Marketing strategy in "Bakpiapia Djogja" food product packaging design

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ABSTRACT

Reviewing the role of packaging in today's snack products, the packaging function is not only to protect the existing products in it but to grow more broadly with the addition of functional values, among others is as a means of communication between producers and consumers, namely as communications media that describe or reflect the product, brand image, and also as part of the promotion with the consideration that the packaging is easy to see, understand, and remember. Bakpiapia Djogja, a bakpia product in Yogyakarta, has innovated different packaging designs from competitors to increase consumer awareness towards bakpia products from Bakpiapia Djogja. This makes Bakpiapia Djogja have creative and different image compared with other competitors. From the marketing aspect of Bakpiapia Djogja packaging design, try to be an integral part and place it precisely at the beginning of the marketing concept. Packaging Bakpiapia Djogja has been aimed at specific markets, namely young people and tourists. Bakpiapia Djogja emphasizes the visual aspect of packaging to give more value to consumer consideration.

1. Introduction

The packaging is an integral part of the marketing communication of a product (Knowledge, 2020). Even for certain types of products, the packaging is the main trigger for purchasing (Choi et al., 2017). The packaging is one of the George & Belch (2017) elements that spearhead the marketing process (Tresa Sebastian et al., 2021). Therefore packaging design is a crucial part to consider (Fred R. David, 2015). Through an effective packaging design, consumers are expected to react at the point of sale positively (Sumarwan et al., 2008).

Increasing competition in the marketing of products (traditional foods) (Hinterberger et al., 2020), the emergence of self-service systems in modern shops, and demands for services to consumers that increase in line with the level of consumer prosperity and the changing orientation of the marketing system, from the "Seller's market" system (buyers looking for goods) become a system "Buyers market" (interests looking for buyers) requires strategic tips (Petrescu-Mag et al., 2020).

Situations like this become a significant factor and increasingly play a role in winning the competition (Deaconu et al., 2021). The packaging role is no longer merely a container but must function (Fibri & Frøst, 2019), even more, packaging must attract attention, convince consumers, and provide a clear identity (Cagri-Mehmetoglu, 2018). Packaging must be able to "talk" about product quality (Manjurul Hossain Reza, 2020), price, tastes, image, taste, and product positioning that it wraps to motivate consumers' brand choices (Lise Tiasanty & Sitio, 2020). For this reason, an

effective packaging design is needed, that is, packaging that can not only "talk" to the consumer but can also sell the product itself (Vanhonacker et al., 2013).

Marketing bakpia products are also limited in Indonesia's domestic area, especially in the Yogyakarta and Central Java regions (R. A. Wulandari & Hadi, 2013), and a small portion of Java's other regions (Haque, 2020). This is because of the nature and characteristics of the bakpia that last the longest-lasting only about three days so that their products' marketing is relatively limited (Nurendah, 2015). Bakpia producers rarely do promotions because they believe that tourists and the public already know bakpia products (Morgan et al., 2019). Out of (100%) respondents, only (10%) or three respondents have ever promoted through print media, exhibitions, tour guides, and pedicab drivers (Li et al., 2021).

The lack of marketing done by bakpia producers confuses by consumers so that in the mindset of consumers generalize the thought that bakpia sold anywhere has the same taste and characteristics (Dharmayanti & Darma, 2020), so consumers do not focus on the choice of one bakpia brand and most bakpia purchases are based on on the reference to a pedicab driver (Dolan et al., 2017), tour guide or what is found by consumers along the road (Srivastava et al., 2020). This is seen differently in Bakpiapia Djogja, as one of the bakpia producers in Yogyakarta (Asih et al., 2021), Bakpiapia Djogja does not focus on the taste and flavor variants of the bakpia itself but also innovates different packaging designs from competitors as one of the strategies to increase buying interest (awareness) consumers of Bakpia products from Bakpiapia Djogja (Putri & Ismoyowati, 2020). This makes Bakpiapia Djogja have a creative and different image compared to other competitors (Haque, 2020).

Until now, Bakpiapia Djogja has become a well-known Bakpia brand in the broader community with seven branch locations spread across Yogyakarta. Consistency in building a creative bakpia image using Bakpiapia Djogja's product packaging design makes the writer interested in researching, Is the Bakpiapia packaging design ideal?. Is the marketing of Bakpiapia products packaging design a dominant factor to win the competition? Or there are other factors beyond that. This research is essential to do as an effort to map visual communication strategies and effective marketing communication on traditional food products.

