

PEACHY BABY FOOD PUREE PACKAGING REDESIGN

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ABSTRACT

Weaning Food, in Indonesian known as Makanan Pendamping Air Susu Ibu (MPASI), must be given to babies when they are six months old. The quality of MPASI certainly needs to be considered. The quality of MPASI is affected by the packaging design. Puree Peachy Baby Food is made without preservatives, so it has a short shelf life after being unsealed. The weight of the contents offered by one package of puree is more than what is needed by children aged 6 – 12 months. Therefore, the remaining puree is prone to be wasted. The design stages are adapted from Package Design Workbook [1]. The research subjects were mothers with children aged 6-12 months. Data was collected by literature study, questionnaires, interviews, making empathy maps to the target audience, and analyzed descriptively. The packaging used practical concepts that make it easier for mothers to give complementary foods to their babies. The packaging is being made with one serving size. The puree that does not want to be consumed is not damaged and wasted. The illustration style is a vector with muted and pastel color schemes. The shape of the pouch and the variety of flavors in one package are the advantages of Peachy Baby Food products. Packaging must protect the quality of product contents and give a good impression of use for consumers.

Keywords: Weaning food, MPASI, puree, packaging design

1. PREFACE

The quality of the weaning food or MPASI is important. One of the things that affect the quality of solid food is the product packaging [2]. The instant MPASI offered by Peachy Baby Food does not consider the amount recommended by children aged 6-12 months. Because puree Peachy Baby Food is made without using preservatives so that it has a short shelf life after being unsealed. In excess quantities, it is prone to be wasted when the content is not finished. A new packaging design for puree Peachy Baby Food is made as an effort to prevent the waste in the quality of complementary foods. The new packaging has weight that is in accordance with what is needed by children aged 6-12 months in one serving, and a variety of flavors and uses materials that are more environmentally friendly, namely paper/cardboard. In this article, the background and the design process is presented adapting the design concept found Packing Design Workbook [1], Following that, the discussion of the creative concepts and the final packaging design results along with supporting media in the design such as posters, paper bags, and wobblers.

By the time the baby reaches the age of 6 months, the provision of complementary foods (MPASI) is needed to meet the daily nutritional needs of babies, as well as to train food skills with textures other than breast milk.[3]. Infants aged < 12 months are given food 1-2 times a day at a rate of 2-3 tablespoons per serving (1 tablespoon = 10 grams)[4]. According to Diana Schnee, MS, RD, CSP, LD, a pediatric dietitian from the Cleveland Clinic says that homemade baby solids or those made without preservatives should be stored in airtight packaging or refrigerated after cooking and should not be left unrefrigerated/room temperature for extended time. The baby food that has been left at room temperature for more than two hours should not be consumed. This is because food that would have been contaminated at room temperature for a long time and may allow bacterial growth, decreasing its quality [2]. Because MPASI is a mandatory and important nutritional intake for babies aged 6 months old, the quality must be considered as to maximize nutrients intake and

growth and optimize development, specifically in the packaging design. Packaging is very important for a product. Good packaging must be able to maintain the quality of the contents of the product from the environment and consider the experience that the user goes through when consuming the product [5].

Peachy Baby Food is a brand that provides Instant MPASI products in the form of puree for children aged 6-12 months which is made from natural ingredients, and does not use preservatives so that it has a short shelf life after the packaging is unsealed.[6] The main ingredient of the puree Peachy Baby Food packaging is plastic which is packaged in a pouch to provide practicality, allowing direct consumption from the packaging without the need for processing. One package of puree Peachy Baby Food contains net weight of 110gr, which is more than what is needed in a portion of baby food for 6-12 months per day. Puree Peachy Baby Food that does not run out is also prone to being wasted because of its excessive dosage. Moreover, the data obtained from our interviews shows that some children tend to get bored with the same food menu over and over again. Several similar instant MPASI brands uses glass-based materials. The use of glass-based materials can maintain contents of the product well. However, glass are heavy and easily breaks [7]. Paper/cardboard based packaging can also maintain the contents of the product well, is lightweight and easy to decompose when compared to plastic. [8]. In making a packaging design, it is also necessary to consider various aspects. In addition to considering consumer preferences, the impact that comes from the packaging design choices for the surrounding environment needs to be considered as well [9]. Packaging with alternative materials of paper/cardboard can protect the contents of the product well, is easier to carry around, and is environmentally friendly.

2. RESEARCH METHOD

The packaging design is made using a method adapted from the Packaging Design Workbook written by Silva and DuPuis with five stages, namely Discovery, Creation, Refinement, Implementation, and Production. [1]. These stages form the basis for the process and workflow in designing the Puree Peachy Baby Food MPASI package. The subject of the target audience in this design is mothers with children aged 6-12 months. Data collection methods used are literature study, interviews, empathy map, and questionnaires. The literature study was carried out by looking at various information, especially regarding complementary foods and packaging through books, journals, and articles sources. The data obtained through literature study forms theoretical background to guide the design process. Interviews were conducted for initial data collection which will then be made into empathy map that allows for visualization and analysis of existing problems from various points of view. The distribution of questionnaires is carried out to see the preferences favored by the target audience. Then after all the necessary data has been collected, a descriptive analysis process is carried out to formulate creative concepts and used in packaging design so that messages and goals are conveyed properly.

