

THE COLOR OF CHOCOLATE PRODUCT PACKAGING AT INTEGRATED SERVICE UNIT SIKKA INNOVATION CENTER, SIKKA DISTRICT, EAST NUSA TENGGARA

Yohanes Paulus Karrol

Universitas Komputer Indonesia, Bandung, Indonesia

M Syahril Iskandar

Universitas Komputer Indonesia, Bandung, Indonesia

Abstract : Sikka chocolate (Cho-Sik), a chocolate product from Sikka District, is produced by the UPT Sikka Innovation Center. Packaging plays a crucial role as it attracts consumers, acting as a silent salesman. The choice of colors in packaging significantly influences consumer purchasing decisions. However, Cho-Sik, managed by the government, lacks adequate packaging design. This research aims to understand how color elements in Cho-Sik packaging affect consumer behavior. Using qualitative methods such as interviews, observations, and literature reviews, the study found that the packaging colors align with the chocolate variants produced. These findings offer insights into enhancing buyer interest and guiding marketers in utilizing colors effectively in Cho-Sik packaging design, catering to both domestic and international markets.

Keywords: Colours, Packaging, Interest to Purchase, Cho-Sik, Sikka.

INTRODUCTION

Chocolate is a popular snack that is loved by all ages, from children to adults, for its deliciousness. The combination of sweetness and smooth texture makes chocolate a popular snack for snacking or as a gift. The variety of flavors and shapes of chocolate makes it suitable for various consumer preferences, making it a desirable product in the global snacks market. The types of processed chocolate products are currently increasingly diverse, from drinks, candies, chocolate bars and so on (Ningtias in (Nunsio Handrian Meylano, 2021). One of the most popular product variants is chocolate processed into bars, or better known as chocolate bars. This food is a favorite among various levels of society because chocolate consumption is believed to improve mood and provide a feeling of pleasure and relaxation.

Cho-sik is Sikka Regency's flagship product that pioneered local chocolate products. Cho-sik is derived from cocoa grown by Sikka farmers using the Ongen system. The production and processing process is carried out in Maumere under the UPT Sikka Innovation Center which is an institution under Bapelitbangda Sikka Regency. Cho-sik itself has been produced since October 2018. Cho-sik has four flavors that are packaged in different sizes. Because it is produced and managed by Bappelitbangda, Cho-sik marketing is still limited to Maumere city and Sikka district. In designing packaging, there are visual elements such as illustration, typography and color. Packaging is often nicknamed the silent sales-man or girl because packaging often represents product quality. Packaging plays a role in determining the success of a product, therefore the external appearance of the packaging must have the power to

persuade consumers. Packaging can have a differentiating function for the target audience. In addition to its main function, packaging becomes a product imaging tool that can authentically portray the personality or function of the product. (Wheeler, 2009) in his writing about *Designing Brand Identity* states that packaging is a product that consumers trust to take home.

The presence of visual elements in the form of colors found on Cho-sik's main display panel (PDU) is expected to be a stimulus to create visually appealing packaging. One of the visual elements that communicate product benefits is color. (Wirya, 1999) states that 80% of human sensing is done through vision. Therefore, visual elements are elements that play an important role in conveying messages and impressions of products through visuals. Visual elements provide emotional benefits to the target audience to buy the product. According to (Labrecque et al., 2013) the color element in packaging design is very important further according to him color has the power to influence consumer emotions, perceptions and attitudes, so the right color selection can play a key role in creating a positive experience for consumers and encouraging them to make purchases. In line with the above opinion, (Bix et al., 2013) also stated that color has a real impact on consumers and can stimulate consumer behavior to buy, determine perceptions of product quality, visual interest and intention to buy.

Color has no properties but can create a perspective of properties in the human brain and indirectly influence human emotions. The resulting perception will be different for each group of people at different times and places depending on cultural, geographic and educational factors. Color acts as a major attention grabber, distinguishing the personality of one product or variant from another. Furthermore, colors can also represent the culture, gender, age, ethnicity and financial capabilities of potential consumers. The use of one type of color in a packaging design can shape the identity of the product. Color plays an important role in creating product personality and brand image. Packaging color becomes a different association to the product. Each color represents a different impression in each product, for example, green is associated with products that are herbal or contain plants while blue is associated with products that contain animal protein.

