

Design Product Packaging Chocolate Using with Design Element Inside It

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Abstract – The chocolate industry becomes a very potential business both globally and in Indonesia because chocolate is the most popular snack product at globally by its current consumers and the next Indonesia is the third largest chocolate producer in the world today. it is appropriate for the creativepreneur to try look at this chocolate industry, and one of the important roles for increasing the sales of chocolate snack products is from packaging, so in this article will explain more about the strategy for designers in designing a packaging to help attract interest in consumer purchases, there are several attributes of design elements in the packaging ie the visual attributes: of color (color) and shape (shape) moderated by the design style can mainly influence the purchase intentions of the consument, here researchers tried to use design method with a combination of collective data from the FGD (Focus Group Discussion) then applied by applying the RDE (Rule Developing Experimentation) system that is developing the design with the help of technology based on the assessment of selected attributes of some existing alternatives. generated can be used as an evaluation in choosing a design. The data colletive results can be tried to apply the combination of elements in the process of designing a packaging chocolate and the expected results are in the form of packaging products based on the tastes or interests of consumers today. The results obtained are the design of packaging products in accordance with consumer expectations by using the latest design technology.

Keywords: Chocolate, Packaging Design, Design Element

I. INTRODUCTION

Snack 'according to the English International Dictionary "merriam-webster England", is "*a small amount of food eaten between meals.*" Or snack products as an additional attribute of main food consumption, also can mean smaller meals of less than the main menu portion, has become a product that many consumers are interested in today and predicted to be a business that continues to grow in the future because of the consumptive pattern of modern society that

demands more practical food products used and snack can answer those needs, in addition there are several attributes that make snack in demand, namely: affordable, feature that can enhance the impression and suitability of interest, appearance or packaging that is attractive and good, tastes good, brand, and composition clear information. Chocolate is a type of low involvement product where in the process of purchasing the consumer is more directed to the affective aspect (emotional value) inside, but chocolate is also categorized as a product that can quickly affect the purchase intentions when first saw it especially on the influence of packaging design. Thus chocolate is used in this study because of the ease in the process of stimuli to consumers in the early stages of purchase (prepurchase) and experiments to be performed later. [1]

So it can be seen that the actual chocolate industry is very potential, because the natural resources of chocolate in Indonesia is abundant. But unfortunately, Indonesia as a producer and exporter of the third largest raw material of chocolate in the world is contrary to the quality of its local product brand, then the question of what attributes are needed later in order to make local chocolate products in demand by consumers.

Packaging is the outermost attribute of the product or useful as having functionality function as a protector and wrapping and aesthetic value as the identity of the product or brand in it, the packaging can attract attention, improve the image and influence consumer perception of the product. Packaging can also be used as a promotional support company, the packaging should be made as something interesting, because packaging is the key to product communication with consumers and the characteristics of the existing form of packaging depends on the design and technology used therein, also depends on the influence of issues that develop in the surrounding community. [2]

Packaging should also be able to provide more value in it in order to make the packaging appear more unique and eye-catching in order to accelerate the process of stimuli to consumers to buy the product, not resting on the value of its functionality alone, it needs an element in it that can affect the stimuli to consumers, ie 'Design'. [3]

From the above explanation it can be seen that the role of packaging is very important for companies other than the value of its functional design as a wrapper and protector of product content, the role of esthetics or design on the packaging can also be used in attracting consumer stimuli to attract product purchases as well as improving the company's brand image. If it is seen from the context, it is very complicated for the researcher to explain the criteria of the characteristic of packaging design with succinct if the implication of packaging design development objectives is based on the needs of the company with the professional designer. Packaging on chocolate products can be divided into several visual element categories consisting of: Size, Graphic, Material, Product Design, and Color, while verbal elements consisting of: Product information and nutritional information which can correlate in shaping consumer buying behavior. So here the researcher tries to focus on seeing the effect of functionality and visual design on chocolate packaging for local products in accordance with the applied results of previous studies. Limitations in this study is the categorization of consumer selection that will be made as respondents come from the city of Surabaya is also due based on several aspects that influence it. Type of chocolate used as object in this research is chocolate which from local product of Surabaya (UKM) which have minimum size 60 gram, display of brown packaging design minimum size 60 gram can be seen and understood by consumer from minimum distance two meter from distance of sight center point, so recommended in this research.[4]

