

GRAPHIC DESIGN INNOVATION AS BRAND IDENTITY FOR “MAHLZEIT N'DAS BROT” BREAD PACKAGING

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Abstract -- Besides being useful for protecting food, packaging design also serves as a media campaign. So hopefully, Mahlzeit Bread n 'Das Brot can compete with other bakers and even can be a pioneer as an authentic German bread maker in Indonesia. This research was conducted by collecting information from the client (Mahlzeit n 'Das Brot owner). This information was used to obtain a verbal brand identity, then translated visually. The use of illustrations also becomes the most important visual images to present the image of Germany Elegant Vintage and privilege in explaining the products of Mahlzeit n 'Das Brot. The colors used are natural colors and traditionally the colors brown and green to indicate an authentic image of Mahlzeit n 'Das Brot.

Keywords: Graphic Design, Packaging Design, Bread Packaging

Abstrak -- Selain berguna untuk melindungi makanan, desain kemasan juga berfungsi sebagai media promosi. Diharapkan, Mahlzeit Bread n ' Das Brot dapat bersaing dengan roti lainnya dan dapat menjadi pelopor sebagai pembuat roti otentik Jerman di Indonesia. Penelitian ini dilakukan dengan mengumpulkan informasi dari klien (pemilik Mahlzeit n ' Das Brot). Informasi ini digunakan untuk mendapatkan identitas merek verbal dan diterjemahkan secara visual. Penggunaan ilustrasi juga menjadi gambar visual yang paling penting untuk menyajikan citra Jerman Elegant Vintage dan hak istimewa dalam menjelaskan produk dari Mahlzeit n ' Das Brot. Warna-warna yang digunakan adalah warna-warna alami dan tradisional warna coklat dan hijau untuk menunjukkan gambar otentik Mahlzeit n ' Das Brot .

Kata kunci: Desain Grafis, Desain Kemasan, Roti Kemasan

1. INTRODUCTION

A good package design will allow the consumer to carry the contents with privacy, advertise a product, and attract potential customers, especially if the product being consumed is appealing. In addition to the identity of the product, packaging can indicate when to a product is ready to be eaten (Anne, 2012) (Mona, 1996).

Standing in the heart of the city of Bogor, Mahlzeit n 'Das Brot presents as an alternative for the lovers of bread among the top to enjoy the authentic bread typical of Germany. Bread packaging Mahlzeit n 'Das Brot has the concept of bakery take away, which shows packaging can be used as a means of promoting the product and carrying out a media campaign, as depicted in Figure 1 (Danger, 1987) (Dupus *et al.*, 2008).

It is necessary to provide graphical innovations in packaging high tensile power. Besides being useful for protecting food, packaging design also serves as a media campaign. So hopefully, Mahlzeit Bread n 'Das

Brot can compete with other bakers and even can be a pioneer as an authentic German bread maker in Indonesia (Amtson, 2012).

2. METHODOLOGY

This research was conducted by collecting information from the client. This information was used to obtain a verbal brand identity and then translated visually as depicted in Figure 2. The preferences and weightings were made by a professional designer.




| Category of Breads and Rolls | Category of Sweets and Cakes | Category of Sandwich |
|--|---|---|
|  |  |  |

Figure 1. Study Mahlzeit N' Das Brot Packaging Before

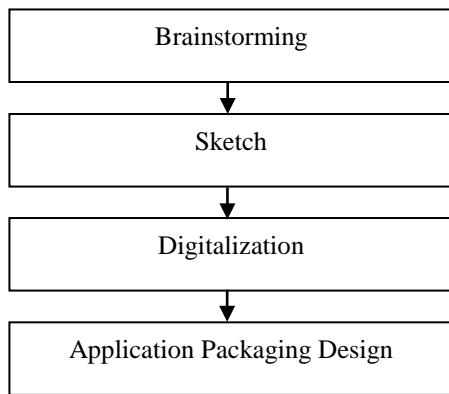


Figure 2. Study Stages

3. BRAINSTORMING

In this process the researchers recorded matters relating to Mahlzeit n 'Das Brot in particular the concept of the company, the products, the expectations and wishes of the client in packaging innovation. Through this brainstorming researchers began studying the creative process and creative ideas (Ellicott and Roncarelli, 2012) (Landa, 2011).

