

## Product Labels Design and Digital Marketing as Branding Strategies for Yu Marni's Tiwul Product

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### Abstract

Yu Marni is a small and medium-sized enterprise (UMKM) engaged in the culinary field, specifically local cuisine from Gunungkidul, Yogyakarta. They offer a variety of products, including instant tiwul, tiwul flour, corn rice, gatot, and several other items. Yu Marni's product packaging is currently less informative, as it only provides information about the product type and processing instructions. In terms of marketing, Yu Marni distributes its products to various souvenir shops, accommodations, and local restaurants that sell similar products. Additionally, they utilize digital media such as WhatsApp and Instagram. To improve consumer awareness and provide clearer and more informative product information, Yu Marni has redesigned its product packaging to include details such as the logo, brand, product name, packaging theme, and supporting information. Moreover, to promote the local products more widely, a website has been created. This website serves as a platform to introduce Yu Marni's products to the public, offering detailed information about the offerings and enhancing accessibility for consumers. **Keywords:** *Instant tiwul, labeling, marketing, product image, rebranding.*

### I. INTRODUCTION

The characteristics of a country are a special attraction for local people and foreign citizens. Typical characteristics can be each region's cultural heritage, which can reflect certain values or meanings for its people [1]. In Indonesia itself, one of the regional riches is culinary wealth in the form of traditional food, which is the characteristic or identity of the region. Traditional food, or local food, is one of the identities of a community group that is very easy to find and easy to recognize. Traditional food or local cuisine is a food product that is often consumed by a group of people or served at certain celebrations and times, passed down from generation to generation, made according to recipes passed down from generation to generation, made without or with little engineering, and has certain characteristics that are unique to it, which differentiates it from other regional culinary delights [2]. Traditional culinary is one of the cultures in Indonesia, culture is one of the things that must be preserved, therefore, traditional Indonesian culinary must continue to be preserved by introducing it to the younger generation [3].

Micro, Small and Medium Enterprises (MSMEs) are people's economic activity [4], which is under the Department of Cooperatives, SMEs, Trade, and Industry [5]. Yu Marni is one of the MSME entrepreneurs in the culinary sector who processes traditional foods made from corn and cassava, located in Saptosari, Gunungkidul, Yogyakarta. Yu Marni's processed products include instant tiwul, instant corn rice, tiwul flour, gatot, manggleng, and several other products. The product is packaged and given a label containing product information. The labels used on the packaging for each type of product do not yet show the same theme, and there is not even a logo on each package. Seeing this, it is necessary to update the appearance of the packaging by redesigning the label with a similar concept for each product.

Yu Marni has several types of processed products, such as instant tiwul, instant corn rice, fine and coarse tiwul flour, and several other products. Yu Marni's product variants have two types of packaging, namely packaging for instant products and packaging for kilo products. From these products, currently, Yu Marni's products have different packaging designs. Fig. 1 is the packaging design for Yu Marni's instant products and processed kilos.



FIGURE 1. OLD PACKAGING DESIGN FOR INSTANT TIWUL AND TIWUL FLOUR

In Yu Marni's product packaging design, several things are found, including not having a logo, the brand writing is not the same, there is packaging that does not include the product name, and the product's packaging color does not have a design with a matching theme. On the flour product packaging, there is no product description information. The information that is not found on the packaging is quite important to be displayed on the packaging because it is the information that consumers can use to find out more complete information about each product.

Yu Marni's current product marketing is through the WhatsApp application, Instagram, and leaving its products in gift shops, hotels, and accommodations. Product marketing can be expanded by utilizing a website. This is in line with the government's attention regarding efforts to increase economic growth through digital technology in order to realize Indonesia as the Digital Energy of Asia [6]. Websites can function as promotional media. Through the website, information that is not contained on the product packaging can be added.

E-commerce is the process of marketing, promotion, selling and purchasing goods and services via the internet network. Through e-commerce, sellers can market and reach potential customers throughout the world [7]. The use of e-commerce websites as digital marketing [8] can increase interactive relationships between food-exporting SMEs and customers. Websites can also be useful for providing and introducing information about the uniqueness and advantages of products so that brand identity development in the global market can be carried out [9] as well as as a digital catalog to be able to provide clear product descriptions [10], [11]. However, with existing competition, marketing approaches need to be improved by creating logos, labelling and product packaging [12]. It is important to train micro-entrepreneurs who produce food products to understand the importance of clear product information in their product packaging. This aims to fulfill consumers' rights to be able to know important information about the products they consume, on the other hand, also to increase the added value and competitiveness of these products [13].