SME Elok Mekar Sari Surabaya Profile

Elok Mekar Sari Farmer Group is a gathering place for residents who also become environmental cadres in RW 08 Semolowaru Subdistrict who want to manage the land behind RW 08 Hall which is still not maximized pengolahannya. Elok Mekar Sari Farmers Group is located in Semolowaru Elok RW 08 Semolowaru Subdistrict Sukolilo District Surabaya City. Based on Semolowaru Lurah's Decree number: 26/2011, Elok Mekar Sari Farmer Group was established on December 14, 2011 with 26 members. This farmer group is a self-help community group that grows based on familiarity, harmony and common purpose to improve business productivity in urban agriculture. Driven by awareness and strong desire as well as an effort to help the government program in empowering the community so as to increase the family income, especially in RW 08 Semolowaru Urban Village. Elok Mekar Sari Farmer Group manages various cultivation, that is cultivation of Oyster Mushroom, cicada cultivation and cultivation of Catfish that originally come from Agriculture Department. In addition, Elok Mekar Sari Farmer Group also mngelolah other preparations such as Sumpia, banana chips, taho meatballs, sea braids, sinom, and also chocolate. By processing into several products make Elok Mekar Sari Farmer Group become one of SMEs in Surabaya. Progress of Farmers Group Elok Mekar Sari can not be separated from the role of Surabaya Agricultural Service Office While field assistance is

done by Agricultural Extension Field (PPL) from the Agriculture Department of Surabaya City who served in District Sukolilo.

II. RESEARCH METHODS

Location and Subject of Research Population

SME Farmer Group Elok Mekar Sari is located in the city of Surabaya became the location of research author, with the subject of research is the packaging of chocolate products which is one of the products of this SME. The subject of this study is the main discussion in the study or that will be used as a source of data from research to be implemented. As Nasution reveals that: The subject of the study is the major highlight of all possible values, quantifiable or quantitative, quantitative or qualitative outcomes about the particular characteristics of all the complete and clear members of the group to which they are studied. Population is the whole subject, then the packaging of Chocolate on SMEs Group of Farmers Elok Mekar Sari is the subject of research in which researchers conduct research on all the packaging. [5]

Then the research design used is the research and development design of RDE (Rule Developing Experimentation) Design development based on the assessment of selected attributes of several existing alternatives. It is expected that the resulting assessment can be used as an evaluation in choosing the design of alternative components. Research development is often known as RDE is a research method used to produce a particular product based on the assessment from the point of designer, because the designer is considered capable enough to assess the basic attributes and suitability of the composition of a design and useful to test the effectiveness of the product. [6]

The RDE method is used in this study to find the initial need for chocolate packaging design based on the assessment of the designer or researcher of the existing attributes in order to be able to find the designs in a more practical way. Next is to use FGD (Focus Group Discussion) method, that is, by collecting respondents from the same or expected group category according to the needs of the researcher, then do the questionnaire directly to the respondent group to know the opinion of the expected design. Then do the calculation of the results of questionnaires with quantitative methods for the assessment so that the results of the survey can be integrated results in units of numbers or by percentage. That way it is expected to get a valid result on the consumer's assessment of chocolate design. The other data search methods that can help in this design process is library research. Namely the collection of data by searching for information from various media, either reading media such as books, journals or articles and electronic media such as internet websites, which can be used as reference design. Some of the steps of the design research development flow done in the effort to do research are as follows:

1. Introduction where researchers conducted observations, observations and research on the potential of chocolate in the city of Surabaya, then obtained from previous research said that packaging design can help consumer purchasing interest to packaging.
2. Furthermore, researchers conducted a review and method of previous research from the journal Estiri and Rusfian which explains more specifically that the consumer aspect in choosing the product packaging design is composed of elements in the packaging design based on the functional value, which it becomes a unity of application in the design on the product packaging that has some attributes in it. Functional packaging design elements consisting of: Shape / surface shape, material, and size / volume size.
3. Then the researcher tries to focus on the application of packaging product design related to functional and visual elements, [8] mentioning for the role of area category or research area is also recommended by for further research, because in each region have different cultures and ethics that can influence the perception of consume. There is also a factor of local cultural culture product packaging design of a product also plays a role can make changes in the level of adaptation in the marketing, especially packaging that has a unique concept to obtain a framework for the study.

