color combinations consisting of primary colors. Red can be found as the dominant color in Delphi product packaging designs. The red color can also be found in the typography of the logo surrounding the main color, which is white, and the images/illustrations on the

packaging that are made merge with the background. Meanwhile, the white color is also the color in the typography of product descriptions and information, as well as in images/illustrations that depict the contents of the products offered. Meanwhile, the main product offered is colored with the product's original color, which is brown, and decorated with blue on the background.

c. Pictures/Illustrations

On the three chocolate snack products, pictures/illustrations can be found that can easily convey to consumers the contents of the packaged product. Some examples of the elements in question that can be found are included in qualitative illustrations such as sketches/photos of cashew nuts, chocolate products, and milk.

d. Material

Product	Material	
silverqueen		Consists of 2 layers of packaging: Primary packaging uses foil, and secondary packaging uses paper
Cadbury		Consists of only 1 layer of packaging: Primary packaging uses vinyl material
Delphi		Consists of 2 layers of packaging: Primary packaging uses foil and secondary packaging uses vinyl.

In the selection of packaging materials, Silverqueen products, Cadbury, and Delfi have something in common. When wrapping, the product must be kept safe, sterile, protected from sunlight, and not messy. To achieve this goal, an assembly or folding process is needed, which is the reason why chocolate snack products use foil as the primary packaging material. This foil packaging is applied by Silverqueen and Delfi products. Then, chocolate snack products that have been wrapped in foil will be given an additional layer which is the secondary packaging of the product. This secondary packaging Silverqueen uses cardboard, while Delfi uses Vinyl. Unlike the other two products, chocolate products Cadbury only use 1 layer of packaging (primary packaging) made of vinyl. This chocolate snack packaging is flexible and disposable.

Conclusion

Based on the description above, the results of the analysis and research can be concluded as follows:

- a. The respondent's perception of the product object under study was very good, with a value of 1.64. Shows that all respondents are a group that likes Silverqueen chocolate snack products, Cadbury, and Delphi.
- b. The respondent's perception of the brand of the object under study is very good with value 1.70. Shows that the brand is an indicator that has a major influence on the buying interest of teenage consumer groups.
- c. Respondents' perception of the appearance of the packaging of the object under study was good, with a value of 1.78. Shows that the appearance of the packaging is an indicator that has an influence on the buying interest of the youth group, although it is not the main one.
- d. Respondents' perception of the color combination of the object under study was very good, with a value of 1.74. Shows that the appearance of the packaging is an indicator that has a major influence on the buying interest of the youth group, although it is not the only one.
- e. The respondent's perception of the packaging material used in the object under study was good, with a value of 1.87. Shows that the appearance of the packaging is an indicator that has an influence on the buying interest of the youth group, although it is not the main one.

From the results of the conclusions that have been described, it shows that brand is an indicator that has the most significant role compared to indicators of other packaging design elements, in encouraging teenage consumers' buying interest in buying chocolate snack products.

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