This research aims to analyze the color element as one of the forming elements in Cho-Sik's packaging. This research is expected to provide references and provide information in determining colors in packaging design in accordance with design principles. This research addresses the problem of determining color in Cho-Sik packaging design that refers to design principles. This research is a qualitative approach with the object of research of the colors used in Cho-Sik chocolate packaging, their meaning and influence. This article limits the study to the color element which is part of visual communication design.

LITERATURE REVIEW

Research (Aisyah et al., 2023) entitled "The effectiveness of using color elements in food packaging design products on brown chips products" using the type of qualitative observation research method. This research focuses on Bron Chips product packaging which has not undergone design changes for a long time and some of the colors are considered inappropriate for the product. The purpose of this research is to analyze the effectiveness of the appeal of Bron Chips packaging design. The results showed that in the initial packaging design of Bron Chips, the packaging aims to maintain and protect the quality of the product without having a special meaning to convey to consumers. However, in the Bron Chips packaging redesign process, the research concluded that the color on the packaging has an important role in attracting consumer interest and reflecting the development of the company since its establishment in 2016. The updated packaging design must be in accordance with current trends and practical to use, so that it is easily remembered by consumers.

(Pradika et al., 2020) in their research entitled "Study of Illustration, Typography, and Color in Forming Aesthetics in the Packaging Design of Dark Chocolate Bali Edition Chocolate Pods" used a qualitative research method with analytical descriptive analysis. The purpose of this research is to evaluate how the elements of illustration, typography, and color play a role in creating aesthetics on Pod Chocolate packaging. The findings of the

research indicate that the packaging design of the Dark Chocolate Bali edition of Pod Chocolate involves digital illustration and photography as part of its visual elements. In addition, the typography used is a sans serif type with a combination of uppercase and lowercase letters. Regarding color, the packaging utilizes primary, secondary, analog, and neutral colors, with each color combination having a different psychological impact. The three visual elements, namely illustration, typography, and color, are considered successful in fulfilling design principles such as harmony, rhythm, contrast, and gradation.

Contrary with Pereira's research (2021) which states that the color in food packaging in Brazil represents the consumer group of the product. For example, the white color is interpreted with food for consumers who have special attention to health. Furthermore, the green color represents products that are in demand by consumers who have an interest in the environment. Whereas the pink color is intended for female consumers. This finding shows the importance of using color on packaging as a marker for consumers. In line with the thoughts of Bix et al (2013) and Labrecque et al (2013) that the use of color is related to people's perceptions of consumer groups, gender and special preferences. The other studies by Ares & Deliza (2010) showed that darker colors have a more bitter taste while the use of light colors such as yellow tends to have a sweeter, creamy taste, and is more popular with consumers.

METHODOLOGY

Based on the research objectives previously stated, the methods applied in this research are qualitative studies. According to Adlini et al (2022), the main purpose of qualitative research is to understand social phenomena or symptoms by emphasizing on a complete picture of the phenomenon being studied rather than detailing it into interrelated variables. This research is a qualitative research by analyzing the color of Cho-sik packaging which is a leading product of Sikka Regency. This research was conducted at the UPT Sikka Innovation Center located at Jalan Litbang (in front of Alok Market), Kota Uneng Village, Alok District, Sikka Regency, Flores, East Nusa Tenggara. The study conducted during a one week duration, starting from March 7 to March 13, 2024.

Sampling was collected with a purposive sampling technique where data collection was carried out using in depth interview techniques with informants, which are the head of the UPT Sikka Innovation Center agency and the Cho-sik chocolate packaging designer. Informants are actors who are actively involved in the packaging design. In addition, data collection was also carried out by observation. The data collected is analyzed using the theory of design principles on the use of color in packaging.