TABEL. 1: FUNGTIONAL ELEMENT

No	Functional Element	Functional Element Factor / Structure in packaging
1.	Shape (X1)	a. a. Form of Packaging that attracts attention. (X1A) b. b. Form of Packaging is easy to put. (X1B) c. c. Convenient Packaging Form to carry / hold. (X1C)
2.	Material (X2)	a. a. Interesting material. (X2A) b. b. Unique material compared to other brands. (X2B) c. c. Material eco-friendliness (environmentally friendly). (X2C) d. d. Materials that reflect good quality. (X2D)
3.	Size (X3)	a. a. Size of packaging according to consumer needs (X3A) b. b. Size of packaging that could trigger purchase intentions (X3B) c. c. Portable packing size (X3C)

TABEL. 2. VISUAL ELEMENT

No	Elemen Visual	Faktor Elemen Visual / Struktur dalam kemasan
1.	Tipografi (X4)	a. Legibility (X4A) b. Effectiveness/ c. Convenience reading (X4B)
2.	Illustration (X5)	a. Strategic (X5A) b. Communicative (X5B) c. Descriptive (X5C)
3.	composition (X6)	a. Sequence (X6A) b. Emphasis (X6B) c. Balance (X6C)

Here's the Research Design Framework

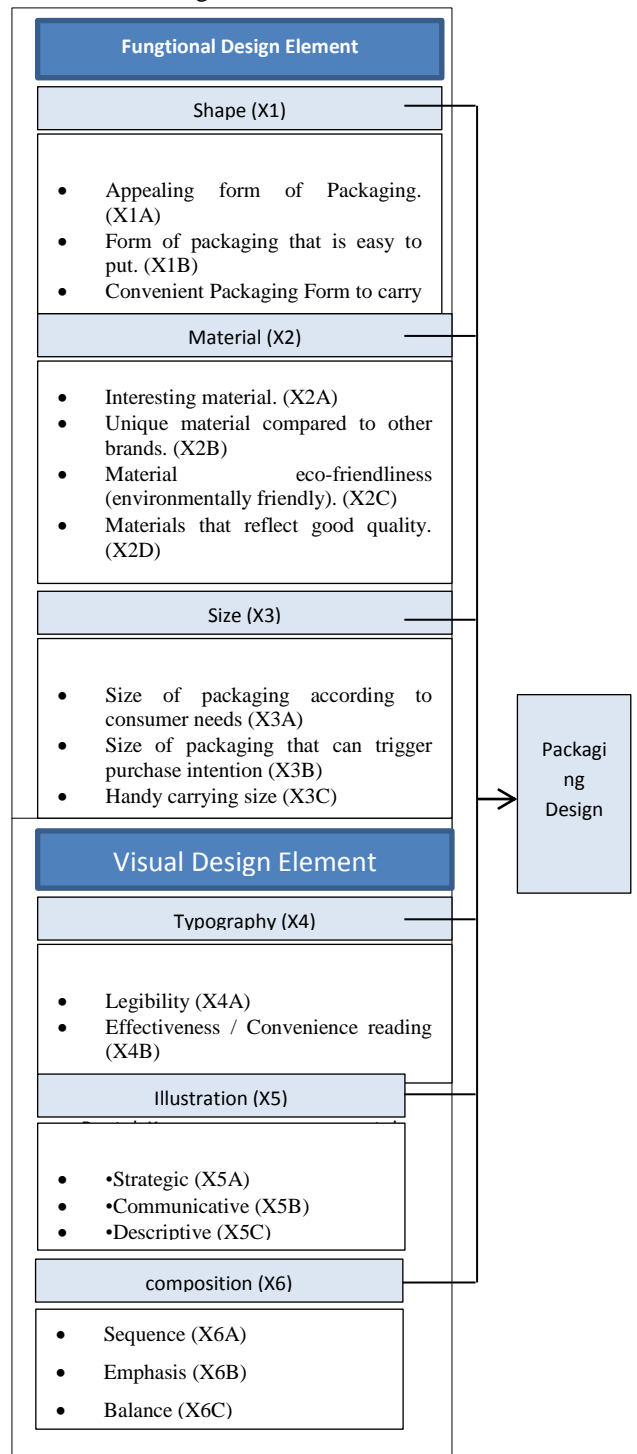


Fig 1 Research Design Framework

3. Data Analysis




The next stage performs an analysis of each attribute on each design element in the research framework based on the

methods from the previous research of Estiri and Rusfian. (2011) by linking the correlation of design needs with some alternative choice with tabulation, then can be done to get the highest result of each alternative by using statistic measurement tool which later can be selected on design element which then can be put together for suitability requirement at each section on the design process using technology (RDE) to see the final shape of the design.