2. Theoretical Framework

2.1. Segmenting

Market segmentation is the process of dividing the overall market of a heterogeneous product or service into several segments (Kotler & Keller, 2009), where each piece tends to be homogeneous in all aspects (Siemon et al., 2021). Marketers view a particular market as consisting of many smaller parts, each of which has specific characteristics in common (in that section) (Horng et al., 2013). Based on this segmentation (Rachmawati & Afifi, 2022), the company then tries to develop separate marketing programs (generally with different products) to meet each segment's specific needs (Kavak & Gumusluoglu, 2007).

Ilham Prisgunarto in Holm (2006), in his book "Marketing Communication, Strategy and Tactics," explains that segmentation is the stage of how it should categorize the market to be addressed in the marketing strategy (Muhariani, 2021).

2.2. Targeting

Targeting is a decision regarding the target market segment to be served. This targeting will have the ability to spread information messages that have been given by the company to the public Rachmawati & Afifi (2022). This targeting can be in the form of five patterns, namely:

1) The concentration of Single Segments
The company chose to concentrate on one particular segment (Soedarsono et al., 2020). Through the concentration and specialization of production, distribution, and promotion in just one piece, the company can obtain a strong market position in the chosen segment.

2) Selective Specialization

The company chooses several attractive market segments and is by its objectives and resources. The advantage of this decision is the spread of risk, where if there is a decline in one piece, the company's sales are not too affected because it still receives revenue from other segments (Kusumasondjaja & Tjiptono, 2019).

3) Market Specialization

Market specialization, companies focus on serving the various needs of a particular group.

4) Product Specialization

In the product specialization pattern, companies focus on making sure products are sold to various market segments.

5) Full Service (Full Market Coverage)

Full-service pattern, the company tries to serve all groups of customers with all the products that might be needed. Only large companies can implement this strategy because it requires considerable resources. Examples of companies that implement this strategy include IBM (computer market), Coca Cola (beverage market), General Motors (motorcycle market), Toyota (motor vehicle market), National Panasonic (electronic product market and household appliances) (Tjiptono & Fandy, 2015).

2.3. Positioning

The next step after determining the target market is positioning (Lepeley et al., 2021). They are placing about identifying, developing, and communicating unique excellence (Sunarto, 2020). The company products and services are perceived to be superior and distinctive compared to competitors' products and services in the target market's minds (Y. Xu, 2020). So, the positioning's primary focus is on customer perception and not just producing a physical product (Tjiptono & Fandy, 2015). The success of positioning is primarily determined by a company's ability to define itself effectively compared to its competitors, namely by conveying or providing superior value to its customers (Kusumasondjaja & Tjiptono, 2019).

2.4. Brand Elements

According to Dada (2021) The brand is an identification that is currently commonly used by manufacturers in various products and services to introduce their products to consumers and distinguish them from other products (Farhana, 2012). Today's brand also functions as a carrier of values that producers want to instill into the consumer mindset, making it feasible if the brand is considered as a long-term investment of a product (Farhana, 2012). The brand is a medium for a product to bring added value to the market and consumers (Belboula & Ackermann, 2021). A brand's added value is divided into two kinds: the value that can be seen directly by (tangibles) or the value that can only be felt by the wearer (intangibles or immaterial), prestige, pride (Mensah et al., 2022). There is a balance between material values on one side and discounts that can only be felt by the wearer (intangible) on the other side (Miao, 2021).

The brand represents a promise from the producer to its consumers (Mensah et al., 2022). The contract was conveyed in brand-building messages because producers promised a value for consumers, which then created emotional relationships and could not be matched by competitors (F. Xu et al., 2021). There are various types of brand definitions developed by marketing experts. Knapp defines the right brand as Sternberg & Kostić (2020) *"internalization of several impressions received by customers and consumers, resulting in a unique position in their memories of the benefits emotional and functional perceived. "* Whereas Wertime in Building Brands and Believers, defines a brand or brand as a promise that has significance and difference in the minds of consumers (Nguyen & Matusitz, 2021).

