

THE PACKAGE DESIGN OF THE GRIYA SODAQO INDONESIA FOUNDATION'S BLESSING FRIDAY RICE BOX ALMS

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Abstract. This research aims to build the ideal rice box for social foundation products as part of their branding, based on the findings of scientific research. The product is the Friday Blessing Alms Box, the flagship program of the social foundation Griya Sodaqo Indonesia Foundation. This study employs an aesthetic and practical approach to the qualitative descriptive method. The methods of data collection are literature review, observation, and interviews. According to the findings, the Friday Blessing Alms Box Rice design that best represented the Griya Sodaqo Indonesia Foundation brand was a depiction of the organization's social actions for orphans and the disadvantaged. The design stages include reviewing previous designs, gathering information, formulating creative briefs, conducting research, exploring ideas and constructing concepts, visualizing keywords, creating alternative designs, and refining the final design. The designs for the packaging include rice wrappers, rice boxes, and paper bags. Through the design of the Friday blessing rice box, it is believed that the Griya Sodaqo Indonesia Social Foundation brand will be able to strengthen the goal of branding and packaging, which is to communicate the image of a foundation.

Keywords: packaging, design, rice box, social foundation

Introduction

Kotler and Armstrong define packaging as the process of designing and producing a container or wrapping for a product. Attractive packaging or packaging will provide value in the eyes of consumers and enable them to differentiate between almost identical products in terms of both quality and shape. The difference can be determined by the label or brand, which is normally located on the packaging of the goods (Kotler & Armstrong 2008).

When it comes to packaging, the primary focus is on the packaged product itself, such as cartons, bottles, containers, or wraps. It is conceivable for a package to resemble a candy wrapper or a shampoo bottle. The noun form of the word "packaging" relates to the container, while the verb form represents the fluid character of the medium (Klimchuk & Krasovec 2006). Merchandise sold within the store are deemed to have packing as their outer or protective cover. Packaging is also the face provided by the manufacturer, so if the appearance of the face you wish to offer is less appealing, buyers will be less inclined to purchase your goods. Because the packaging also reflects the quality of the product being sold, it is vital to design it such that it is safe if one desires to increase the price of the product it contains.

Additionally, the design of the packaging must incorporate a representation of the company or business. Having access to high-quality photographs of both the products and the companies that create them enables the general public to establish an opinion about both the

products and the companies. Packaging provides clients with their initial impression of the product image that the manufacturer aims to convey; therefore, it is essential that packaging be relevant to the product's function. Packaging plays a key role in the identification of the things it contains since it serves as a vital link between products and clients. The subject of the product should be represented in its packaging, a crucial element of any effective marketing strategy. Because it instills confidence in the goods, packaging may also be viewed as a visual representation of the company's character or personality. This is of the utmost relevance when working with self-labeled products or a company that makes a product line that closely resembles your own. A product's reputation among its target market is crucial for its marketing and sales efforts to be effective. If business owners disregard their "unique selling proposition," customers may become confused (USP). According to one expert, the key trick to designing a successful packaging design is that the packaging must be basic, functional, and indirectly elicit a positive emotional response (Cenadi 2000).

Yayasan Griya Sodaqo Indonesia

Bandung is the location of the Griya Sodaqo Indonesia Foundation, a non-profit organization whose aim is to provide orphans and other children from underprivileged homes with a home and the resources they need to reach their full potential. This foundation was established in 2020, at the onset of the COVID-19 pandemic, in conjunction with the SODAQO.id community, which offers a one-of-a-kind program consisting of breakfasting Monday through Thursday with alms, and blessings on Friday. This campaign's objective is straightforward: with the help of the SODAQO.id community, we will supply meals to 17 orphans in the Bandung region. This endeavor, which has been ongoing for three years, has resulted in the distribution of a minimum of 50,000 food cartons to orphans (Sodaqo.id 2022).