Existing Product Analysis

Attribute analysis of existing products is intended is how later the selection of existing products developed in packaging design later, there are several alternatives.

TABLE 3 EXISTING PRODUCT ANALYSIS ATTRIBUTE

Alternative 1: Chocolate capsule box in jar packaging	Alternative 2: Chocolate capsules in Box premium box	Alternative 3: Chocolate capsule in triangular packaging
		
Information: It is a local chocolate product from SMEs of elegant peasant farming groups in Surabaya that are sold with plastic +/- 200gr plastic containers containing about 20-30 small boxy boxy chocolates.	Information: Is a local chocolate product from SMEs group of elegant peasant blooming sari Surabaya which is sold with plastic packaging box +/- 300gr which contains about 20-30 small shaped chocolate capsule.	Information: Is a local chocolate product from SMEs group of elegant peasant blooming sari Surabaya which is sold with triangle +/- 100gr carton packaging containing about 5-10 small chocolate capsule.

Selection of Existing Products To Be Developed In Research

Furthermore, the researchers conducted an assessment by using tabulation to determine which packaging will be used to be developed in this study, there are several attributes of assessment of existing products based on the needs of the research and there are values of each attribute. The value level is by using the Likert scale where 1 is the worst to 5 is the best, the highest value cumulative is the product to be selected later. In this research is Alternative 2 product, which is Cokelat capsule in Box premium box with reason of need is easy to remember, strength, ease of making process and ease to be saved.

1. Form Analysis (X1)

The attribute of material analysis here is how the selection of shapes used to be used in the design of the packaging will be, there are several alternatives that can be used based on the

types of category selection based on the previous pneleitian so that later the selected form can represent the needs of the packaging design. assessment by using tabulation to determine which packaging will be used to be developed in this study, there are some attributes of assessment to the design of the form based on the needs of the research and there are values of each attribute. The value level is by using the Likert scale where 1 is the worst to 5 is the best, the highest value cumulative is the product to be selected later.

a. Interesting Shape of Attention (X1A)

From the results of the above tabulation, it was found that the form of chocolate product packaging that attracted the attention chosen to be developed in this research is the animal semiotics with the reason of need is the ease to remember, the strength, the ease of making process and the ease to be stored.

b. Easily Layed Form (X1B)

From the results of the above tabulation assessment found that the form of chocolate product packaging that is easily placed selected to be developed in this study is the form of the box with the reason for the need is easy to put, strength, ease of making process and ease to be stored.

c. Comfortable Form Brought (X1C)

From the results of the above tabulation assessment found that the form of packaging of chocolate products that are easy to carry selected to be developed in this study is a form that has a hand grip on the grounds of need is ease to carry, **strength**,kemudahan proses pembuatan dan kemudahan untuk disimpan.

2. Material Analysis (X2)

Atribut analisa material disini adalah dimaksudkan adalah bagaimana nantinya pemilihan material yang digunakan untuk digunakan pada desain kemasan nantinya, terdapat beberapa alternatif yang dapat digunakan berdasarkan macam kategori material yang secara umum digunakan: logam, karton, plastik, kayu, kain, dan kaca sehingga later it is expected that the selected material may represent the need for packaging design.

a. Interesting material Attention (X2A)

From the results of the above tabulation of the assessment found that the material packaging of chocolate products that attract the attention selected to be developed in this study is with animal skin material on the grounds of need is unique, easy dingat, easy to recognize and attract attention.

b. Unique Materials (X2B)

From the results of the above tabulation, it was found that the unique easy-to-develop chocolate product packaging material to be developed in this study is the dengtan of corncob material with the reason of the need is the suitability of price, strength, ease of process of manufacture and ease to be stored.

c. Environmentally Friendly Materials (X2C)

From the results of the above tabulation, it was found that the environmentally friendly chocolate product packaging material chosen to be developed in this research is with

carton / paper material on the basis of necessity is the suitability of price, strength, ease of manufacture process and ease of storage.

d. Materials Reflect Good Impression (X2D)

From the results of the above tabulation assessment found that the material packaging of chocolate products impressive good material was selected to be developed in this study is with plastic material on the basis of necessity is the suitability of price, strength, ease of process of manufacture and ease to be stored.