DISCUSSION

Sikka chocolate, better known as Cho-Sik, is an authentic chocolate product from Sikka Regency produced by local farmers using the "ongen" system. Cho-Sik itself is divided into four flavors, namely dark chocolate, milk chocolate, moringa chocolate, and cashew chocolate. according to an interview with Saifun as the head of UPT Sikka Innovation Center, revealed that the outline of the use of colors in Cho-Sik packaging is based on the taste of the chocolate variant itself, such as black for dark chocolate and green for moringa chocolate. The results of this interview were then used as the basis for creating a table of the use of colors on the packaging and their meanings for each Cho-Sik product variant, with reference to color theory from (Eiseman, 2017) and (Klimchuk & Krasovec, 2013).

Table 1. The use of colors on Cho-Sik packaging and their meanings based on color theory.









Product Variants Cho-Sik	Use of Color on Packaging	Color Category	Color Meaning	Color Theory Version
<p>Dark Chocolate</p> 	 Black #101211	Main Colors	The Black color on this packaging is associated with the dark chocolate variant where dark usually describes something dense.	Black color in packaging product design, can communicate seriousness, reliability, elegance and luxury.
	 Red #931F23	Supporting Colors	The red color gives the packaging a sense of contrast	The use of red color in the packaging is appropriate because it gives the impression as an attraction of attention

Table 1. The use of colors on Cho-Sik packaging and their meanings based on color theory. (continue)

	 White #FFFFFF		The white color was chosen for the typical Sikka Regency ikat weaving motif, which is taken from the tulada motif that has a meaning of fertility.	The white color communicates purity, freshness, innocence and cleanliness.
	 Dark Brown #492112		These two colors were chosen as a representation of the chocolate fruit	The brown color gives a sense of purity, richness, quality and enjoyment.
	 Light Brown #EFC997			
	 Green #406E3C		The green color usually depicts that this product is a product taken from nature	The green color communicates that something planted is natural and sustainable, symbolizing tranquility, life and the environment.










<p>Milk Chocolate</p> 	 Yellow #F9C96C	Main Colors	The yellow color is used to interpret whole milk as an ingredient in chocolate mixes that are usually bone white	The use of yellow in the packaging reflects something energetic, communicating that the food is consumed to pass the time and relieve stress.
	 Red #931F23	Supporting Colors	The red color gives the packaging a sense of contrast	The use of red color in the packaging is appropriate because it gives the impression as an attraction of attention
	 White #FFFFFF		The white color was chosen for the typical Sikka Regency ikat weaving motif, which is taken from the tulada motif that has a meaning of fertility.	The white color communicates purity, freshness, innocence and cleanliness.
	 Dark Brown #492112		These two colors were chosen as a representation of the chocolate fruit	The brown color gives a sense of purity, richness, quality and enjoyment.

Table 1. The use of colors on Cho-Sik packaging and their meanings based on color theory. (continue)

	 Light Brown #EFCA97			
	 Orange #CB7629		Orange is used as a derivative color of brown and yellow.	Orange in packaging has a cheerful, inviting meaning and can attract attention
	 Green #406E3C		The green color usually depicts that this product is a product taken from nature	The green color communicates that something planted is natural and sustainable, symbolizing tranquility, life and the environment.









<p>Moringa Chocolate</p> 	 Green #939436	Main Colors	The green color illustrates that this product is made from processed Moringa leaf powder.	The green color communicates that something planted is natural and sustainable, symbolizing tranquility, life and the environment.
	 Green #406E3C		The green color is used to show a natural impression	
	 Red #931F23	Supporting Colors	The red color gives the packaging a sense of contrast	The use of red color in the packaging is appropriate because it gives the impression as an attraction of attention
	 White #FFFFFF		The white color was chosen for the typical Sikka Regency ikat weaving motif, which is taken from the tulada motif that has a meaning of fertility.	The white color communicates purity, freshness, innocence and cleanliness.