Strategi Branding strategies to build a positive image of local food for micro, small and medium enterprises can be done by strengthening the product image which can be done not only by improving the physical appearance of the product but also by innovating processing, improving packaging, providing labels [14], [15], paying attention to consumer tastes [16], then communicate intensively to the public [14]. Utilizing a website as a marketing medium is one way to communicate with the public about a product. This can strengthen the brand so that it influences customer perceptions [17].

Marketing is an activity to promote or introduce a product to the wider community. Marketing is a derivative of a branding strategy whose main goal is to sell more goods or services to make a profit. Marketing is an important part of a company because through marketing goods can reach consumers [18].

## II. RESEARCH STEPS

In conducting this research, several structured stages were undertaken to achieve the research objectives. Fig. 2 illustrates the research steps taken. Activities carried out in this research include:

- Identifying problems through interviews and observations. Interviews involve structured communication between two or more individuals, either directly or remotely [23]. Interviews were conducted with the owner of the Yu Marni product to gain more detailed information about the product, the issues encountered, and the challenges faced. Observation, or the activity of observing a process or object with the aim of gathering information, understanding it, and drawing conclusions based on prior knowledge,

was also conducted [24]. The observation involved visiting the location directly to observe and gain a clearer understanding of the product and marketing techniques in use.

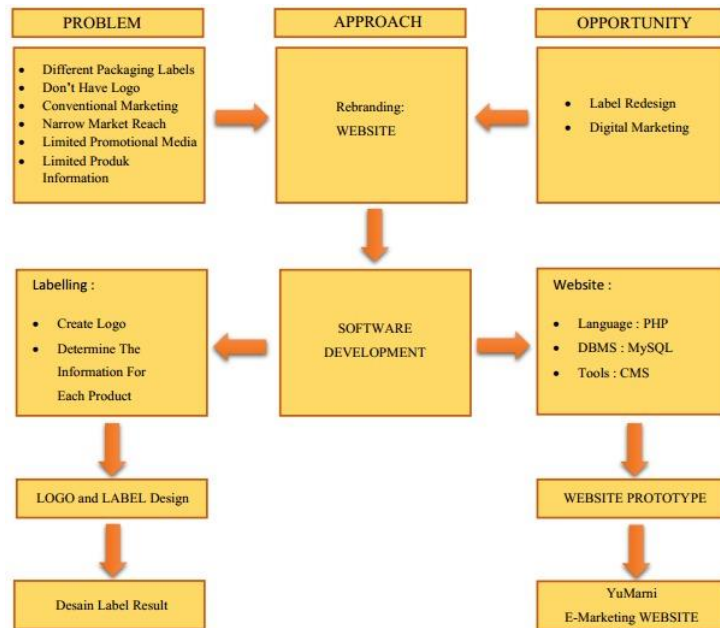


FIGURE 2. RESEARCH STEP

- Literature review, involving the collection of secondary data by searching for references from previous research that are relevant to the discussion theme, in the form of books, literature, journals, notes, and other sources as a form of appreciation for previous research and as support for the assessment conducted while addressing the issues [25]. In this method, several sources were explored, such as book references, journals, or articles related to branding and marketing strategies for the Yu Marni product.
- Designing product packaging labels is carried out by redesigning the product packaging labels and including product information. The logo is created as part of the product's identity. The software used for designing labels is Sketchbook and Photon. The logo creation incorporates the iconic landmark of Jogja, namely the 'tugu' (monument). Then, each package will include product information which will briefly describing it and additional information such as serving suggestions, cooking instructions, composition, product weight, and so on. The text design process in the label uses the Photon application.
- Database creation is used as a storage medium. The collected data is then stored in the database. The Database Management System (DBMS) used is MySQL.

