

CREATIVE GRAPHIC PRODUCTS MADE OF PAPER FOR THE YOUNG TARGET MARKET

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ABSTRACT

Every company makes various efforts to continually expand its business. The high level of buying and selling activities in the Indonesian e-commerce sector opens up new opportunities for the Bekantan Creative agency to grow its business through e-commerce trade. The results of observations, conducted by comparing data on the purchase of creative items on several Indonesian e-commerce platforms, indicate a strong demand for gift wrapping paper, greeting cards, and sticker packs on Shopee and Tokopedia. This has inspired the authors to design these creative products with themes related to the environment, travel, lifestyle, and the entertainment industry. With a target audience aged 18-30, it is expected that these creative product designs will be closely connected and relevant to the daily activities of the target demographic.

Keywords: Graphic design, creative products, paper, e-commerce, business

1. PREFACE

Maintaining and improving the economic condition of a business is a fundamental element for companies. Various efforts are made by entrepreneurs to stimulate healthy economic growth for their businesses. The COVID-19 pandemic, which entered Indonesia in March 2020, has had a significant impact on Indonesia's economy. The Indonesian government has implemented various social restrictions to reduce the mobility and activities of the population. This has affected the growth of the electronic commerce (e-commerce) market in Indonesia. The pandemic has compelled the Indonesian population to adapt to online buying and selling activities. Data from the Ministry of Communication and Information Technology (Kemkominfo) revealed that the e-commerce market in Indonesia experienced a sharp increase of 91% during the pandemic. This growth is also supported by the widespread availability of internet services in Indonesia (Gautama et al., 2020). This situation indicates that e-commerce ventures have significant economic value and should be utilized by entrepreneurs to maintain and improve their company's economic condition (Irawati & Prasetyo, 2022).

Shopee is an electronic commerce platform headquartered in Singapore. Shopee was first launched in Singapore in 2015 and has since expanded its reach to Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines (Nashita et al., 2023). Shopee has become the most widely used e-commerce marketplace in Indonesia, with a total monthly visitation of 96,460,000 as of July 2020. In December 2021, Shopee had a total of 33.27 million daily active visitors (Darmawan & Respati, 2022). A survey by Jakpat indicates that the age range of Shopee users is predominantly between 20 and 24 years old (Dianka, 2021).

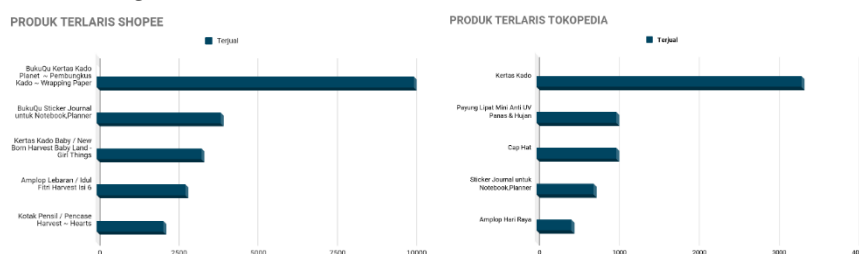
Shopee is considered to excel in simplifying product promotion and interactions with buyers. Shopee, which primarily has a female user base (Permana & Ruspani, 2021), is deemed suitable by the CEO of Bekantan Creative and interns specializing in business development to establish Shopee as the e-commerce platform for trading creative products to a target audience aged 18-30.

In building a good image, the company can carry out large-scale sales promotions to the public or market share to introduce its services (Darmawan et al., 2019). In the creative industry, there is significant competition, where each producer competes to innovate to create new products or develop existing products (Angraini et al., 2023). As an effort to develop its business, the Bekantan Creative agency designed several creative paper-based graphic products to be sold on the Shopee market place, such as wrapping paper, greeting cards and sticker packs. These creative products serve to introduce Bekantan Creative's services as a creative agency.

Stickers have persuasive, descriptive and contemporary characteristics. Stickers can be a strategic part of their implementation to show the identity of an agency/institution/person or they can also be positioned as a promotional tool to shape the minds of the viewing public (Amri, 2013). On the other hand, wrapping paper and greeting cards are forms of expression of affection that are still used by many groups. Gift paper and greeting cards are an expression of support and attention to the people we love. These two things are also often used as a communication medium that functions to warm relationships through celebrations on festive days.