3. Volume / Size Analysis (X3)

The analysis of the packaging volumes element here is used to consider the aspects that affect the size or magnitude of the used so that the results of this analysis can determine the size appropriate to the needs of consumers and designers of the packaging design, there are four attributes used to determine the results of the design volume selected namely: ease of carrying, price conformity, production conformity, suitability of packaging design.

a. Size In accordance with Consumer Needs (X3A)

From the results of the above tabulation assessment found that the size of the packaging of selected chocolate products related to the consumer suitability to be developed in this study is the medium size of 500 grams on the basis of the need is the suitability of price, strength, ease of manufacturing process and ease to be stored.

b. Sizes That Can Trigger Consumers To Buy It (X3B)

From the results of the above tabulation of the assessment found that the size of the packaging of selected chocolate products related can lead consumers to buy it to be developed in this study is a large size > 500 grams on the grounds of necessity is the ease of view, strength, ease of making and ease of storage.

c. Portable Size (X3C)

From the results of the above tabulation assessment found that the size of the packaging of selected chocolate products related to easy to be developed in this study is a small size of 100-500 grams on the grounds of needs is the ease of view, strength, ease of manufacture and ease of storage.

4. Typography Analysis (X4)

Typical typography analysis attributes intended here are how later typographic selections are used in packaging design, there are several alternatives that are generally able to have legibility factor, Readability / read convenience contained on the packaging. So it is expected that the results of selected typography analysis can represent the need for packaging design.

a. Legibility (X4A)

From the assessment results tabulation above shows that the readability / legibility on the packaging of chocolate products selected to be developed in this study is the typeface Calibri (Serif), citing the need is to have the ease

to recognize, the complexity of the low level of clarity is quite good and faster observation frequency.

b. Readability / Convenience reading (X4B)

From the assessment results tabulation above shows that the readability / comfort reading on the packaging of chocolate products were selected to be developed in this study is the typeface Calibri (Serif), citing the need is to have a factor level of density, scale Instrument, averaging better and contrast with background.

5. Illustrative Analysis (X5)

The illustrative analysis attribute is intended here is how later the selection of illustrations used in the packaging design, there are several alternatives that are generally able to have strategic, communicative and descriptive factors contained in the packaging. So it is expected that the results of the selected illustration analysis can represent the need for packaging design.

a. Strategic (X5A)

From the results obtained above tabulation of votes that strategic illustration on the packaging of chocolate products were selected to be developed in this study is strategic artwork illustrations / cartoons, citing the need is to have a factor of more targeted / focused, high value, originality different and fore-sighted.

b. Communicative (X5B)

c. Sizes That Can Trigger Consumers To Buy It (X3B)

From the results of the above tabulation assessment found that communicative illustration on the packaging of selected chocolate products to be developed in this study is by illustration Artwork / Cartoon, on the grounds of necessity is to have easy to understand, easy to recognize, memorable and information achievement.

Descriptive (X5C)

From the results of the above tabulation, it is found that the descriptive illustration on the chocolate product packaging chosen to be developed in this research is by using infographic illustration, by reason of need is to have easy to understand, easy to recognize, easy to remember and information.

6. Composition Analysis (X6)

The attributes of the composition analyzes intended here are how later on the selection of the compositions used in the packaging design, there are several alternatives that are generally capable of Sequence / Sequence, Emphasis / Emphasis, and Balance. So it is expected that the results of the selected composition analysis may represent the need for packaging design.

a. Sequence / Order (X6A)

From the results of the above tabulation assessment found that the sequence on the packaging of selected chocolate products to be developed in this study is the Center of Attention / Point Of Interest on the Text, by reason of need is to have effective, attracting, Specific and harmonious factors.

b. Emphasis / Emphasis (X6B)

From the results of the above tabulation, it was found that the Emphasis / Suppression of chocolate product packaging chosen to be developed in this research is the Center of Attention / Point Of Interest in the illustration, by reason of the need is to have contrast factor, attention, specific and unique angle.

c. Balance / Balance (X6C)

From the results of the above tabulation assessment found that the balance / balance on the packaging of chocolate products, which was chosen to be developed in this study is the Center of Attention / Point Of Interest on Invisible, with the reason the need is to have effective, regular, proportion and harmonic factors.