The large amount of volunteer labor performed for SODAQO has not been well supplemented by the Foundation's branding. Because, for instance, the packaging of the alms rice box for the SODAQO.id Community was not established as a medium for branding and marketing of the foundation, it was unable to effectively communicate the foundation's vision and objective to the community. The major objective of the social organization is the exchange of rice boxes.

The author concludes that product package design is the process of developing a container or wrapper for an attractive product in order to add value to the product and send a message or impression of a business to be sold or marketed. This conclusion is supported by some of the background information offered previously. The packaging of the product will encourage consumers to acquire the things being marketed or offered, hence facilitating sales (Swasty et al., 2021). The author acknowledges the importance of package design and desires to contribute to the community by designing the packaging for rice box Alms and Friday Blessings of the Griya Sodaqo Indonesia Foundation.

Methods

Bandung was the location where the investigation was conducted. In this qualitative descriptive study, the objective was to provide an overview of the process and outcomes of the Friday blessing box package design, which was implemented based on the findings (Soewardikun 2019). This study was conducted based on the results of a prior study. Data is collected through researching published information, maintaining meticulous records, and conducting interviews. The pertinent theories and conclusions of past study were identified by examining the pertinent literature. The purpose of the subsequent observations—those in which observations are made



on products, those in which observations are made on previous packaging designs, and those in which observations are made online—is to collect data regarding the criteria for a Good Friday blessing box packaging design and the design of the box. For the goals of this investigation, it is required to conduct interviews with working experts in the art and design fields, as the study of packaging is an applied art that is also closely related to the world of industry. A number of teachers in Product Design and Visual Communication Design from Telkom University in Bandung comprise the resource pool.

Design can be regarded in a number of different ways, one of which is as a branch of science that ties to other sciences. For long-term success, it would appear that a packaging design should have an aesthetic appeal that symbolizes or communicates its products, and this is especially true in terms of packaging design as branding. In light of this, this research considers both aesthetic and utilitarian methods. Utilizing the aesthetic method ensures that the finished result has a high level of aesthetic quality. With the aid of the function method, the design may handle a number of alternative keyword forms and their visual representation (development of design ideas).

Result and Discussion.

SWOT Analysis of the Griya Sodaqo Indonesia Foundation

This section discusses the SWOT Analysis of the Griya Sodaqo Indonesia Foundation (Blokdyk, 2021) including the Characteristics of the Friday Blessing Alms Program, the Attributes of the Rice Box Product, the Structure of the Boxed Rice Packaging that is Available on the Market, and the Concept of the Friday Blessing Alms Packaging Design that the Author Suggests

Strength

1. Griya Sodaqo Indonesia Foundation has a volunteer base in Bandung City and several other cities near Bandung. This is one of the organization's strengths.
2. Foundation donors who are consistent and committed to donating to social activities for the charity program
3. Griya Sodaqo Indonesia Foundation builds a strong brand through the sodaqo.id website and Instagram
4. Griya Sodaqo Indonesia Foundation already has 18 partner orphanages in the city of Bandung and several orphaned Islamic boarding schools
5. Griya Sodaqo Indonesia Foundation builds a strong brand through the sodaqo.id website and Instagram Griya Sodaqo Indonesia Foundation

Weakness

1. Griya Sodaqo Indonesia Foundation does not yet have a Friday blessing box packaging design, despite the fact that this is the organization's primary program Weakness
2. Griya Sodaqo Indonesia Foundation is not widely recognized in the greater community

Opportunity

1. The Griya Sodaqo Indonesia Foundation has the ability to work together with a wide variety of other social projects
2. Extensive network of donors and volunteers for CSR in the social sphere to ensure that money for operations may still be maintained
3. The larger community is able to accept the concept of alms crowdfunding for orphans and underprivileged issues

Threat

1. a large number of previously established competitors are now operating in related industries; many of these competitors have advantages, such as more appealing designs;
2. In the years 2020-2022, there was an increase in the number of instances in which social funds were stolen, which resulted in a reduction in the level of public trust in social institutions.