It is not much different from Hermawan Kertajaya; the brand is (Kotler & Hermawan, 2011). "It is *an indicator of the value offered to customers. The brand is an asset that creates value for customers by strengthening satisfaction and loyalty. The brand is a benchmark for the quality of the value that you offer".* According to Kotler & Hermawan (2011), *"a brand is a name and symbol that is differentiating (such as a logo, stamp or packaging) to identify goods or services from a particular seller or seller group and distinguish them from goods or services produced by competitors."*

Also known as brand identities that identify and differentiate our brands from other brands (Mahatmavidya & Yasa, 2020). The visual elements in a brand's characteristics (Burton & McClean, 2020), such as shapes and colors (Xiao et al., 2021), can create meaning, influence, and experience different for each person who sees it (Zaichkowsky, 2010). Brand names are the first signs that brands can use to create unique and positive positioning (Sharma et al., 2022). Brand names are representative of plans, ranging from corporate identity, advertising to product packaging (Azzahira & Dirgantara, 2021).

Logo, derived from Greek, namely logos, which means speech and logic (Faradies, 2020). A logo is a visual symbol of a simplified brand and represents specific products, services, and companies (Panjaitan & Harahap, 2021). The packaging is a communication tool that (starting) needs to be considered by the company. The packaging functions as a container for a product and as an attraction for consumers' attention, describes a brand and communicates information from a brand (Muniz & O'Guinn, 2001). The slogan is a short phrase that communicates descriptive or persuasive information about the brand (Fred R. David, 2015). The motto is usually shown in the product advertisement but can also play an essential role in the product packaging or other marketing programs (S. Wulandari, 2017).

2.5. Packaging as an element of marketing strategy

Today, consumers buy products based on usability or functional aspects, and brands attached to these products create an emotional connection between the brand and consumers (Husain et al., 2016). This phenomenon must be taken seriously by brand owners and build their brand (brand building). Building a brand is an effort to identify, create, and then take advantage of sustainable competitive advantages (Juliana et al., 2021). Knapp himself mentioned the process to build and develop a brand must go through three stages, namely Sternberg & Kostić (2020): (1)Determine the essence or Brand Promise of the brand; (2)Creating a brand paradigm shift, namely making the brand have an exceptional value; (3)Gain a continuous competitive advantage.

Manufacturers or companies are continually looking for new, better ways to build brands quickly and more efficiently. One of the conditions informing consumer loyalty is the creation of preferences. The brand itself effectively influences the 'taste' of the product in consumers' minds; brand values distinguish a brand from competing brands and influence consumer preferences for numerous product categories (Rosengren et al., 2020).

One thing that producers need to consider when building a brand is the brand typology used to construct an image brand or brand image of a product by its vision and mission (Zimmerman & Blythe, 2018). The choice of brand typology to build a brand is influenced by the manufacturer's assumptions on three factors (Khairina & Saleh, 2021), namely the type of product or service itself to create a brand image to produce strong associations and symbolic images, how consumers choose and use the product (Miao, 2021), and the intensity of competition for the product itself, to see the concept of what can differentiate a manufacturer's products with other products through (Pandjaitan et al., 2022).

The packaging is an integral part of a product's marketing strategy. Even for certain types of products, the packaging is the main trigger for purchasing (Saddhono et al., 2020). Therefore packaging design is essential to attract consumers so that consumers positively react at the point of sale (Kietzmann et al., 2011).

The packaging designers argue that even if you don't have enough advertising funds, you will face the possibility of competing if your existing products in the store's store are targeted to get a compelling image (AlDhaheri et al., 2020). Brands that are heavily advertised will attract buyers, but buying a brand is not absolute. In the store, prospective buyers will make a direct comparison, and well-designed packaging will sell directly where consumers buy it. Here you see how good packaging has sold (Papulova, 2014).

Nowadays, many marketing people consider the packaging problem as the fifth P factor after price, product, place, and promotion (Suprapto et al., 2020). However, most marketing people also treat packaging as an element of product strategy (Granheim et al., 2020). Packaging (packaging) can be formulated as designing and producing containers or packs of a product (Mangold & Faulds, 2009).

