

“Gurilem Nyi Iteung” Logo and Packaging Label Design

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Abstract

Gurilem Nyi Iteung is a "Usaha Kecil Menengah" (UKM) with snack food products, originating from the city of Bandung. The product is a snack called "gurilem" from West Java. Gurilem is a cracker made from tapioca flour, long, seasoned with salt, chili, onions, and other spices. Some people call this gurilem as worm cracker, because it has a long shape like a worm. Gurilem Nyi Iteung was established to introduce gurilem crackers, which are a typical food of West Java, to the public. This UKM has the aspiration to become a leading brand in Indonesia that produces snack products with a distinctive West Java taste made from selected spices. To improve the image of Gurilem Nyi Iteung's products, it is necessary to design a company logo that can support the appearance of product packaging so that in the future it can compete with its competitors. This paper discusses a project to design a logo and packaging label for UKM Gurilem Nyi Iteung. The logo design is in the form of a logotype made with a minimalist design style to describe Gurilem Nyi Iteung's products. While the packaging label is designed using a minimalist design style by displaying product photos, font type and two main colors that symbolize the taste variants of the product. The method used in this paper uses qualitative analysis to produce descriptive data. The process of designing Gurilem Nyi Iteung logo and packaging labels, was carried out through interviews, observations and literature studies covering the brand philosophy of "Gurilem Nyi Iteung", UKM products, UKM target markets, to facilitate the process of designing appropriate logos and packaging labels. The results of Gurilem Nyi Iteung's logo and packaging design are closer to the UKM theme both conceptually and visually, it should be able to increase the image of the product to a better level, and meet the customer needs. In addition, with a good logo and packaging, it is hoped that this Gurilem Nyi Iteung product can be known by the people of Bandung City, so that consumers are able to know the taste of the product.

Keywords

Logo, packaging, snacks, West Java

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Introduction

In Bandung, there are many entrepreneurs who have "Usaha Kecil Menengah" (UKM), they produce snacks such as macaroni, "basreng or bakso goreng" (fried meatballs), spicy chips, and various variants of crackers. This snack business is a household-scale business that has very good opportunities at any time. The market demand for snacks continues to flow. Seeing snack lovers, not only children, but also teenagers, adults, to the elderly. It's not a strange thing if this snack business is often flooded with customers. Gurilem in Indonesian come from the words "gurih" and "pelem" which means it has a savory and soft taste. This food can be consumed as a snack, complementary to the main menu, or mixed with soupy foods. In West Java, this food has become a typical Sundanese food and is very legendary because it has been around for decades. This food is often hunted by local and foreign tourists. Usually snacks, such as gurilem, are packaged with plastic materials and tied with ropes without any labels or brands from the manufacturer. Then it is sold at retail through hawkers or at food souvenir shops. However, many snack food UKMs do not meet packaging standards, even though they have the same taste, but because the packaging is not good, the product is not seen by consumers. Packaging is part of the product that has a function to protect and also sell the brand image. Then it is sold at retail through hawkers or at food souvenir shops. However, many UKM in the snack food sector have not met packaging standards, even though in terms of taste they are not inferior. However, because the packaging is not good, the product is not seen by consumers. Packaging is a part of a product that has a function other than protecting it can also affect the brand image. In Bandung, there is an UKM that specializes in producing gurilem snacks, the UKM is named "Gurilem Nyi Iteung". As the name implies, the resulting product is also a gurilem snack with various flavors. Gurilem Nyi Iteung is an UKM that was established in February 2017 in the snack food sector, located in Komp. Griya Bandung Indah Blok H-13 No.12 Bandung. Unfortunately, the existence of Gurilem Nyi Iteung is not well known in the city of Bandung because the packaging is still plain plastic without a label, making it less effective to introduce the identity brand "Gurilem Nyi Iteung". This paper examines the process of designing logos and packaging labels for Gurilem Nyi Iteung products. Sales of gurilem products are carried out online via Instagram: @gurilemnyiteung. This UKM seeks to increase the value added by highlighting the name "Nyi Iteung" on its brand. Nyi Iteung herself is a fictional Sundanese female character who is lifted from the story "Si Kabayan". The name gurilem Nyi Iteung was chosen as the gurilem product brand, to describe local Sundanese food which has a simple and pleasant nature like the character of Nyi Iteung. The design of the logo and packaging label for Gurilem Nyi Iteung is made so that the brand is easily recognized in the community, especially in the city of Bandung, so that consumers are able to know the characteristics and distinctive taste of West Java from this gurilem product.