Form and Packaging Elements

Food Grade Kraft paper is paper which has its sides laminated using PE (polyethylene). This material was chosen because paper color is brown and textured, making this paper reflect the vintage and natural impression. The impression is very suitable to describe the identity of Mahlzeit n 'Das Brot. Food-grade paper material can also guarantee food is safe from contamination, making loaves Mahlzeit n 'Das Brot quality safe and excellent. The packaging used is made up of a paper bag. Determination of paper bag size is based on measurements of the loaves of bread produced by Mahlzeit n 'Das Brot.

Conceptual Creative Ideas

Client wants package as a brand identity, which shows an German side with a strong sense of authentic vintage. "Vintage German" packaging design is a conceptual idea. It highlights the quality of the product. Mahlzeit n 'Das Brot itself has the advantage of a product that is very quality, a fusion of classic recipes, as well as materials quality are directly imported from Germany, which is then processed by reliable hands of an expert chef, resulting in bread with flavor high quality healthy for consumption.

Therefore, it is obliged to produce a packaging design that can keep bread quality and excellence as well as presenting information or

messages effective and communicative. So expect upscale target market will more and more are interested to buy bread in Mahlzeit n 'Das Brot. Figure 3 bellow, allows us to follow the conceptual idea of the graphic.

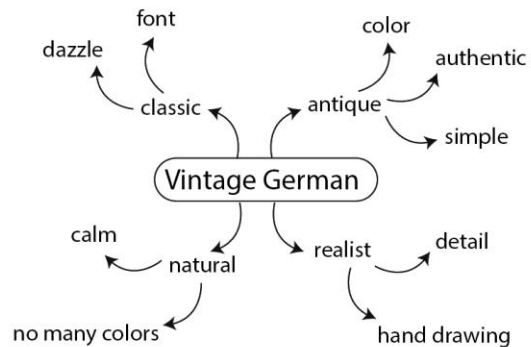


Figure 3. Conceptual Graphic Idea Mahlzeit N 'Das Brot

With exclusive packaging along with memorable characters that have a distinctive German design, Mahlzeit n 'Das Brot is able to show vintage style which strengthens the authentic elements of bread. In addition, at the front of the pack there are logos and product illustrations and photos. On the back, there is the full address, phone numbers, a reminder not to litter, and descriptions of the excellent quality of the products produced by Mahlzeit n 'Das Brot. SKETCH.



Figure 4. Rough Sketch Thumbnail

This a rough sketch of the conceptual ideas visualized graphically by Mahlzeit n 'Das Brot. This is a rough sketch done by an expert preference packaging designer. After a rough sketch, the next step is the manufacture of five alternative design sketches derived from the rough sketch. Here are 5 alternative design sketches along with the theme as depicted in Figure 5 (Wiryawan, 2007).






| Sketch I | Sketch II | Sketch III | Sketch IV | Sketch V |
|---|---|---|--|---|
| Panorama Nature Germany with castle Neushwanstein | A view of a typical classical building in Germany | Jugendstil motif overview of the natural wealth of Germany | German women carrying a basket of bread in a field of wheat | Enjoy the scenery Accompany Bread in Dresden Frauenkirche |
|  |  |  |  |  |

Figure 5. Sketch Design Alternative

4. DIGITALIZATION

From five alternate sketches, the experts reduce the number to only three design alternatives through the digitization process design.

