

# PACKAGING DESIGN ANALYSIS OF FOOD PACKAGING *HOME INDUSTRY* DUMPLING NGENES

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**ABSTRACT**---*This study aimed to analyze the design of the packaging of dumplings ngenes the home products industry. Research carried out by the packaging design factors. This study uses a qualitative method to submit data and information on the packaging design is based on the theories and literature used. The results of the research that has been done are the packaging used by home industry ngenes dumplings good enough.*

**Keywords**---product, pakckaging

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## I. INTRODUCTION

Home industry product competition, especially on food products more and more emerging from severe food industry home to a snack. Home products industry in selling its products must use packaging. One factor that is a good package design is to convince the consumer to buy the product. Referring to the results of study conducted by Yana Erlyana and Nadya on Packaging Design Analysis Indomie Noodles Special Edition Old Days, therefore the researchers wanted to analyze the packaging design of the home industry ngenes dumplings.

## II. RESEARCH METHODOLOGY

The method used in this study is a qualitative which is where the research analyzed based on the theories related to the source of books and literature studies are reliable.

## III. RESULTS AND DISCUSSION

Ngenes dumplings are cheap snacks are sold for Rp. 5000 per pack. Dumplings ngenes has three variants, namely the original, salty (nagih) and spicy (nampol). Ngenes dumplings packed using a zip lock plastic packaging transparent sticker with product information on the packaging. Ngenes dumplings have been marketed in the Bandung area and outside of Bandung, whether sold online and are deposited in the stalls. Here is a picture of the packaging of the product dumplings ngenes.

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Figure 1. Dumpling ngenes sense of ori



Figure 2. The dumpling ngenes spicy flavor (nampol)



Figure 3. The dumpling ngenessaltiness (nagih)

### **1. Factor Security**

The safeguards used on the packaging of this product is good enough to protect the contents of the product. The product packaging of dumplings made of water-resistant plastic material and air so that the products will remain protected and will not be damaged.

### **2. Economic Factors**

Plastic packaging uses quite thick enough perhtungan economical in production costs despite using disposable packaging.

### **3. Distribution Factor**

In the process of distribution of the product is easy to do it is seen from the size and shape of the packaging that has been chosen in order not to complicate the current time is stored and the process will be sent packing.

### **4. Factors Communications**

Communication given by ngenes dumpling product is not good enough, it is seen from the sticker that is used as an information product. Packaging not give the product image so that there is no distinctive characteristics. Stickers are used not adhere well sekatu times can be separated at any time.

### **5. Factors Ergonomics**

Packaging used in the dumpling products has been ergonomics it is seen from the packaging easy to hold, carry and easy to open packaging as well as zip lock system.

### **6. Aesthetic Factors**

The colors used in this package is a mix of red and pastel colors dominated by red color. The shape of the dumpling package measuring 15 x 4 x 17 cm so easy to grip. Brands are displayed only in the form of writing, when seen from above have good placement and amid so easy to read but if only plain paper is not enough to give the distinctive characteristics of this dumpling products. On the packaging looks illustration dumplings that could make consumers interested in buying. Letters are used as a source of information is obvious.

### **7. Identity Factor**

Product identity is not good enough, this is due to the lack of a logo or distinctive characteristics of the product.

### **8. Factors Promotions**

Packaging dumplings already promoting the product well it is seen from the illustration on the packaging of products made dumplings.

### **9. Environmental Factor**

ngenes spelled dumplings packaging can not be environmentally friendly, this is because the packaging used by dumplings ngenes not yet included into the category of environmentally friendly.

## **IV. CONCLUSION**

From the research that has been conducted, the overall design of packaging used by ngenes dumplings is good enough. Viewed from the visual side managed to entice consumers into buying dumplings ngenes. Viewed from the practical side, in quality, and portion size is enough. Ngenes dumplings sold or deposited in the stalls are always sold out.

## **SUGGESTION**

Advice can be given for future research is to discuss more on the communication factor, the aesthetic factor, a factor of identity and environmental factors in more detail.

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