7. Design assessment using FGD (Focus Group Discussion)

After conducting an internal analysis to select the attributes of the elements to be tested to the respondents, the researcher conducted FGD by giving the stages of qualitative questions to the respondents, the respondents will be selected as many as 30 people with the assumption of Hair, which states that the minimum feasibility test data is 30 person. The selected respondents were aged between 15-35 years old who were classified at the earliest productive age. FGD conducted aims to select the design elements that have been selected from the internal selection process which for then its results can be assessed quantitatively by using the likert scale as a comparison, and further FGD results can be used to determine the design direction of RDE design where the design elements which was selected together in a new design to form a new product development on the packaging of chocolate later.^[7]

TABEL 4. ANALYSIS RESULT WITH FGD

Total Responden	31 People
Gender of respondent	Male = 22 people (22.7%) Women = 9 people (9.29%)
Age of respondent	31 respondents = 31 people likes (100%), 0 people do not like (0%)
Respondents liked to eat chocolate	31 responden = 31 orang suka (100%) , 0 orang tidak suka (0%)
The average percentage of respondents eating chocolate in 1 month	a. 16 Respondents = Very Rarely (1x a month) b. 8 Respondents = Rarely (1-3x a month) c. 6 respondents = enough (3-5x a month) d. 1 respondent = enough (5-10x a month) e. 0 respondents = Very much (> 10x a month) f. Total = 31 Respondents
Chocolate products are often eaten by respondents	a. Silverqueen = 16 respondent b. Cadbury = 5 respondent c. Toblerone = 2 respondent d. Cokelat Lokal = 3 respondent e. Lain-lain = 5 respondent Total = 31 respondent

Which makes the influence of respondents in buying chocolate products	a. Brand = 1 respondent b. Packaging Design = 5 respondents c. Taste = 23 respondents d. Price = 0 respondents e. Recommendations of friends or media = 0 respondents f. try = 2 respondents g. others = 0 respondents h. Total = 31 respondents
The design of the brown packaging form will be expected by the respondents	a. Atribut elemen 1 (X1A) Bentuk kemasan harus menarik perhatian (17 Responden) b. Atribut elemen 1 (X1B) Bentuk kemasan harus mudah diletakkan = (4 Responden) c. Atribut elemen 1 (X1A) = Bentuk kemasan harus nyaman dibawa (10 Responden)
The design of brown packaging materials will be expected by the respondents	a. Attribute element 1 (X2A) Packaging material should attract attention (0 Respondents) b. Attribute element 2 (X2B) Packaging material must be unique (2 Respondents) c. Attribute element 3 (X2C) Packaging material must be environmentally friendly (25 Respondents) d. Attribute element 4 (X2D) Packaging material should reflect good quality (4 Respondents)
Design of the size of brown packaging later expected respondents	a. The 1st element attribute (X3A) pack size should match the needs of the consumer (23 Respondents) b. Attribute element 2 (X3B) packing size should be able to trigger consumers to buy it (5 Respondents) c. Attribute element 3 (X3C) packing size must be easy to carry consumer (3 Respondents)
Typical design of the type of chocolate packaging expected by the respondents	a. Attribute element 1 (X4A) Typographic packaging should contain element Legibility (20 Respondents) b. Attribute element 2 (X4B) Packaging material should contain Readability / Leisure reading (11 Respondents)
Chocolate packaging illustration design will be expected by the respondents	a. Attribute element 1 (X5A) packaging illustration should be strategic (3 Respondents) b. Attribute element 2 (X5B) packaging illustration should be communicative (20 Respondents) c. Attribute element 3 (X5C) packaging illustration should be descriptive (8 Respondents)
Typical design of the type of chocolate packaging expected by	a. Attribute element 1 (X6A) Packing composition must have Sequence element / sequence (10

the respondents	Respondents)
	b. Attribute element 2 (X6B) Packaging composition must contain Emphasis / Emphasis element (18 Respondents)
	c. Attribute element 3 (X6C) Composition of packaging there are elements Balance / balance (3 Respondents)

