

THE ELEMENTS OF PACKAGING THAT FORM A BRAND PERSONALITY. (Study In Aroma Premium Sekoteng Products)

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Abstract. A trend to a healthier lifestyle triggers a shift in consumer's behavior to consume healthy foods and to avoid any preservatives. Several companies in Indonesia began to contribute to this trend including UD Maju Jaya who also contributing to this trend by producing products called premium sekoteng AROMA. The problem occurred when the company experienced a sales decline as 93,4% in traditional market distribution channel and 39,4% in modern distribution channel because the product itself did not show the element of a packaging that could attract consumers to purchase since a brand personality from a packaging itself should form a bond on consumer's thoughts and feelings unto the brand. Therefore, the purpose of this study is to determine the effect of packaging elements through brand personality on premium sekoteng AROMA. In this study data collection was done by distributing questionnaires using a purposive sampling technique with the condition that consumers who have purchased and consumed premium AROMA sekoteng products. The results show that significantly variable functionality packaging and packaging saleability tend to influence brand personality.

Keywords: Branding, brand personality, packaging, functionality packaging, packaging saleability

Abstrak. Tren gaya hidup sehat memicu perubahan perilaku konsumen untuk mengonsumsi makanan sehat dan menghindari bahan pengawet. Beberapa perusahaan di Indonesia mulai berkontribusi pada tren ini termasuk UD Maju Jaya yang juga berkontribusi terhadap tren ini dengan memproduksi produk sekoteng premium yang disebut AROMA. Masalah terjadi ketika perusahaan mengalami penurunan penjualan sebesar 93,4% di saluran distribusi pasar tradisional dan 39,4% di saluran distribusi modern karena produk itu sendiri tidak menunjukkan unsur kemasan yang dapat menarik konsumen untuk membeli karena merek. Kepribadian dari kemasan itu sendiri harus membentuk ikatan pada pikiran dan perasaan konsumen terhadap merek. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui pengaruh elemen kemasan melalui kepribadian merek pada AROMA sekoteng premium. Dalam penelitian ini pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan teknik purposive sampling dengan syarat bahwa konsumen yang telah membeli dan mengonsumsi produk sekoteng AROMA premium. Hasil penelitian menunjukkan bahwa kemasan fungsionalitas variabel signifikan dan penjualan kemasan cenderung mempengaruhi kepribadian merek.

Kata kunci: Branding, kepribadian merek, pengemasan, pengemasan fungsionalitas, penjualan kemasan

INTRODUCTION

The trend of healthy lifestyles began to be the first choice and became an awareness that caused a shift in consumer behavior in choosing products ranging from food and drinks. According to Onel and Mukherjee (2016), with an increase in environmental problems which raises awareness in the community which triggers a shift in one's behavior into healthier behavior consumers are willing to pay for these healthy products at a higher price