This is also supported by observations made showing the high purchase of wrapping paper, greeting cards and sticker packs at market places. Therefore, Bekantan Creative designed these three products with the themes of environment, travel, lifestyle and entertainment industry. These four themes are the image of Bekantan Creative that we want to introduce and instill in the minds of the target audience through the sale of these creative products. It is hoped that the overall design of these creative products will be in accordance with the tastes of young people aged 18-30 years with their estimated busyness as students and workers.

Figure 1
Best Selling Creative Products on Shopee and Tokopedia



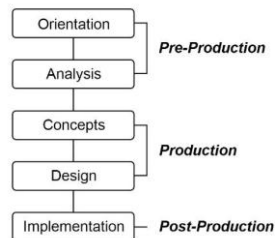
Numerous research studies conducted by experts in various fields have shown how color can influence an individual's mood, even to the extent of consumer purchasing decisions regarding a product (Ariefika Listya, 2018). Not only color, the application of illustrations also has a function as an aesthetic support that adds value to the packaging and has a persuasive function to influence consumer interest in buying products (Lestari et al., 2022). Rachman (2015) explains that the success value of a product is determined by how a design is able to adapt to changes in any form in the market. In his research, Rachman also found that good product design will influence consumers' perspectives on the product brand. Therefore, in the process of designing creative products, the selection of colors, shape elements and themes for each creative product become crucial considerations so that it remains relevant to the lives of the target audience and adaptive to changes in the market.

2. RESEARCH METHOD

This research is using Robin Landa's Five Phases of the Graphic Design Process. In this process scheme, the first step is orientation. This orientation phase is an observational process. A process of gathering data from many kind of resources, including interview, literature review from books, journals, website, and so on. The Five Phases of the Graphic design Process is:

Figure 2

Five Phases of the Graphic Design Process



Orientation

Orientation is the initial stage in the process of gathering information and problem formulation. In this phase, all data about paper product for young target market were gathered and compared. The data collection method employed was actually a part of an observational approach, specifically a comparative study of various competitors in the marketplace. The observation technique involved comparing data on the purchase of creative items on the Shopee and Tokopedia e-commerce, as well as examining the buying experiences and reviews of creative product buyers in the e-commerce review section.

Analysis

This is the stage of examining the data collected and determining the design objectives. All data gathered will be compared and analysed. Choosing the right market place for young target market is very crucial.

Concepts

This is the stage of compiling design ideas that have been collected and then developed again to produce a new idea. In this concept phase designer have to know what style of graphic design that is suitable for young target market.

Design

This is the visual embodiment stage of the concept that has been prepared from the previous stage. This is the ideation type of work. On this phase designer have to be creative, making many ideas that suites young target market.

Implementation

This is the stage of applying design visualization to the media used. This is the phase where the design could be applied within the accurate size and type of paper. In this implementation phase, designer should discuss their works with the production department, especially the printing house, to get the right type of final results.

3. RESULT AND DISCUSSION

Based on the observation results, gift wrapping paper and sticker packs are creative products that generate a considerable level of interest for purchase. During the brainstorming process with the Bekantan Creative team, the idea of producing greeting cards also emerged. Therefore, the design

of gift-wrapping paper, sticker packs, and greeting cards has been determined as the creative products to be marketed in the Shopee e-commerce. These products are considered to be closely aligned with the daily lives of the target audience aged 18-30, with themes related to the environment, travel, lifestyle, and the entertainment industry.

The design of the gift-wrapping paper is created in two patterns, each measuring 64.5 x 48.5 cm, with the themes of outer space and workers' facial expressions. Based on interview results, the purchase of genderless-themed creative products that can be used by both men and women is considered more appropriate for production to reach a wider target audience. The outer space theme is deemed quite genderless and relevant in representing the environmental concept. The illustrations are created in an expressive lineart style with a combination of black and white colors.

The workers' facial expression theme is considered quite relevant to the expressions of urban workers aged 18-30. This theme does not specifically lean towards one event, making the gift wrapping paper suitable for various purposes. The illustrations of workers' facial expressions serve as a representation of the lifestyle concept, with an abstract lineart illustration style that does not adhere to realistic facial proportions. The illustrations are done in a dark green color against an off-white paper background.