According to Sunu, in his book Marketing Management An Approach Analysis, it is said that: At first, the function of the packaging is only to protect the goods from dirt and damage (Rani, 2019). With an opinion believed that customer satisfaction is a condition for the existence of the company (Wiese & Akareem, 2020). The packaging or wrapping or container/container of goods also functions to please consumers (Hendrayani & Manihuruk, 2020). The growth of supermarkets and various other self-service retail outlets has shown that packaging displays marketing functions far beyond the traditional packaging and product protection (El Emary et al., 2020). The packaging is also useful for: (1) describing attention to a brand, (2) separating brands from competitive product collections at the point of purchase, (3) adjusting prices/values for consumers (Siramaneerat & Agushybana, 2021), (4) signifying/interpreting brand features and advantages, and finally (5) motivate consumer brand choices (Akujobi, 2008). The packaging is essential for distinguishing homogeneity or brands that do not exist from the various substitutions available (Lawes, 2020). In short, different packaging displays an increasing role of significant brand equity by creating or fortifying brand awareness and other marketing communication tools to build brand images (Sugandini et al., 2020).

Hermawan Kertajaya, an expert in marketing, said that packaging had changed function. People used to say, "*Packaging protects what it sells."* Now, "*Packaging sells what it protects."* (Kotler & Hermawan, 2011). The visual aspect's primary function is to attract the attention of consumers who can ultimately create purchases (Villegas García & Marulanda, 2020). Even though marketing and words of comfort/function a good packaging, consumers will not buy an item that seems unpleasant. Especially for products that are already in the market so that consumers do not know what they want, the packaging's visual aspect can provide more value to consumer considerations (Chiu et al., 2020). According to Danger, consumers' actions at the point of sale will be directed at several concerns, including what they see, visual attractions that can be seen, images created by what is seen (Farkas & Bene, 2021).

3. Method

The quality of a study is determined by selecting research methods. The technique can capture and explain social reality by the object of the study's character (Nur et al., 2021). This type of research is a descriptive study with qualitative data to dig up information. Isaac & Michael argue that descriptive research methods systematically describe specific populations' facts or characteristics factually and accurately (Harahap et al., 2018). Research with qualitative methods produces descriptive data in written or oral words from people and observable behavior. Qualitative research aims to explain the phenomena profusely through deep data collection (Wahidmurni, 2017). This research does not prioritize population size, or even population sampling is minimal (Trisnayuni et al., 2020). If the data collected is in-depth and can explain the phenomenon under study, then no need to look for another sample (Boddy, 2016). In qualitative research, more emphasis on the depth (quality) of data, not the amount (quantity) of data. Qualitative research is interpretive (using interpretation), which involves many methods in examining the research problem. This method is often called triangulation to obtain a comprehensive understanding (holistic) about the phenomenon under study (Muslikhin et al., 2021). Data collection techniques are the most strategic step in research because the primary purpose is to get data without knowing data collection techniques that meet the specified data sources.
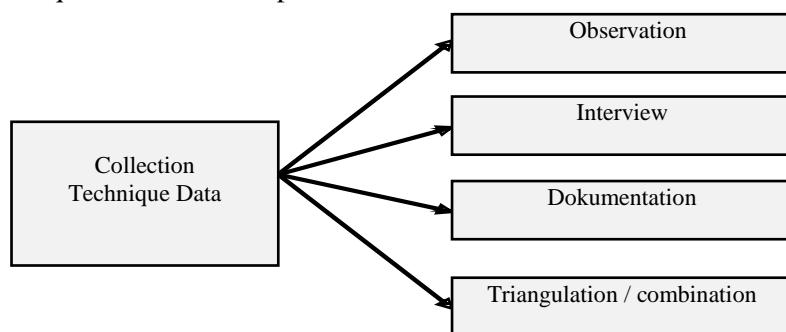

Fig. 1. Data collection technique (Sugiyono, 2018)

Data collection can be done in various settings, various sources, and multiple ways (Sarifudin et al., 2020). Case study research can be done several ways, including archival records, interviews, and direct observation. Researchers will interview informants who can support the formulation of the problem, including Interviews conducted with (1) Marketing Manager from Bakpiapia Djogja, (2) Marketing Communication staff to dig up data about Bakpiapia Djogja's Logo and packaging design, and (3) Target market from Bakpiapia Djogja to see Does the Bakpiapia Djogja buyer match the specified target market.

Triangulation is a technique to check the validity of data using something else. According to (Lexy J. Moleong, 2019), outside the data prevents or compares the data. The most widely used triangulation technique is checking through other sources. Denzin in (Lexy J. Moleong, 2019) distinguishes four triangulation kinds as an examination technique that uses user resources, methods, and theories. In this study, researchers used source triangulation, where researchers compared and corrected a degree of trust information obtained through time and different tools in qualitative research (Lexy J. Moleong, 2019). This was achieved by comparing observational data with interview data and comparing interviews with related documents (Moleong, 2018).

