

## COMPARATIVE ANALYSIS OF MANISAN KULIT JERUK SNACK LABELS

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### ABSTRACT

The conclusion of this research is to find out the differences and similarities of the Manisan Kulit Jeruk snack or candied orange peel label series. The label on the product is a characteristic that differentiates it from other products, generally the label is consistent in the visual graphics so that consumers do not experience confusion. However, on the label of Manisan Kulit Jeruk there are several different labels, so it is interesting to research. The purpose in this research is to know the same and the different labels of Manisan Kulit Jeruk. The method used in this research is a comparative method to discuss visuals on packaging. Results and discussion in this research is in the form of illustrations, layout and typography in the labels.

**Keywords:** Labels, Illustrations, Layouts, Typography

### INTRODUCTION

Labels on products are generally used as signs and characteristics of a product, so that the product is easy for consumers or potential consumers to remember. However, on the Manisan Kulit Jeruk snack food, four different labels were found, where the differences between all of them were very visible. Manisan Kulit Jeruk labels include printed material. In 1000 Retail Graphics, printed material is a special characteristic that can be likened to a human finger print, so it must have differences and special characteristics that can differentiate it from other products.

In the Manisan Kulit Jeruk product label there are several things that can be discussed, including the differences and similarities in; illustration, layout, and typography. From these differences and similarities, it is hoped that distinctive characteristics can be found on the candied orange peel product labels that can be differentiated from other similar products.

In researching the orange peel candied labels, there are different illustrations and layout of four interesting figures and characters, namely; Batman illustrations, Mohammad Ali illustrations, Bruce Lee illustrations, and Popeye illustrations.

Of the four different labels for candied orange peel, it is interesting and important to examine because the snack labels, when seen at a glance, do not have consistency because they have more than one label Manisan Kulit Jeruk. The comparison method was used in this research because it was to compare the four labels.

### **LITERATURE REVIEW**

There are several previous studies related to labels, including one conducted by Ares Gaston, et al., where in this study a comparison was made of two snack labels based on children's perceptions. Meanwhile, in research conducted by Priya, labeling on food packaging can become an interest for potential consumers in deciding to buy a product (Priya K M, Alur Sivakumar: 2023).

There is also research related to character illustration carried out by Nasruddin, 2022. In this research, the relationship between seniority that occurs in family relationships, namely the relationship between older brothers and younger sisters, was studied.

Meanwhile, the layout literature in this research refers to the book Basics Design 02 Layout by Ambrose / Haris. Where the book discusses layouts that are widely used in media in print output formats.

For research related to typography, it was taken from previous research conducted by Fauzi Ahmad Nurzaeni, Wantoro, and Salvina Mauliza. It is said that letters can become a characteristic or reflection of a region or place if they adopt local elements or ornaments that are characteristic of that region which are implemented in the letters.

### **METHODOLOGY**

The method used in this research is a comparative method, In general, comparative theory is used as a process of evaluating and comparing one design with other designs. According to Kroll, decomposition and morphology functions in design can produce something structured and coherent. This method is widely used by designers to criticize a design whether it can provide benefits or not. By comparing the four labels of candied orange peel so as to obtain the differences and similarities between the four labels from Manisan Kulit Jeruk, where using a comparative methodology a comparison and similarity of four orange peel candied labels will be carried out in terms of illustrations, typography, color and layout.

### **DISCUSSION**

In several countries in Southeast Asia, including Indonesia, the printed material on labels has certain unique and distinctive characteristics. Vernacular designs from one region to another, one country to another can have certain characteristics. According to Nawigamune, printed material can be a depiction of certain traditions. For some people, printed material labels are used as collectible items, and this material can bring a sensation from the past.

Manisan Kulit Jeruk or candied orange peel is a snack usually intended for elementary school children. To attract interest, the packaging labels often provide pictures or illustrations that are considered interesting. There are four Orange Peel Sweets with various different visuals as in Figure 1.

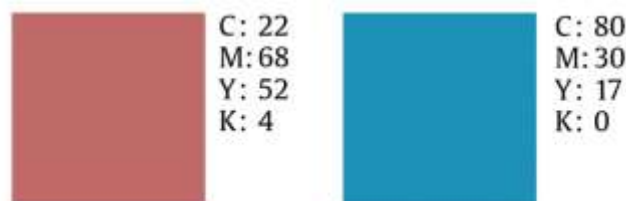


**Figure 1.** Candied Orange Peel Label

On the orange peel sweets label there are four different illustrations, based on the characters, they can be grouped into two, namely fictional characters and non-fiction characters. Fictional characters consist of Batman and Popeye, while non-fiction characters consist of Mohammad Ali and Bruce Lee.

If you look at the illustrations on the labels, they can be grouped into two groups of illustrations, namely the illustrations of fictional and non-fictional characters. The group of fictional illustration characters is the superhero character Batman and Popeye. Meanwhile, the non-fiction characters consist of artist Bruce Lee and sports athlete Mohammad Ali.

The label name typography used in the fiction group labels uses a combination of Sans Serif and Ornament, while in the non-fiction group it uses sans serif. Meanwhile, the colors used in the writing of both groups are blue and orange like in Figure 2. With the CMYK palette, orange; Cyan: 22, Magenta: 68, Yellow: 52 and K or Black: 4. Meanwhile, blue is Cyan: 80, Magenta: 30, Yellow: 17 and K or Black: 0.



**Figure 2.** CMYK Color Palette Thypography Manisan Kulit Jeruk

On the layout Manisan Kulit Jeruk even though at first glance it seems inconsistent, however looks consistent when dividing the layout into three parts like in Figure 3. On both by placing the name of the candied orange peel label at the top. For illustrations from both groups, everything is placed in the middle with the names of fictional and non-fiction characters located below the character illustrations.



**Figure 3.** Division of the Layout Into Three Parts

### CONCLUSION AND RECOMMENDATION

From the discussion above, it can be concluded that the Manisan Kulit Jeruk label is divided into two categories, namely illustrations of fictional characters and illustrations of non-fiction characters. Layout consistency lies in placing labels at the top and illustrations in the middle to the bottom, and the character's name is placed at the bottom of the layout. For the fiction illustration group, the typography used is sans serif and ornamental, while for the non-fiction group it uses serif letters. The color consistency of the letters can be seen from the orange and blue colors on the candied orange peel label. Recommendations for further research is focus more on illustration styles, types of typography in more detail, and finding out who the packaging label designer is.

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