Design and development of the website are done by creating the design of the website pages. CMS tools are used in website design and built using the PHP (Hypertext Preprocessor) programming language. PHP is a programming language for building and developing websites that run on the server-side and is open-source. PHP is widely used by website developers because it is more stable with good database connectivity.

### III. RESULT AND DISCUSSION

#### A. Product design

Based on the results of the analysis, the packaging design of Yu Marni's products has been redesigned to facilitate consumer recognition, aiming to enhance the product's branding. Variables used in the analysis of Yu Marni's product packaging design include (1) logo, (2) brand, (3) product name, (4) theme and color of the packaging, and (5) supporting information. The redesigned product packaging, as illustrated in Fig. 3. It integrates elements of local wisdom to convey a message to consumers about the distinctive features of the traditional product, specifically the icon of the city of Yogyakarta. The logo on the packaging serves as a visual identity to be communicated to consumers. Information contained in the label includes product descriptions, product processing methods, material information, and contact details.



FIGURE 1. PACKAGING DESIGN OUTCOME

### B. Database

The data required for sales management through the website is stored in a database. The DBMS used is MySQL. The stored data includes information such as the shopping cart to hold buyer-related data, user data encompassing both buyers and website administrators, order data, product data, category data, order details, summary data, review data, and configuration data. Product data serves to store various items available for sale, category data organizes each product into its respective category, user data stores information of buyers who register on the website, order data manages records of products ordered by buyers, and review data stores feedback provided by buyers. The data stored in these tables are interrelated. The relationships between the data storage tables are depicted in Figure 4.

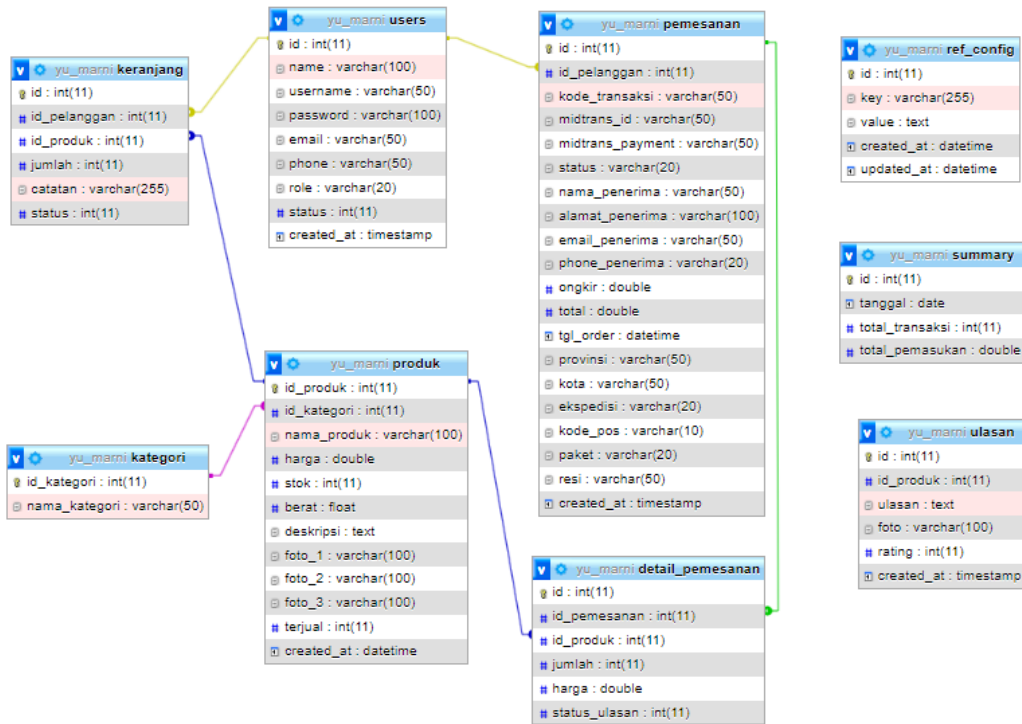


FIGURE 2. TABLE RELATION

C. Website Yu Marni

In this study, the branding activities involved not only improving packaging design but also determining the marketing technicalities. The creation of a website as a promotional and sales medium for Yu Marni products is anticipated to aid in expanding the network, enabling consumers to easily place orders. Additionally, the website streamlines business owners' capabilities to recap sales transactions and store various necessary data. Figure 5 represents the main page of the Yu Marni website. This homepage features several informative menus like Home, About Us, Products, Testimonials, Gallery, Contact, Sign Up and Sign In.