4. Results and Discussion

Before conducting a marketing communication strategy program, companies need to do careful planning in marketing their products on the market. The company must complete a survey first and look into consumer needs so that the products marketed sell and attract consumers.

4.1. Segmenting

Djogja Bakpiapia segmentation focuses on domestic tourists and Yogyakarta people because Bakpia is one of the unique souvenirs of Yogyakarta.

According to Tano Nazoeaggi, GM Bakpiapia Djogja: *"The Bakpiapia segment is certainly a tourist because we are in a tourist destination city with various interesting destinations, culture and culinary and Bakpia has become a souvenir from Yogyakarta. Besides, Bakpiapia Djogja is targeting the segment of foreign tourists because Bakpiapia has a taste variant that is suitable for foreigners".* (Interview with Tano Nazoeaggi, GM Bakpiapia Djogja).

The method used by Bakpiapia Djogja to be able to reach the market segmentation they want to go by approaching the local community or students who are currently studying in Yogyakarta. The local community or students are expected to give Bakpiapia Djogja recommendations as souvenirs from Yogyakarta if their family or acquaintances visit Yogyakarta.

According to Tano Nazoeaggi, GM Bakpiapia Djogja: *"To be able to enter the segmentation, we first introduce ourselves to the local community or students who study here. So if some acquaintances or relatives are in Yogyakarta, they can recommend Bakpiapia as a souvenir."* (Interview with Tano Nazoeaggi, GM Bakpiapia Djogja).

Segmentation is the process of mapping the market by sorting consumers according to the similarity criteria between them. This sorting process can be based on various things, such as age, residence, income, lifestyle, and others. In terms of marketing strategy planning, Bakpiapia Djogja has positioned its products well. Market segmentation is the process of dividing the overall market of a heterogeneous product or service into several segments, where each element tends to be homogeneous in all aspects. Bakpiapia Djogja views a particular market as consisting of many smaller parts, each of which has specific characteristics in common (within that section). Based on this segmentation, Bakpiapia Djogja seeks to develop separate marketing programs (generally with different products) to meet each segment's specific needs. Bakpiapia Djogja indeed targets the segmentation of middle-class tourists and young people who are interested in Bakpia variants with various flavors.

4.2. Targeting

Headings, The target market of Bakpiapia Djogja is tourists who are on vacation in Yogyakarta. Bakpiapia Djogja has new and varied tastes. This makes Bakpiapia Djogja different from other

Bakpiapia. Bakpiapia Djogja can be another alternative if tourists want a bakpia variant with additional and different flavors.

According to Tano Nazoeaggi, GM Bakpiapia Djogja: *"Our target is tourists. Because Bakpiapia Djogja has a target to increase sales and become number 1 bakpia in Yogyakarta. "* (Interview with Tano Nazoeaggi, GM Bakpiapia Djogja).

To attract its consumers' interest, Bakpiapia Djogja carries out promotional activities to communicate its products through product catalogs that are made every month. *"With a variety of taste, packaging, and promotional innovations that we have done, we hope that Bakpiapia Djogja will be increasingly known and sought after by the public. We have to work hard for it all because the share of Bakpia in Yogyakarta is familiar with Bakpia Pathuk. We are trying to shift the mindset from tourists so that Bakpiapia Djogja can compete with Bakpia Pathuk".* (Interview with Tano Nazoeaggi, GM Bakpiapia Djogja).

Targeting is a decision regarding the target market segment to be served. This targeting will have the ability to spread information messages that have been provided by the company to the public. The target market of Bakpiapia Djogja is tourists who are on vacation in Yogyakarta. Bakpiapia Djogja has new and varied tastes. This makes Bakpiapia Djogja different from other bakpia. In this case, Bakpiapia Djogja uses a product specialist targeting pattern. In product specialization, the company focuses on making sure products will be sold to various market segments. Bakpiapia Djogja has a unique product because it is different from Bakpia in general.

4.3. Positioning

Positioning Bakpiapia Djogja has been developing for 13 years, starting in 2004. Community needs for souvenirs typical of Yogyakarta are high, making the Bakpiapia Djogja industry proliferate. In addition to Bakpia, in 2009, Bakpiapia Djogja innovated by introducing new products in Bakpia combination and Ampyang Kepyar. As the development of Bakpiapia Djogja began to add variants, there were Bakpia Naga Beard (filled with beef floss), Bakpia Single Black beauty, and Bakpia Blasteran Blueberry Cheese. The diversity of flavors and uniqueness is expected to attract consumers' interest because so far, the public or tourists have already known Bakpia Pathuk.