Even though this is the foundation's primary activity, the Griya Sodaqo Indonesia Foundation does not yet have a Friday blessing box packaging design, as shown by the SWOT analysis shown earlier in this article. This is one of the Griya Sodaqo Indonesia Foundation's vulnerabilities. On the other side, one of the dangers is that many of the competitors already have an advantage by having a more appealing design. This is one of the hazards. As a result, it is essential to create the packaging for the Alms Friday blessing in order to enhance the Foundation's identity.

Structure of the Rice Box Packaging

When it comes to the safety of boxed rice products, the design of the packaging plays an important role (Putri, 2019; Swasty & Mustafa, 2022). In order to support the activities that take place on Blessing Friday, there is boxed rice packaging that must be designed so that it may fulfill both the function and the aesthetic requirements.

1. The design of the product's packaging is eye-catching and serves as a representation of the identity of the social foundation

It is essential for social foundations that distribute boxed rice alms, such as the Griya Sodaqo Indonesia Foundation, to have an appropriate design for the rice box. Because the packaging serves not just as a container but also as an aspect of the Foundation's branding and the organization as a whole (Swasty & Mustafa, 2022). There are numerous competitors operating in the same industry that have developed appealing packaging designs. As a result, the Griya Sodaqo Indonesia Foundation needs to experiment with new approaches to the design of product packaging. It is possible to print it by including a foundation logo, which will make the rice box more appealing. In point of fact, you are free to choose any hue you like. In this manner, the uniqueness of this social activity is preserved. As a man who is involved in business, it goes without saying that the identity of the company is highly essential and can influence sales. You can present a catering service in a variety of methods; some of the options include using rice boxes, brochures, leaflets, and other forms of promotional media.

2. The design of the boxed rice product's package includes information regarding the product.

The comprehensive product information is one of the aspects of the rice box that needs to be taken into consideration. It is essential that we not only craft aesthetically pleasing designs for our product packaging, but that we also incorporate comprehensive product information. In addition to simplifying the process by which possible customers, contributors, and volunteers may identify the Griya Sodaqo Indonesia Foundation, this will also help potential customers (Aulia & Putro 2022). There are a variety of designs available for rice boxes used in catering. You could even differentiate it further by printing your design on a rice box and selling that. You can perform a search on the internet to get designs, and then edit those designs before printing them. must come up with a brand-new plan. A rice box that is visually appealing will include several aspects, including color, material, design, logo, and so on.

3. The food can be protected by the design of the container in accordance with the material



Because one of the primary objectives in developing this boxed rice packaging is to place rice, components that are capable of protecting the rice and its contents are required. The choice of material must be made in advance, and consideration must be given to questions such as whether or not watertight paper or plastic will be utilized (Wani et al., 2017). Before printing it or placing an order for it, everything must be known and prepared. It is crucial to have a solid understanding of the materials that will be utilized (Naufalina et al., 2022).

The Rice Box Attribute

The rice box attribute in a disposable shape was carried out by the research on the Mamayu Rice Box packaging (Rusdiono 2019). In addition to this, the author also investigated the characteristics of the nasi box served at "Sego Njamoer" in East Java (Akhmad & Zaini 2014). According to the findings of this study, design also has a significant influence on the level of interest that consumers have in making purchases. The more contemporary packaging and labeling, which reveal the personality and uniqueness of the nasi box product, are likely responsible for the uptick in consumer interest in making purchases. Customers have a strong preference for brands that conjure up ideas of rice fists and other side dishes. Another research, on Small Medium Enterprise help using a product in the form of Nasi Krawu, provided additional support for both investigations (Azhar, 2021; Kristanto et al., 2020). According to Kritianti, the present design of the Nasi Krawu packaging has been successful in increasing the sales turnover of SMEs in Gresik and Surabaya.