Table 1. The use of colors on Cho-Sik packaging and their meanings based on color theory. (continue)

	 Dark Brown #492112		These two colors were chosen as a representation of the chocolate fruit	The brown color gives a sense of purity, richness, quality and enjoyment.
	 Light Brown #EFCA97			









<p>Cashew Nut Chocolate</p> 	 Red #FE0003	Main Colors	The red color is usually used in chocolate packaging with cashew variants such as silverquenn	The use of red color in the packaging is appropriate because it gives the impression as an attraction of attention
	 Maroon #980100		The maroon color gives the packaging a sense of contrast	
	 White #FFFFFF	Supporting Colors	The white color was chosen for the typical Sikka Regency ikat weaving motif, which is taken from the tulada motif that has a meaning of fertility.	The white color communicates purity, freshness, innocence and cleanliness.
	 Brown #AD594D		These three colors were chosen as a representation of the chocolate fruit	The brown color gives a sense of purity, richness, quality and enjoyment.
	 Dark Brown #492112			
	 Light Brown #FFD59F			

Table 1. The use of colors on Cho-Sik packaging and their meanings based on color theory. (continue)

	 Green #406E3C		The green color usually depicts that this product is a product taken from nature	The green color communicates that something planted is natural and sustainable, symbolizing tranquility, life and the environment.
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Source: Author's work.

The color composition used in the dark chocolate packaging shows the strength of the variant and its identity. The carefully selected colors reflect the strong characteristics of dark chocolate, displaying a distinctive impression and differentiating from other variants. On the other hand, the milk chocolate packaging shows a rather unusual choice of base color for dairy products. Generally, dairy packaging tends to use a combination of blue, light brown or white. However, the combination of yellow as the main color and white supporting color in the motif looks less contrasting, making the packaging less eye-catching. Meanwhile, the chocolate moringa packaging features a harmonious blend of colors, with the main color green representing moringa leaves as the main ingredient. The use of white as a supporting color provides enough contrast so that the green color in the background is easily captured by the eyes of consumers. This creates an attractive packaging that matches the characteristics of the product. The packaging of the cashew nut chocolate variant uses a red background color following the trend of some well-known chocolate brands such as Silverqueen, Lindt, and Delfi. According to the company, the red color was chosen to create a strong visual appeal, giving a luxurious and appetizing impression to consumers.

CONCLUSION AND RECOMMENDATION

According to the results of the analysis and findings above, the use of color in Cho-Sik product packaging shows a link to flavor variants. This is in line with the findings of Ares & Deliza (2010) on the packaging of dairy products. The use of black color according to Baptista et al (2021) tends to describe bitter taste preferences while pink and yellow colors for sweet taste. Cho-Sik's dark chocolate packaging uses a black background color that explains the bitterness and/or the higher amount of chocolate composition. On the other hand, the milk chocolate variant uses a yellow background color that represents the characteristics of a sweeter, creamier taste, and is more consumer-friendly. Green color preference according to Carvalho & Spence (2019) represents a bitter or sour flavor in contrast to the findings of Baptista et al (2021) which show that respondents from Brazil tend to associate green as a combination of vegetables such as broccoli and spinach. This opinion is in line with the findings of the use of green color in the Cho-Sik moringa-flavored chocolate variant which uses moringa leaves as a mixed ingredient. In the cashew chocolate packaging, the use of red background color follows several references from other chocolate packaging such as Silverquenn, Lindt Cokelat, and Delfi. In addition, the use of red color in the background gives an attractive impression and is in accordance with the image of the chocolate product. Therefore, the use of color on the packaging is important to be considered. Background colors that suit the chocolate variant can increase preference Cardello & Sawyer (1992) and influence purchasing decisions.

The use of colors on Cho-Sik packaging has generally followed the principles of packaging design. However, the color combination is not harmonious, for example in the milk chocolate variant packaging, the use of yellow in the background color is less contrasted with the white motif elements. Hence, it cannot have a significant impact on the senses of consumers. Thus, in designing Cho-Sik packaging, it is necessary be more careful in choosing and combining color.

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ABOUT THE AUTHORS

Yohanes Paulus Karrol, email: yohanes.75323010@mahasiswa.unikom.ac.id

Yohanes Paulus Karrol Student of Master of Design program, Graduate Faculty, Universitas Komputer Indonesia, Bandung.

M Syahril Iskandar, S.Sn., M.Ds Lecturer of Visual Communication Design Study Program, Universitas Komputer Indonesia, Bandung. Active as a design practitioner and media consultant in Bandung.