The page's layout serves as a marketing form accessible to customers, yet transactions cannot be completed until registration is completed. Registration is used for creating new accounts. Once successfully registered, customers need to log in to their created account on the Yu Marni website to proceed with order transactions. The login process involves entering the username and password set during registration, serving as confidential identification and security credentials.

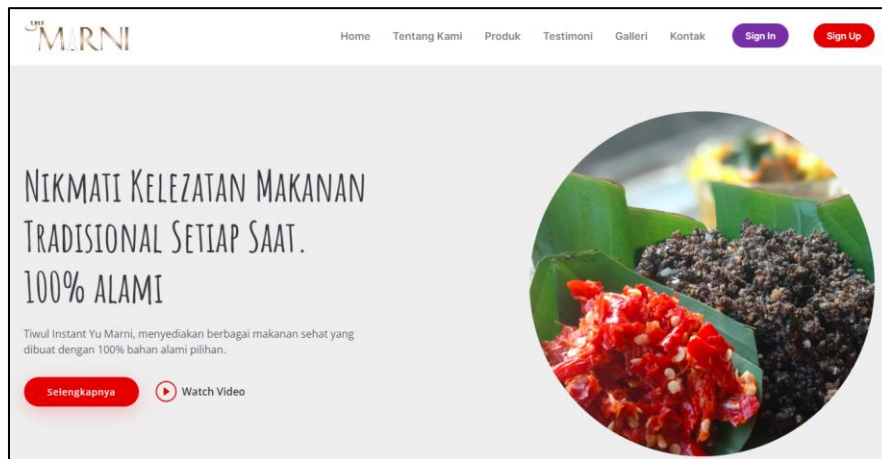


FIGURE 3. MAIN PAGE OF YU MARNI'S WEBSITE

- Implementation of the product page. The website features a product page that provides information about the products offered by Yu Marni. This page also includes details such as product name, product description, and pricing. Customers are required to register before placing orders through the website. The implementation of the product page as in Fig. 6.

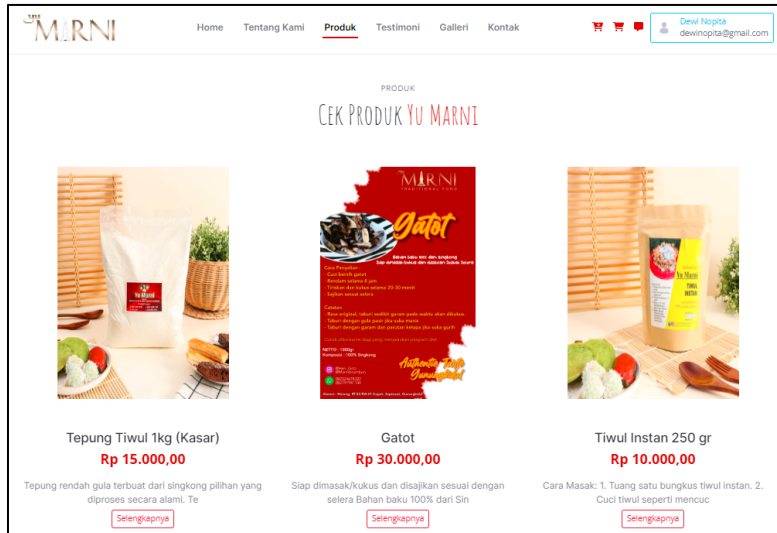


FIGURE 4. IMPLEMENTATION OF THE PRODUCT PAGE

- Implementation of the shopping cart page. This page contains detailed information about the products ordered by the customer, such as the product, quantity, and price. The shopping cart page as in Fig. 7.