Rice that is sold along with other side dishes and is sold in a box made of cardboard. Rice that comes in a box is not the type of rice or even the name of the dish; rather, it refers to the packaging used in the presentation of the rice. Rice is not often sold in its traditional packaging of cardboard boxes. There are various different rice boxes on the market that come packaged in styrofoam. However, in today's world, a lot of people are already worried about their health, therefore they stopped using Styrofoam a long time ago. This is due to the fact that the substance or packaging of Styrofoam is not suitable for use in wrapping food and might cause damage to the body.

Additionally, the dimensions of the boxed rice package might range anywhere from 18 centimeters by 18 centimeters to 20 centimeters by 20 centimeters or even 22 centimeters by 22 centimeters. In addition, there are a multitude of color variants of boxed rice available at the market. This indicates that boxed rice is equivalent to white cardboard; nevertheless, in today's world, it is also widely seen in a red color series that is replete with accents or embellishments in the style of flowers; this is despite the fact that the traditional packaging is white. The wide variety of cardboard packaging options for the boxed rice will unquestionably be pleasing to the sight and will mature into an art form all on their own within the context of the boxed rice presentation.

In most cases, the rice that is included in a box of rice is white rice. On the other hand, it is not unheard of to discover yellow rice or uduk rice packaged in a box of rice. The reason why boxed rice is so popular is that it comes in clean packaging that is all neatly put inside of a transparent white mica-shaped container. Along with the various side dishes that can be found in a single box of rice, the manufacturer will frequently include complementary items such as fruit for dessert, crackers, and mineral water as well.

The Concept of the Friday Blessing Alms Packaging Design

The findings of a requirements analysis conducted on the structure of the rice box packaging design for the Griya Sodaqo Indonesia Foundation revealed that there are three criteria that must be met in order to satisfy the need for Friday blessing box rice packaging. In this category are designs for packaging that are capable of attracting attention and symbolizing

the identity of the Foundation; designs for packaging that contain the contents and descriptions of the boxed rice product itself; and designs for packaging that are capable of functioning as protectors of boxed rice food.

The rice box packaging uses greaseproof paper material weighing 40 grams and offsets printing techniques to make the packaging neater. This bread packaging is designed and uses different materials to give a different impression from competitors who usually only use plastic. It has an attractive design to become a hallmark of the Griya Sodaqo Indonesia Foundation's Sadaqah city rice packaging. The material used for packaging this bread box is ivory paper weighing 350 grams and using offset printing techniques. This rice box packaging can be filled with several food products commonly used by the Griya Sodaqo Indonesia foundation when receiving alms orders.



Fig 1. The concept design of rice box packaging

Conclusion

The packaging that will be used for the products that are delivered by the Griya Sodaqo Indonesia Foundation (SODAQO.id) needs to have a design that will provide those items advantages and a distinguishing quality that will set them apart from the products sold by other social foundations. Consumers are able to easily recognize the packaging because of characteristics such as programs, which differentiate it from other products on the market. It is important to take into consideration the materials that are utilized for the packaging, most notably the fact that the materials must be food-grade paper. Because the components of the packaging have an impact on both the flavor and the ability of the product to preserve its quality.

Food-grade greaseproof paper with a thickness of 40 grams is used for the primary packaging of boxed rice. This paper is used for food-grade primary packaging. We are utilizing an ivory paper with a thickness of 350 grams for the packaging of the rice box. Boxed rice packaging and additional boxed rice packaging are both included in the secondary package. While corrugated paper should be used for boxed rice packaging, ivory paper with a thickness of 350 grams should be used for the outside of the box, and a thickness of 250 grams should be used for the inside of the box.



It can be seen that the packaging design plays a big role, beginning with the process of designing product packaging and continuing all the way through to the end result. The aesthetics of the product packaging have the potential to sway the purchasing decisions of end users.

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