According to Tano Nazoeaggi, GM Bakpiapia Djogja: *"Bakpiapia Djogja is the only bakpia in Yogyakarta who dares to innovate with various flavors such as blueberries, shredded, cappuccino, etc. We have our uniqueness compared to other bakpia. Bakpiapia Djogja also packs interestingly and uniquely so that it fits into souvenirs. Besides, the taste of Bakpiapia is also not inferior to the famous bakpia in Yogyakarta, such as Bakpia Pathuk 25, 75 or Bakpia Kurnia Sari. We offer products that taste delicious, and the packaging is also neat".* (Interview with Tano Nazoeaggi, GM Bakpiapia Djogja).

Positioning is concerned with identifying, developing, and communicating unique excellence. The company's products and services are perceived to be superior and distinctive compared to competitors' products and services in the minds of the target market. So, the main focus of Bakpiapia Djogja's positioning is on customer perception and not just the physical product produced. The marketing team largely determines the success of Bakpiapia Djogja's positioning to define itself effectively compared to its competitors, namely by conveying or providing superior value to its customers.

Bakpiapia Djogja approaches positioning based on attributes, characteristics, or benefits for customers (attribute positioning) by associating products with specific features, unique features, or services. Bakpiapia Djogja dares to innovate with Bakpia. Combining with different flavors such as cappuccino, shredded, etc., is a plus in consumers' eyes and becomes something different from Bakpia brands in general.

4.4. Brand Element

Brand Element has a vital role in building a brand identity. This element presents what the image of a company or product looks like in the community. So the brand element must be associated with the company or its products. Visually Bakpiapia Jogja also implements the overall packaging of its products.

1) Brand names

The brand name is Bakpiapia Djogja. This brand began to be used in 2010, with two brand name changes: Bakpia Djogja, which changed to Bakpia, and Pia Djogja, the last used today. After changing the name to Bakpia and Pia Djogja, several questions were raised from consumers about the difference between Bakpia and Pia, which affected the value and the duration of the deal. Seeing this, Dani, as Creative Marketing, changed to the name Bakpiapia Djogja.

The brand name used is Bakpiapia Djogja, enough to reinforce that Yogyakarta is the company's holding house. The use of connecting the word bakpiapia originally came from the terms Bakpia and Pia become individual creativity to form vocal repetitions that are easy to say. "Pia," which is repeated twice, becomes an exciting part when mentioning this brand. The use of the old spelling punctuation in this brand, the front letter "D" in the word Djogja gives millennials an impression. If seen from its segmentation, Bakpiapia Djogja targets young tourists and college kids. This product is spelled out of the comfort zone, usually another bakpia product using numbers for its brand name, different from Bakpipia Djogja.

2) The Logo

Fig. 2. Bakpiapia Djogja logo

Bakpiapia Djogja logo in full round shape there is a Bakpiapia Djogja writing using decorative fonts. The emphasis on the two letters "P" wants to show that Bakpiapia has two products, namely bakpia single or bakpia and bakpia blateran or pia. The logogram icon element is replacing the letter 'i' with the image of the Jogja monument. Jogja monument as a representative symbol of the city of Jogja as the city of origin Bakpia.

The purpose of using the Jogja monument icon to emphasize that Bakpia is Jogja's exceptional food. Then reinforced with batik images and adding to the impression of art and ethnicity is also intended to highlight that bakpia is a typical Jogja food. Also inserted a slogan from bakpiapia Jogja *"more than the original."* According to Dani, Bakpiapia Djogja's Creative Designer:

"Following the symbols contained in the logo, the message to be conveyed in the logo is bakpia in Jogja and can be obtained only in this Jogja, because this is Jogja's special food. This is interpreted from the symbol of the Jogja monument which represents the City of Jogja, and the batik symbol which emphasizes ethnic and artistic elements" (Interview with Dani, Bakpiapia Jogja's Creative Designer).

