

Design Analysis of Mountoya Bottled Water

Elin Herlina

Visual Communication Design Department
Faculty of Computer Science, Kuningan University

E-mail: elin.herlina@uniku.ac.id

Abstract. Bottled drinking water products are exclusive goods because those who consume are usually important guests from abroad. In the early 1970s, bottled drinking water had not yet existed in Indonesia. In the 1970s if there were imported products, tourists at that time only wanted to consume bottled water because they didn't match the boiled drinking water. PT. Toyamilindo Cirebon is a company engaged in the bottled drinking water industry which has a packaging brand with the Mountoya brand. Mountoya bottled mineral water packaging that is produced now, no longer uses plastic labels as a product identifier. Mountoya does not use a plastic label replaced with embossed writing on the bottle. This plain bottle is a concern that attracts consumers. This research wants to know the packaging design that is in the Mountoya bottle. In addition, the visual appeal and practical appeal in Mountoya bottle packaging is also a special attraction. The results of this study are the design of Mountoya bottle packaging in the product description is quite complete, the product description in the use of the type of plastic used is suitable for food and can be recycled. In addition there are halal information, Indonesian national standards and other full product information.

Keywords: Packaging Design, Mineral Water, Mountoya

INTRODUCTION

AMDK products (Bottled Drinking Water) are exclusive goods because those who consume are usually important guests from abroad. In the early 1970s, bottled drinking water had not yet existed in Indonesia. In the 1970s if there were imported products, tourists at that time only wanted to consume bottled water because they did not match the boiled drinking water.

PT. Toyamilindo Cirebon is a company engaged in the bottled drinking water industry which has a packaging brand with the Mountoya brand. The development of Mountoya bottled mineral water company has experienced several changes in packaging on the brand logo and packaging. The purpose of changing the packaging itself is that Mountoya wants something more new. The following are changes to the Mountoya bottled mineral water packaging



Figure 1

NewMountoya Packaging Changes

Source: Website info@mountoya.co.id

Changes in the latest Mountoya bottled mineral water packaging, enough to attract the attention of researchers. In the change of Mountoya bottled mineral water packaging in November 2015, PT Toyamilindo Cirebon changed the brand identity of the package.

Mountoya bottled mineral water packaging that is produced now no longer uses plastic labels as a product identifier. Mountoya does not use a plastic label replaced with embossed writing on the bottle. The Mountoya product identity is also printed on the bottom of the bottle. "The decision to change the brand identity of a product's packaging requires further decisions regarding the logo, color, tagline, and symbol of a brand" (Kotler, 2005, p. 47).

This research wants to know the packaging design in the Mountoya bottle. In addition, the visual appeal and practical appeal in Mountoya bottle packaging are also a special attraction.

LITERATURE REVIEW

The Design

Design according to the Big Indonesian Dictionary is a framework of form or design. In general, design has a meaning as a design that is born from the concept of a person's thoughts or more, based on the creative power of creativity, taste and intention that he has and is poured or arranged in the form of two dimensions (2D) or three dimensions (3D) which will eventually give birth to a material product and can be applied to real life.

The packaging

Packaging design is one of the means to communicate the contents of the product visually. Actually packaging and packaging design have different meanings. Packaging is the act of wrapping or closing an item or group of goods. Klimchuk and Krasovec argued that packaging refers to the physical object itself. Packaging design (Klimchuk and Krasovec) is a creative business that links shapes, structures, materials, colors, images, typography, and design elements with product information so that products can be marketed. According to Didit Widiatmoko (2007), packaging is a human effort to collect messy things into a container, and protect them from weather disturbances.

Visual Attraction

Visual appeal refers to the appearance of the packaging or label of a product, which includes colors, shapes, brands / logos, illustrations, letters / typography, layout, which are all combined to create an overall impression to provide optimal quality visual appeal (Wirya, 1999, p. 28-30)

a. Color

Color is a quality of light that can be reflected from an object into the human eye. Color is divided into categories of light (easy), medium, dark (old).

b. Form

The form of packaging adapted to the product consideration used is the mechanism, conditions, sales, development, sales, spawning and ways of using the packaging.

c. Brand / logo

Identification signs such as brands with company logos are increasing consumer attractiveness. This brand or logo is seen as raising the prestige or status of a buyer.

d. Illustration

Illustration is a communication tool of a universal language package that can break through the barriers of language differences. These illustrations include photography and images to attract consumers.

e. Typography

Typography is the text on the packaging in the form of our messages to explain the product being offered while leaving the consumer to behave and act in accordance with manufacturer expectations.

f. Layout

The layout is a guide to all graphic elements including colors, shapes, brands, illustrations, typography, into a new entity that is compiled and placed on the packaging page.