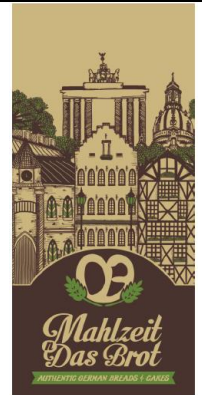
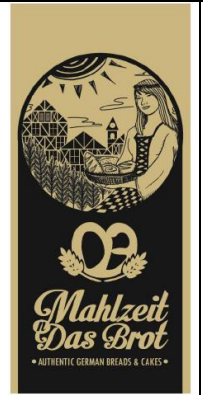
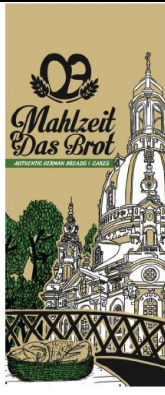
| Design I | Design II | Design III |
|---|---|---|
| A view of a typical classical building Germany | Women Takes Bread basket in Wheat Field | Bread enjoy Accompanied Landscape Dresden Frauenkirche |
|  |  |  |

Figure 6. Digital Design

5. BREAD PACKAGING MAHLZEIT N'DAS BROT CHOSEN

From three comprehensive designs made, an assessment is made by the owner based on the criteria validated by experts. The selected design will be used on packaging design Mahlzeit Bread n 'Das Brot. The design is the first comprehensive design, entitled "Views of a classic building typical German".

Table 1. Assessment Elegant Vintage Graphic

| Criteria | Weight | DI | | DII | | DIII | |
|-----------------------------|--------|-------|-------|-------|-------|-------|-------|
| | | Score | Value | Score | Value | Score | Value |
| Typical classic German | 3 | 8 | 24 | 7 | 21 | 7 | 21 |
| Realist Society | 2 | 7 | 14 | 7 | 14 | 8 | 16 |
| Natural color | 3 | 8 | 24 | 6 | 18 | 7 | 21 |
| Classic fonts that graceful | 2 | 8 | 16 | 8 | 16 | 8 | 16 |
| Total Value | | | 78 | | 69 | | 74 |

The first comprehensive design chosen because it has many advantages compared with other comprehensive design, namely by displaying an icon of classic buildings with Brandenburg Gate as the main object. The Brandenburg Gate is an icon that is well known in Germany and internationally, so it is easy for consumers to instantly be able to recognize the characteristics of Germany from stores Mahlzeit n 'Das Brot. In addition, the illustration also implies a view of the typical architecture of Europe and depicts of the lives of the upper classes in Germany. The illustrations also convey origins of making bread with the symbols in the form of traditional houses so that the various impressions can be conveyed through a classic illustration of houses.

Vintage impression is also visible from the color brown which is used. Green color gives the design a sweet, healthy and natural impression. By using the symmetrical balance principle and the concept of duo-tone, this packaging design conveys the Vintage German impression that

Mahlzeit n 'Das Brot wants to display. Font script Old School Class also has a strong visual vintage classic appeal which can be read easily, so it blends well with the overall design style.

Additionally, the first comprehensive design is the most convenient design and suitable for application to products by Mahlzeit n 'Das Brot, such as cakes and sandwiches, because they do not have the look of bakery products itself. Hence products other than bread can also use this illustration. Graphic packaging application in design is depicted in Figure 7 and 8.



Figure 7. Packaging Mahlzeit Bread n 'Das Brot: Front (a), Rear (b), and Side (c)



Figure 8. Packaging Cake Mahlzeit n 'Das Brot: (a) Looks Right Side, (b) Front Back and (c) Left

6. CONCLUSION

Graphic design elements are used in the manufacture of packaging designs of Mahlzeit

bread n 'Das Brot. Such elements as the field are the color and contrast of darkness (value). On the element field, geometrics are employed more to reflect the formal impression of Mahlzeit n 'Das Brot. As well as the dark-light contrasts (value), more colors are used that contrast with the surface of the packaging, in order to appear more conspicuous and easy to read. In addition to the design elements of packaging, the brand of Mahlzeit n 'Das Brot is used with a memorable typography script for a natural affect, and San Serrif that is both functional for small print sizes.

The use of illustrations also become the most important visual images to present the image of Germany Elegant Vintage and privilege in explaining the products of Mahlzeit n 'Das Brot. The colors used are natural colors and traditionally the colors brown and green to indicate an authentic image of Mahlzeit n 'Das Brot.

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