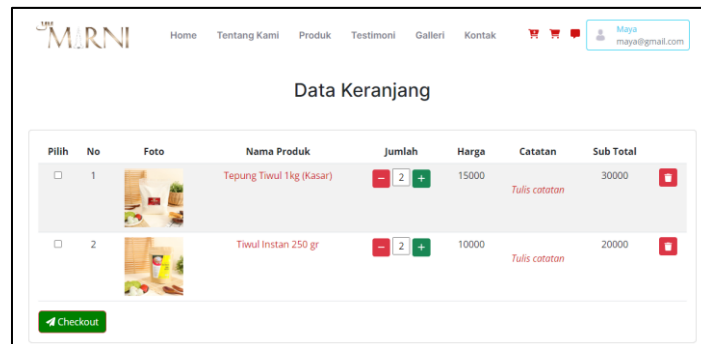


FIGURE 7. SHOPPING CART PAGE

- Implementation of the shipping details page. The shipping details page contains information about the buyer's identity, shipping address, shipping costs, shipping expedition options, and the total fee to be paid. The implementation of the shipping details page as in Fig. 8.

FIGURE 8. SHIPPING DETAILS PAGE

- The website page is managed by an administrator who has access to product, customer, order, and report data management. Order data is information stored in the database after the buyer inputs billing details, completes the checkout process, and finishes the payment. This data will appear on the admin's order page for processing. The appearance of the order data and status page on the admin side can be seen in Fig. 15, where the admin can view information on new, processed, shipped, and completed orders through the displayed menu. Implementation of the order data management page as in Fig. 9.

No	Tgl Order	Kode transaksi	Nama Penerima	Handphone	Total	Status	Aksi
1	2022-10-23 21:13:43	CZ2D1ZK4PE	Customer Yu Marni	089111222333	Rp 160.000,00	Sukses	
2	2022-11-19 19:42:52	I81ZD511UD	Maya	088213654321	Rp 72.000,00	Sukses	
3	2022-11-19 19:49:31	9PJMHPQ4P3	Maya	088212654321	Rp 113.000,00	Sukses	
4	2022-11-19 20:00:18	2PWDE866TF	Maya	081234567890	Rp 135.000,00	Sukses	

FIGURE 9. ORDER DATA

- The order report is a page displayed to the admin, serving as a summary of sales that can be shown based on a specific time period. Through this page, the admin is relieved from the manual data recapitulation process. Monthly reports can be generated by printing summaries that display all sales data for that particular month. The appearance of the order report page can be seen in Fig. 10.

No	Tgl Order	Kode transaksi	Nama Penerima	Handphone	Total	Status
1	2022-08-12 23:26:14	TC296DYSOT	Customer	089111222333	Rp 38.000,00	Selesai
2	2022-08-27 15:35:00	LHNWPFQEN	Customer	089111222333	Rp 71.000,00	Pending
3	2022-10-16 13:15:25	FA4C5QQUEL	Maya	-	Rp 91.000,00	Selesai
4	2022-10-16 13:30:52	JCOVY1UVF6	Dewi Nopita	08123456	Rp 211.000,00	Menunggu
5	2022-10-23 21:13:43	CZ2D1ZK4PE	Customer Yu Marni	089111222333	Rp 160.000,00	Sukses
6	2022-10-24 08:51:37	ZQ7WZFCVUM	Maya	08231332323	Rp 44.000,00	Settlement
7	2022-11-07 13:07:04	N9YNOW4GE9	Dewi Nopita	08123456	Rp 56.000,00	Expire

FIGURE 5. ORDER REPORT PAGE

- The contact page serves as a means for customers to connect with Yu Marni. This page provides information such as the address, telephone number, social media accounts, and the store's opening hours. The appearance of Yu Marni's contact page as in Fig. 11.

FIGURE 6. CONTACT PAGE

#### IV. CONCLUSION

Rebranding activities aimed at enhancing the positive image of Yu Marni's local processed products involve supplementing product information on the packaging and website. Emphasized information includes the logo,



brand, product name, and supporting details, enabling customers to identify the company's identity, product name, and usage or processing instructions. Marketing for Yu Marni's products through digital technology involves creating a website that provides product information on the homepage, serving as a promotional platform for visitors seeking information about local processed products, especially the distinctive tiwul products from Gunungkidul, Yogyakarta. Customers can also make purchases through the website, with transaction data managed by the admin. Transaction data can be summarized based on status and transaction time, with the information exportable into a printable file format.

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