Practical Attraction

Practical attractiveness is the effectiveness and efficiency contained in a package intended for consumers and distributors. For example, various facilities so that the packaging can be easily displayed, carried, opened, and so forth. Some other practical attractions, for example:

- a. Packaging that guarantees and protects the product.
- b. Packaging that is easily opened or closed again for storage.
- c. Packaging with portions suitable for food/beverage products, or with alternative volumes for retail purchase.
- d. Reusable packaging.
- e. Packaging that is easy to carry, carry, or hold.
- f. The packaging should make it easier for users to finish or take their contents and refill for types of products that can be refilled.
- g. And others are based on consideration of the needs and nature of the product itself.

If the packaging is to be used as fully as possible in marketing, the packaging function must display a number of important factors as follows:

a. Safety factor

Packaging must protect the product against a variety of possibilities that can cause damage to goods, for example: weather, sunlight, falls, piles, germs, insects and others.

b. Economic factors

Calculation of effective production costs including the selection of materials, so that costs do not exceed the proportion of benefits

c. Distribution factor

New packaging is easily distributed from factories to distributors or retailers to consumers. The distributor level requires ease of storage and display of products that need to be considered. The shape and size of the packaging must be planned and designed so that it is not difficult to place it on a shelf or product display

d. Communication factor

As a packaging communication media explains and reflects the product, brand image, and part of the production with consideration of being easily seen, understood and remembered. For example, because of the strange form of packaging so that the product cannot be "erected", it must be put in a "sleeping" position so that there are writings that cannot be felt properly, the function of the packaging as a communication medium that has failed.

e. Ergonomic factors

Consideration that packaging is easy to carry or handle, open and easy to take is very important. This consideration in addition to influencing the shape of the packaging itself also affects the convenience of the user of the product or the consumer.

f. Aesthetic factor

The beauty of the packaging is the visual appeal that considers the use of colors, shapes, brands, or logos, illustrations, letters, layout. The aim is to achieve optimal quality of visual appeal

g. Identity factor

Overall packaging must be different from other packaging, having a product identity to be easily recognized and distinguished from other products.

h. Promotion factor

Packaging has an important role in the field of promotion, in this case the packaging functions as a silent sales person. Improved packaging can be effective to attract the attention of new consumers.

i. Environmental factor

Situations and conditions of the industrial era and critical thinking society, environmental problems cannot be separated from observation. Environmental organizations are campaigning about a plastic diet to suppress excessive use of plastic. Many companies today use environmentally friendly packaging, can be recycled or can be reused.

The factors above are a very vital and mutually supportive unit in sales success, especially in times of intense competition and products that are required to be able to sell themselves. Maximum sales will not be achieved if the overall appearance of the product is not made as attractive as possible. The success of selling depends on the image created by the package.

RESEARCH METHOD

This research uses descriptive qualitative method. Data collection is based on interviews and observations. The analysis used is based on theories relating to some literatures sources in this field of study.

RESULTS AND DISCUSSION

Design of Mountoya Bottled Drinking Water

This research focuses on the analysis of bottle packaging design only. Mountoya bottle packaging is according to researchers the most interesting because it does not use plastic labels like drinking water products in other packages in general.



Figure 2
Mountoya Packaging Without Plastic Labels
Source: www.mountoya.co.id

Mountoya claims that they are the first bottled mineral water without plastic labels. This was revealed on their website. Mountoya creates innovation on its packaging into a simpler, fashionable and environmentally friendly package. In addition to being environmentally friendly, to implement a lifestyle without complications, or through their packaging they also campaign "Live Simply", through new packaging that looks very simple. The mineral water comes from a spring in Ciremai Mountain, Cipaniis Village, Kuningan, with very high mineral content produced using high technology and modern so that the quality and cleanliness are maintained.

Mountoya even if they do not use plastic labels does not mean they do not provide information on the products they sell. The information contained in the Mountoya bottle packaging is an attempt to convince consumers of the products they sell. Packed with emboss like the brand they are trading.

The type of plastic used in Mountoya products, especially bottles, is PETE / PET (polyethylene terephthalate). This type of plastic is usually used for bottles of mineral water, juice bottles, and the like. The Food Grade symbol (displaying a glass and fork) indicates that the container is safe to use for food and drinks. The symbol of disposing garbage in its place is campaigning for environmental problems especially those related to disposing of garbage. The three symbols are located at the bottom of the Mountoya bottle.



