

PENGEMBANGAN KEMASAN MENGGUNAKAN METODE VALUE ENGINEERING DALAM MENDUKUNG STRATEGI *BRANDING* GULA SEMUT “NIRMALA”, KEBUMEN, JAWA TENGAH

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ABSTRAK

Gula semut “Nirmala” memiliki kelebihan yaitu berbahan baku alami tanpa pengawet sintetis dan terdapat lima varian berupa original, jahe, temulawak, kunyit dan daun kelor. Namun, diperlukan adanya perbaikan diantaranya, pada logo, format label serta 66,7% dari 32 responden menyatakan gula semut yang menempel pada kemasan mengurangi nilai estetika produk. Saat ini, pemasaran hanya terbatas pada rekan-rekan anggota sehingga berdampak pada minimnya penjualan. Pada pengembangan kemasan produk gula semut “Nirmala” memperhatikan aspek biaya maksimal Rp 3.100,00 sehingga dalam pengembangannya digunakan metode *Value Engineering* (VE). Strategi *branding* menggunakan *brand identity* dan *brand communication* untuk mempermudah dalam mengomunikasikan *brand* kepada konsumen sehingga menciptakan loyalitas konsumen.

Hasil penelitian menunjukkan atribut desain kemasan gula semut “Nirmala” berdasarkan preferensi produsen dan konsumen adalah menggunakan *standing pouch*, ukuran kemasan 250 gram, jenis bahan kemasan kertas lithopaper dan plastik (transparan) atau *metallized film*, diperlukan kemudahan dalam membuka dan menutup kemasan serta segel kemasan, perpaduan warna label varian original, kunyit, jahe, temulawak dan daun kelor berturut-turut adalah G1, K1, J2, T2 dan D1, Desain label cukup ramai yang terdiri dari 3-4 warna dan cukup banyak ilustrasi, Informasi label sesuai dengan UU Nomor 18 Tahun 2012 tentang Pangan, Alternatif desain kemasan gula semut “Nirmala” yang terbaik terdapat pada prototipe 1 dengan nilai (value) tertinggi sebesar 2,11.

Strategi *branding* pada produk gula semut “Nirmala” diawali dengan *brand identity* yang terdiri dari nama merek “Nirmala”, logo yang konsisten dan slogan *Lebih sehat manisnya!*. Sedangkan, *brand communication* terdiri dari penentuan kemasan dan penyusunan konsep periklanan berupa brosur, *banner*, spanduk, media sosial, *marketplace* dan kartu nama.

Kata Kunci: *Brand Communication*, *Brand Identity*, Gula Semut, *Value Engineering*

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**DEVELOPMENT OF PACKAGING USING VALUE ENGINEERING
METHOD IN SUPPORTING "NIRMALA" CRYSTAL COCONUT SUGAR
BRANDING STRATEGY, KEBUMEN, JAWA TENGAH**

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ABSTRACT

"Nirmala" crystal coconut sugar has the advantage that it is natural raw material without synthetic preservatives and there are five variants in the form of original, ginger, curcuma, turmeric, and Moringa leaves. However, improvements are needed including, the logo, label format, and 66.7% of 32 respondents stated that crystal coconut sugar attached to the packaging reduces the aesthetic value of the product. At this time, the marketing aspect is only limited to fellow members so that it has an impact on the lack of sales. In the development of the "Nirmala" crystal coconut sugar product packaging, the maximum cost aspect is Rp. 3,100.00 so that the Value Engineering (VE) method is used in its development. The branding strategy uses brand identity and brand communication to make it easier to communicate the brand to consumers so as to create consumer loyalty.

The results showed that the packaging design attributes of "Nirmala" crystal coconut sugar based on the preferences of producers and consumers are using a standing pouch, packaging size of 250 grams, the type of packaging material is litho paper and plastic (transparent) or metalized film, ease of opening and closing the packaging and packaging seals are required. , the color combination of the original variant label, turmeric, ginger, curcumin, and moringa leaves are G1, K1, J2, T2, and D1, the label design is quite busy consisting of 3-4 colors and quite a lot of illustrations, the Label information is in accordance with the Law Number 18 of 2012 concerning Food, the best alternative design for "Nirmala" crystal coconut sugar packaging is in prototype 1 with the highest value of 2.11.

The branding strategy for "Nirmala" coconut sugar begins with a brand identity consisting of the brand name "Nirmala", a consistent logo, and the slogan "Lebih Sehat Manisnya!". Meanwhile, brand communication consists of determining to package and drafting advertising concepts in the form of brochures, banners, social media, marketplaces, and business cards.

Keywords: Brand Communication, Brand Identity, Crystal Coconut Sugar, Value Engineering

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