3. RESULT AND DISCUSSION

Information mining stage (Discovery)

This stage is carried out for data collection by analyzing, understanding and exploring problems. In this stage, literature study is carried out, questionnaires are distributed as indicators to obtain data regarding preferences that are of interest to the target audience, as well as interviews with target audiences to collect opinions and problem points from various perspectives. The questions asked during the interview were about daily life, the experience of the informant in using Peachy Baby Food, and the opinion of the informant about the product. The results of the interviews were then entered into an empathy map which then all the findings were analyzed descriptively to find creative concepts for the final packaging design.

In this stage, brainstorming is carried out to help the process of extracting ideas. The author makes mindmaps and moodboards to determine what messages will be conveyed to the target audience, determine the design style (fonts, illustrations, colors), and the concept of the form of packaging that will be designed. Based on the data that has been collected from interviews and empathy maps, it was found that the wasting factor of Peachy Baby Food puree was not only due to the excess weight of the contents at one serving for babies age 6 months – 12 months living in Indonesia, but also because it was found that there were children who easily got bored with the same menu that served over and over again. Hence, parents especially mothers needed to prepare different food menus for one day. Therefore, packaging design will be focused on providing practicality to users by making the Peachy Puree has the right weight for babies aged 6-12 months living in Indonesia, and make a variety of different flavors in one package so that mothers can give different flavour of complementary foods practically for their babies and not wasted.

Figure 4

Peachy Mini Puree Packaging Illustration



Repair stage (Refinement)

After completing the sketch and successfully finding solutions to the existing problems/gaps, then the next step is to determine the creative concept that will be applied in the design, then an alternative packaging design is made according to the creative concept that has been obtained until one selected design is determined. With the right design, adjustments or revisions to the packaging design can be made so that the packaging can convey the right message to consumers. Packaging design is then fine tuned in terms of the proportion and the elements used to produce the final design. After the design is final, the design will be applied to various SKUs/other flavor variants of the product. The colors used in this Peachy Mini Puree outer box are soft, pale, and muted to convey a soft and fresh feeling that reflects a baby [10]. In the main box there is a character or mascot of Peachy Mini Puree who is seen pulling a basket filled with fruits and vegetables, which depicts the visualization of healthy and strong as expected by a mother for her child.

Meanwhile, the colors used in the Peachy Mini Puree pouch are strong, contrasting, cheerful, and bold. These colors signify rich taste. The stronger the color, the stronger the taste [11]. The color of the Peachy Mini Puree pouch packaging is made differently for each flavor variant, and in each flavor variant there is also an illustration of the food ingredients contained in each puree so that the target audience can easily distinguish between one flavor and another. The combination of colors used in the design of this pouch is adapted from the flavor variant of each puree and has been determined by Peachy Baby Food not to be changed. The typeface used is a letter with a simple construction or minimal detail. Sans-serif fonts that have obtuse angles, in order to show the softness of babies and affect a slower reading rhythm so as to create a calming sensation including VAG Rounded, Subscribe, and Kristen ITC. It is one of those fonts that is simple, cute, and has an easy-to-read shape that contrasts well with the background.[10]

Figure 5
Peachy Mini Puree Box Packaging



Figure 6
Peachy Mini Puree Pouch Packaging



Implementation stage (Implementation)

At this stage, approval is obtained regarding designs that have been applied to various SKUs. Details of text and messages that will be conveyed by consumers have been entered into the packaging and are well structured. The packaging has also made a guide line for the printing process, and has been mock-up. Here is the final result of the design:

Figure 7

Final Packaging of Peachy Mini Puree



This Peachy Baby Food puree packaging, also known as Peachy Mini Puree, packed in a box containing 12 small puree pouches with different flavor variants inside. Each pouch contains 30 grams of puree which is ready to be consumed. Due to the different pouch colors, users can easily distinguish between flavors from one another. The size is designed with the right amount of content for one serving, it also allows easy feeding for children, without worrying about unfinished food leftovers and undamaged puree. Its size which is not too big and not too heavy also makes it easy for users to carry this Peachy Mini Puree in their bag, especially when traveling because the puree can be consumed directly from the packaging without the need for additional eating utensils.

Production stage (Production)

The last stage in this design, the designer prepares the packaging file that has been designed to be ready for printing, the file must be exported in high resolution and the correct color format so that there are no differences in color and image sharpness when printing. A designer can also do a test print and make a guide to the packaging file, such as parts that need to be glued or folded. Making additional designs as supporting media is also carried out if needed in the design. Here are some supporting media that the author made in this design:

Figure 8

Peachy Mini Puree Poster



Figure 9

Peachy Mini Puree Paper Bag



Figure 10

Peachy Mini Puree Wobbler



Figure 11

Store Display



4. CONCLUSIONS AND RECOMMENDATIONS

Food packaging in small portions provides an opportunity for children to try various flavors without having any food left over. The more practical packaging also makes it easier for users to feed their children. This design is only carried out in 2021 with the target of mothers having children aged 6-12 months in several big cities in Indonesia. The data collection needed in this design uses the target audience of mothers from several big cities in Indonesia, while this product is already spread in supermarkets or large baby service stores in Indonesia, so further surveys are needed regarding the need for the use of complementary foods in other big cities in Indonesia.

Suggestions for the next design is to conduct a survey on the need for baby food use in other big cities in Indonesia, so that the data obtained becomes more complete and the creative concepts produced are more appropriate to meet the existing gaps/problems. In making the packaging design, you should choose and use alternative materials that are friendly to the environment. The weight of the contents of a product also needs to be adjusted to the portion or needs of the target so that it is not excessive and is not wasted. Good packaging must also pay attention to the user's experience, such as the product storage process, product presentation, to the process after the feeding is complete.

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