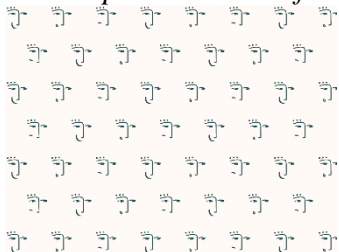
Figure 3

Outer Space Theme Gift Paper



Figure 4

Outer Space Theme Gift Paper



The authors have designed three greeting card motifs, each measuring 21 x 14.8 cm, with themes of birthday cards, graduation celebration cards, and Christmas greeting cards. Earth-tone colors were chosen for the cards to represent the environmental concept. The illustrations were created with a modern minimalist concept, as it was deemed suitable for the target audience's preferences. The birthday card features an illustration of a tied ribbon with plant decorations and a label that reads "Happy Birthday." The plant illustration aims to support the environmental concept. The back of the card is equipped with the inscription "Bekantan Creative" as the creator of this product. The illustration is in the form of line art and is printed on gold foil material to convey an elegant impression.

The Christmas greeting card features a simple illustration of a Christmas tree with a star on top. The card is adorned with the words “Merry Christmas” on the front and “Bekantan Creative” on the back of the card. This line art illustration is also printed on gold foil material, with the card’s base color being dark turquoise green. The graduation celebration card features an illustration of a graduation cap with golden dots as elements to create a festive atmosphere. The card is complemented with the words “congratulation!” on the front and “Bekantan Creative” on the back. The text is written in a handwriting style to avoid appearing too rigid and to align with the lively and expressive celebration concept. The graduation cap’s tassel and the golden dots around it will be printed with gold foil material on an off-white card base.

Figure 5
Birthday Card

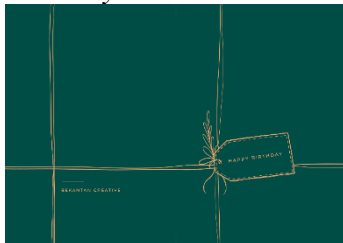
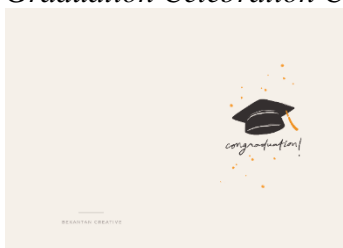


Figure 6
Christmas Greeting Card



Figure 7
Graduation Celebration Card



The authors have designed two sticker pack motifs, each measuring 21 x 14.8 cm, with the themes of travel and environment. These sticker packs are created to decorate various media such as journals, water bottles, phone cases, laptops, and various other items. The sticker packs are designed to be closely related and relevant to the activities of the target audience. Both sticker packs use different illustration styles and color tones due to differences in their intended use. The travel-themed sticker pack is designed to be more bold, expressive, and versatile, aligning with the characteristics of young individuals who have high mobility. The design of the travel stickers is primarily aimed at decorating items frequently carried by the target audience, such as phone cases, water bottles, laptops, books, and various other belongings. The travel stickers are created with a gender-neutral concept, making them suitable for a wide range of users, featuring Bekantan’s signature turquoise, yellow, and red color palette.

On the other hand, sticker packs with an environmental theme are designed to be more dynamic, organic, soft, and friendly. These environmental stickers have a more feminine touch and are intended for decorating journals, but they can also be used to decorate the belongings of the target audience, such as phone cases, water bottles, laptops, book covers, and various other items. The environmental stickers are designed with softer and brighter color tones, such as ivory, beige, sunset, and agreeable grey. It is hoped that the use of these creative products will foster warm and pleasant emotional connections between Bekantan Creative and the target audience.

Figure 8

Travel Sticker Pack



Figure 9

Environmental Sticker Pack



Figure 10

Creative Product Printing Process



Figure 11

Creative Product Printing Process



Figure 12
Birthday Cake MockUp



Figure 13
Environmental Sticker Pack MockUp



Figure 14
Gift Paper MockUp



Figure 15
Travel Sticker Pack MockUp



4. CONCLUSIONS AND RECOMMENDATIONS

With the increasing purchasing power in the marketplace, particularly concerning the purchase of creative products such as gift-wrapping paper, sticker packs, and greeting cards, three types of creative paper-based graphic products have been designed. In the design process, the selection of themes, colors, design elements, and audience activities, becomes crucial considerations in

enhancing the appeal and relevance of creative products to the lives of the target audience aged 18-30, who are presumed to be busy students and professionals with high mobility levels.

This design is not perfect, but it is hoped to be useful and inspiring for those who need it. Here are the strengths, weaknesses, and recommendations for further design.

a) Strengths

The data collection method involving observation does not require a large budget.

b) Weakness

1) Data was collected over a short period, which may affect accuracy.

2) The design results have not been tested on the actual target audience, so their relevance to potential customers needs further investigation.

c) Recommendations

It is recommended to conduct testing of the work with individuals who fall within the target audience to obtain real input and feedback from the market.

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