3) Corporate and Product colors

The logo and packaging colors are dominated by yellow, brown, and mixed yellow and brown colors. Besides, because eye-catching, the yellow paint is expected to arouse hunger, while the brown color is more representative of the heritage element. It is believed that Bakpia is a legacy from the past Javanese culture. The color of the yellow and brown color also represents the cooked bakpia, which is relevant to what will later be in the package's contents. According to Dani, Bakpiapia Djogja's Creative Designer:

"The colors of brown and yellow do not feel dull and not too striking to be seen in fresh eyes. The yellow color is included in the heat color according to the food, but the brown color is used as a counterweight. "(Interview Dani, Bakpiapia Jogja Creative Designer).

Fig. 3. Color packaging Bakpiapia Djogja

4) Typography

The typography used in Bakpiapia Djogja's packaging design is divided into two parts. The logo uses custom fonts or, in design terms called decorative fonts, while the fonts for packaging information use standard fonts to be easily read by consumers both from far and near distances.

Fig. 4. Font form expired date information on the packaging

If attention to the typographic logo used, there are Java elements and a few elements of Europe. The aim is to differentiate products because the typography used by competitors is almost the same. Based on that, Bakpiapia Djogja innovated the logo to be something different compared to competitors.

Fig. 5. Font shape on the Bakpiapia logo

5) Packaging

Bakpiapia Djogja packaging has changed three times. The basic design was made by Mr. Zoehad, who was none other than the husband of Mrs.Rasuna. Along with the development, a creative sub-division has been formed, which deals directly with this. However, the basic design was made by Mr. Zoehad. Djogja Bakpiapia Packaging is reasonably attractive with a packaging design that is not usually found in other bakpia products.

The color is dominated by a combination of yellow and brown with product information and packaging logo. On the top side, there is the transparency of packaging with plastic. Make the bakpia in it look a little.

Fig. 6. Transparency on Bakpiapia Djogja's packaging topside

This fact has a positive impact, as evidenced by the increased turnover. Mini packs are designed for portable space, so they don't need a plastic bag to carry. This unique thing also aims to make young people not ashamed to bring bakpiapia products as souvenirs.

The segmentation is also targeting young people who are identical to new things. With prices that are a little more expensive than other competitors, consumers get something more than original Bakpia, namely Bakpiapia's innovative products and exclusive packaging. So Bakpiapia tries to communicate that Bakpiapia is more than the original.

Fig. 7. Various forms of Bakpiapia Djogja packaging display

6) Slogan

Bakpiapia Djogja has a tagline which is "*beyond original,*" which means that it is more than the original. This meant that Bakpiapia Djogja had developed Bakpia with a more creative touch closer to Bakpia than the original. So, there are various kinds of bakpia products and flavors in "*Bakpiapia.*" Not only that, but Bakpiapia also innovates on its packaging, which is also different from its competitors.

Fig. 8. Placement of the slogan on Bakpiapia packaging

5. Conclusion

Based on the research results on Bakpiapia Djogja, the authors describe the design and packaging of Bakpiapia Djogja can fulfill its function as a means of promotion and product identity. Judging from the shape of the packaging, it is entirely following the segmentation done by Bakpiapia Djogja. The packaging, both in design and form, ultimately supports targeting. Bakpiapia Djogja uses a pattern of targeting product specialization. In product specialization, the company focuses on making sure products will be sold to various market segments with packaging suitable for the product. This has gradually shaped Bakpiapia Djogja's Positioning to be better because they dared to make customers perception their positioning and not just the physical product produced.

The marketing aspect of Bakpiapia Djogja's packaging design tries to be an integral part and places it precisely at the beginning of the marketing concept. Bakpiapia Djogja packaging has been aimed at specific markets, namely young people and tourists. So the packaging design approach is easy to carry and becomes an exciting thing when taken. Functionally the design of Bakpiapia Djogja packaging is easy to carry and easy to open because even though a package is lovely in terms of visuals, substantial, not easily damaged, easily distributed, but when consumers arrive at home, the packaging is difficult to open or when opened hurts the consumer then the packaging has not met the requirements of the ideal functional aspects. The visual element is exciting and is believed to be able to increase sales of the product. The packaging design of Bakpiapia Djogja is made in such a way as to attract the attention of consumers, which in turn can create purchases because even in terms of marketing and the comfort / functional aspects of good packaging, consumers will not buy an item that seems unattractive. Especially for Bakpia products that are already very dense in the market competitors, consumers do not know what they want. Bakpiapia Djogja emphasizes the visual aspects of packaging to give more value to consumer considerations.

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