Literature Review

Logo

Brand cannot be separated from the logo, because the logo is the main element in the identity of a company. A logo can explain the personality and products of a company. Logos have various elements and forms, these elements can form a unity that forms an identity. According to BIRD (Board of International Research in Design) in the Design Dictionary, logos usually contain text, images or a combination of both (Erlhoff & Marshall, 2007). According to Siebert and Ballard (1992), logo is the development of a symbol so that the symbol can communicate the identity of a company in the eyes of the public. Logo consists of logotype and logogram. A logotype is a logo element that contains a brand name in text (physically legible), while a logogram is a symbol with text or images created with the aim of representing the whole word. Therefore the logo must:

- a. have meaning
- b. reflects the positive image of the company
- c. make people aware of the differences between our company's products and other similar company's products
- d. flexible so that it can be applied in all required applications with different sizes
- e. logotype must be easy to read in various sizes
- f. The logogram should be easy for everyone to understand

g. can be colored with basic colors black and white or colorfull

Packaging

According to the Oxford Dictionary, packaging is a material used to wrap or protect an item. The attractiveness of the packaging is very important to attract consumer interest and influence consumer action. In addition, the design of an optimal packaging can create sales. There are two types of packaging attractiveness, namely:

- a. Visual appeal, which is seen in the appearance of the packaging, includes graphic elements to create an impression. The elements that make up the visual appeal of packaging consist of: color, shape, brand, illustration, font, and layout.
- b. Practical appeal, which is an easy way of packaging when given to consumers or distributors.

Methods

Data Processing & Analysis

Data collection for designing Gurilem Nyi Iteung's logo and packaging labels was carried out using several techniques, such as interviews, literacy studies and observation.

Interview

The interview process was carried out by seeking information about the brand philosophy of "Gurilem Nyi Iteung", UKM products, UKM target markets, to facilitate the process of designing logos and packaging labels.

Literacy Studies

Literacy studies in data search aim to obtain information from literature such as books, journals, websites which are usually already recognized by the public to avoid discrepancies in information.

Observation

Field observations were made to find out the real product, to get the right results when designing logos and packaging labels.

The process of data analysis was carried out qualitatively, starting with sorting the data from interviews, literacy studies and observations. After that, the data is compiled into a narrative text and produces a design concept. After all the data has been compiled, we provide conclusions through writing about the design concept, so that the appropriate design can then be carried out. The last is the process of designing, revising, and finishing.

Results and Discussion

Gurilem Nyi Iteung Logo Design

- a. Designer's goal: to increase Gurilem Nyi Iteung's brand awareness
- b. Design Benefits: increase the attractiveness of Gurilem Nyi Iteung's products
- c. Tools and materials: digitally created using Adobe Illustrator software
- d. Design Concept: The logo created is a "logotype" with a minimalist and soft theme to describe the identity of Gurilem Nyi Iteung.
- e. Design Stage
 - 1) Pre production: briefing with clients, finding ideas, collecting data for design
 - 2) Production: make several alternative manual sketches.

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- 2) Production: make several alternative manual sketches.
- 3) Digital processing: convert manual sketches into vectors using Adobe Illustrator
- 4) The curation process from the client.
- 5) Finishing
- 6) Application to the media (packaging).

f. Design Results



Figure 4 Gurilem Nyi Iteung Packaging Label

Source: <https://www.instagram.com/p/CxR8K2JLox/>



Figure 5 Gurilem Nyi Iteung Packaging Label Mockup

Source: https://www.instagram.com/p/CF9YwwfJf_v/

Conclusion

Based on the discussion above, it can be concluded as follows:

1. The design of the logo aims to increase the popularity of the product in the community, by highlighting the name "Nyi Iteung" on the brand. Nyi Iteung is a fictional Sundanese female character that is adapted from the story "Si Kabayan", so the name "Gurilem Nyi Iteung" can be analogized as a typical Sundanese food that is simple and fun like the character Nyi Iteung.
2. The process of designing the logo and packaging label of Gurilem Nyi Iteung, carried out through interviews, observations and literature studies covering the brand philosophy of "Gurilem Nyi Iteung", UKM products, UKM target market.
3. In designing the logo and packaging label "Gurilem Nyi Iteung" carried out several stages and processes, such as pre-production, production, digital processes, curation processes, finishing, and application to media (packaging).
4. The results of designing the logo and packaging of Gurilem Nyi Iteung, both conceptually and visually, are expected to improve the product image to a better level. With a good logo and packaging, this Gurilem Nyi Iteung product can be recognized by the people of Bandung City, so that consumers are able to know the taste of the product.

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