From the above cumulative assessment results obtained some things namely:

1. For the age category of respondents in the productive age of 17-35 years, the result is 100% or overall likes chocolate products.
2. Respondents on average eat chocolate in 1 month most is 1x a month and the second is 2-3x a month, it does show though respondents liked the chocolate product but not much to consume in a lot of scale.
3. Respondents liked or interested in buying the product because it tastes good chocolate rated first, then was out of the packaging design, while the influence of the media, the price and the brand less influence on the purchase decision level respondents.
4. Respondents liked the first-ranked Silverqueen chocolate product, then Cadbury and subsequently local chocolate products.
5. To attribute the design form of brown packaging functionality that consumers expect is more on the design should be that can attract attention rather than easily placed and comfortable grip.
6. For the material attributes of the design of the brown packaging functionality that consumers expect is more on that is environmentally friendly.
7. To attribute the design size of brown packing functionality that consumers expect is more on the medium size 500gr or according to the needs of consumers.
8. For attributes Typographic design of visual packaging of chocolate consumers expect is more on the design must contain elements Legibility / Legibility.
9. To attribute visual illustrations of the brown packaging design consumers expect is more on the design should be communicative.
10. For attributes The composition of the visual design of the brown packaging consumers expect is more in the design there should be an Emphasis / Emphasis element.

8. Test design help with the technology (RDE)

After the selected design elements based on the respondent's assessment, the researcher tries to make it happen by using computerization (RDE), the selected element is applied into the unity of the functionality of a new packaging

design. Researchers use 3ds max program to see the results of the form of packaging.

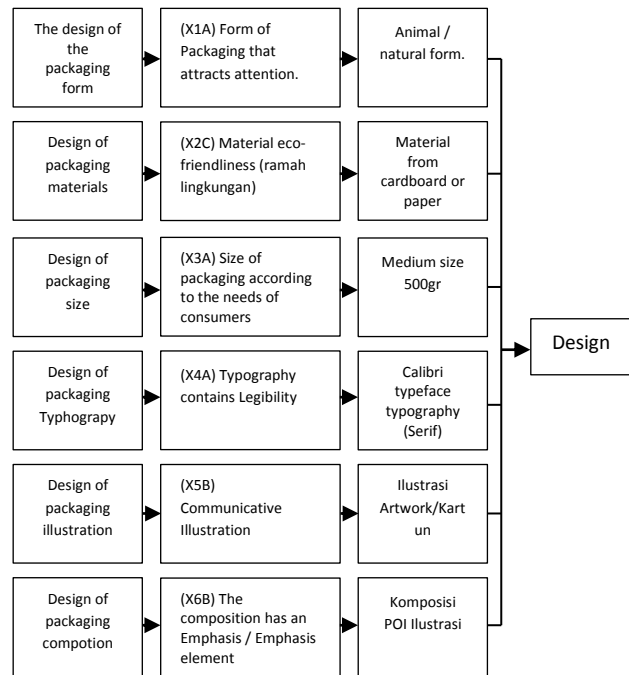






Fig 2 Selected Design Elements for RDE

8.Applications Design Result

Based on the results of research authors with Title Research: "Design of Chocolate Packaging Products Using Role Element Design Inside", the results obtained by the research designers are:

TABLE 5 FINAL RESULTS OF DESIGN USING RDE

No	Information	Picture
1	Images of chocolate packaging along with brown form designs that follow natural or animal shapes in order to attract the attention of consumers.	
2	The shape of chocolate shaped various animals are funny	
3	<ul style="list-style-type: none"> The packaging is made from recycled cartons that are environmentally friendly, robust and durable. Size of packaging is 	

	medium size 500 gr which can contain some chocolate at once	
4	The design of chocolate packaging and its visual design elements typographically contain legibility, its communicative illustrations, and its composition has an emphasis element. With specifications: Calibri typeface typography (Serif), Illustration Artwork / Cartoon and POI Composition Illustrations	
5	Chocolate packaging design along with elements of functional design and visual design elements	
6	Final Design	

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