Figure 3

Product description in packaging
Source: Instagram @mountoya_id

Mountoya is a bottled mineral water product that has been certified, including getting an ISO 22000 certified company. Mountoya already has a certificate from BPOM so that Montoya products are tested safe and have passed the standards of eligibility and are suitable for consumption in Indonesia. Halal products are also one of the important things considering that the majority of Indonesians are Muslim. Mountoya already has a certificate from the Indonesian Ulema Council (MUI) and this indicates that this food is safe for consumption by Muslims. Mountoya already has an SNI certificate so that its products are test-worthy and safe for the community.



Figure 4

Mountoya Product Certificate
Source: www.mountoya.co.id

Trademarks used by PT. Toyamilindo is Mountoya® by selling bottled drinking water products. Symbol ® contained in the Mountoya brand is an extension of the Registered Brand. It implies that the mark has been registered with a mark with the issuance of the brand certificate. The Mountoya brand means that it is already registered in the world of trademarks because this is important when we are doing business and to develop our own Mountoya product brand.

The Visual Appeal of the Design of Mountoya Bottled Water

Visual appeal is one of the important things in attracting consumers to buy a product. This research will discuss the visual appeal possessed by Mountoya as a brand that sells bottled drinking water



Figure 5
Mountoya 600 ml bottle
Source: www.mountoya.co.id

1. Color

Mountoya bottles use a transparent color with a white bottle cap. It was concluded that Mountoya used the original color of water which communicated that they did sell bottled mineral water. It looks clear, real and clear that the water they sell is of the highest quality.

2. Form

The form of the Mountoya bottle pack has a capacity of 600 ml of water. The simple and elegant shape of the bottle makes its own appeal, especially when mineral water is served cold. This bottle has the right size to hold so it is easy to carry anywhere.

3. Brand

Mountoya brand is taken with portrait following the shape of a towering bottle. It is clear and very easy to read directly because the Mountoya brand logo looks the most dominant compared to the product information in other packages. Very simple and looks to highlight the trademark.

4. Letters / Typography

This package uses handwriting letters or typography, not using a tamplate font. However, when viewed from the font group included in the Sans Serif Font category with capital letters so it has a good level of readability. The size used also fits the packaging.

5. Layout

The layout in the Mountoya package is included in the right mix that is arranged and placed as it should be.



Figure 6
Mountoya Secondary Packaging
Source: www.mountoya.co.id

The Practical Attractiveness of Design of Mountoya Bottled Water

a. Safety Factor

Mountoya packaging is quite good when viewed from a safety factor. Seen in the Mountoya primary packaging using materials made of plastic. Secondary packaging uses material from cardboard / carton, this is to facilitate the distributor or buyer when buying products.

b. Economic factors

Mountoya uses plastic packaging that is only disposable. Calculations in production costs are more economical and efficient because Mountoya does not use plastic labels as product descriptions.

c. Distribution Factor

The shape and size of the packaging has been adjusted to the needs of the community so that it is designed so that it is not difficult in the presentation or display of the product.

d. Communication Factor

This transparent bottle informs that they sell mineral water in clear mineral water, the benefits are clear and the quality is clear. Simple packaging design does not mean unattractive but, a requirement for deep meaning.

e. Ergonomics Factor

Packaging that has a size that is easy to hold, take and carry. In addition, Mountoya packaging is also quite easy to carry. However, when our hands are slippery, it will be difficult because the bottles are plain, there are no hollows or textures other than brand and product descriptions.

f. The Identity Factor

Mountoya is different from other bottled drinking water products. Most bottled water from other brands uses plastic labels in various colors as a form of product estetica. Montoya bravely did not use plastic labels and chose transparent bottles, this could be the identity of Mountoya products that are very strong and different from other products in general.

g. Promotion Factor

The packaging functions as a silent sales person. Seen from the simple packaging design is a form of indirect promotion that can attract the attention of buyers, especially new buyers.

h. Environmental factor

Montoya bottle packaging is included in the eco-friendly category but the plastic base material is difficult to decompose. This makes more and more plastic waste.

CONCLUSION

Conclusion Mountoya bottle packaging has a visual appeal and a practical appeal that is quite good. From the visual appeal of Mountoya bottles managed to attract consumers' attention with bottles without transparent plastic labels. While from the functional, as a whole has been well considered with a mature concept. Product quality and right size make it easier for consumers to carry it. Unique and different from other mineral water products. With the existence of this Mountoya bottle packaging sales have increased and production costs are more efficient. This research is expected to emerge new ideas of creativity and innovate in the design of product packaging, especially bottled mineral water.

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