Abstract – Packaging Design is one of the most important things to sell a product. The graphic elements on the packaging are able to be a factor to decide whether a package is attractive or not. A good packaging design is not only attractive when displayed on the shelves, but also able to convince consumers to buy. Moreover, Instant noodle MAMEE-Malaysia and production of Indofood-Indonesia namely INDOMIE has a particular packaging of design graphic elements; those are different for each type. It is interesting to study and analyze because there are not a lot of instant noodle products that have a graphic element that is different for each type.

In this study, researchers have analyzed the differences in graphic elements and what factors are taken into consideration and the causes of different designs. Quantitative and qualitative methods were used in the study, while the method of analysis data using comparative descriptive method. Interviews, observations and documentations were used in collecting data. Questioners were collected from 30 respondents.

This research found different on each package, packing instant noodles MAMEE-Malaysia did not add information about vitamins and minerals, while INDOMIE-Indonesia added it as enriched information. At the front of the packaging design, either on instant noodles MAMEE-Malaysia or INDOMIE-Indonesia there is a flash image that contains additional information about the fried onions, crackers, condiments and sauces chill oil.

Information about how to cook or how to supply as many noodle products can be found on the back of the packaging, either on instant noodles MAMEE-Malaysia or INDOMIE-Indonesia. Information about how the manner of presentation on the packaging INDOMIE-Indonesia there are two kinds, namely the presentation with cooked in boiling water and the second with a microwave. When analyzed from the information given in the picture like 2 minutes, 3 minutes, 5 minutes, 350 cc and 400 cc showed that the designers of these illustrations have considered that community in Indonesia and Malaysia prefer to see a visual than the inscription, although next to the picture there is a description manner of presentation, while at the back of the packaging of instant noodles MAMEE-Malaysia the way of presenting only one, which is boiled with boiling water.

Evaluation of the results showed that five (5) attributes, is dominated by INDOMIE namely general packaging design, colors, fonts, how to cook and information about vitamins and minerals. One (1) attribute is dominated by MAMEE, which is lack of information about the level of spiciness, while two (2) attributes that are the nutritional value and the addition of fried onions is equal either for instant noodles INDOMIE-Indonesia or MAMEE -Malaysia.

I. INTRODUCTION

Good packaging design is not only attractive when displayed on the shelves, but also able to convince consumers to buy. Packaging design is an important factor in product sales. If the form and packaging materials have a standard, then the graphic elements on the packaging able to be a deciding factor whether or not a package attractive.

Instant noodle MAMEE-Malaysia and production of Indofood-Indonesia namely INDOMIE has a particular packaging design of graphic elements, which are different for each type. It is interesting to study and analyze because it is not a lot of instant noodle products that have a graphic element that is different for each type. Based on the analysis of [5] in a comparative study of the packaging design instant noodles of South Korean in domestic market and exports, showed that the graphic design of the instant noodles is not much change significantly except in typography.

In this study, researchers have analyzed the differences in graphic elements and what factors are taken into consideration and the causes of different designs.

PACKAGING DESIGN

“Currently, packaging functions is not only as a protective or container but also a means of promotion of products that are packed. This is consistent with the [3] statement as a marketing expert.

Many factors that should be considered with regard to the design of the packaging are:

1. Identity factors
   Overall packaging to be different from other packaging, it has the identity of the product to be easily identified and differentiated from other products.

2. The safety factor
   Packaging should protect the product against a wide range of possibilities that could be causing damage to the goods.

3. Distribution factors
   Packaging should be easily distributed to the hands of consumers, ease of storage and display needs to be considered, so it is not to complicate the laying on racks or displaying.

4. Economic factors
Calculation of cost-effective production was including selection of materials, so it does not exceed the proportion of benefits.

5. Promotion factors
Packaging has an important role in the field of promotion, in this case the packaging serves as a "silent sales person".

6. Communications factor
As the communications media, packaging explain and reflect the product, brand image and also a part of the production with consideration easily seen, understood and remembered.

7. Environmental factors
In the circumstances of the present environmental problems is important, for the many companies that use packaging that is environmentally friendly and can be recycled and reused.

8. Ergonomics factors
Consideration for the packaging so that it is easy to carry and hold, easy to open and retrieved is very important.

9. The Aesthetics factor
The beauty of the packaging is the visual appeal that includes consideration of the use of color, shape, brands, illustrations, fonts, layout and mascot. The purpose of aesthetic is to achieve optimal visual appeal quality.

According [9], a packaging has the appeal and classified into two, namely:

**Practical appeal**
Practical appeal is the effectiveness and efficiency of a package aimed at consumers and distributors.

**Visual appeal**
Visual appeal on appearance package includes graphic elements to create an impression. A good design should be able to influence the consumer to give an unnoticed positive response.

A successful package is a combination of marketing and design, which should meet the following criteria:

1. **Content (content)**
   Packaging should be able to provide information on the package contents and what is contained in the product.

2. **Suitable (corresponding)**
   Packaging design should comply with the packaged product.

3. **Distinctive (unique)**
   Overall design of the packaging must be unique and different from competitors' products.

4. **Stand out (stand)**
   Packaging that is not or less pronounced compare with other package, the package will lose its function.

   Packaging outside display should have the power to persuade. Packaging is able to be deemed a "silent sales person", because it is a last factor of a product that can affect to someone decision, whether to buy that product or not [1].

Packaging is one of the solutions to attract consumers because dealing directly with consumers. Indonesian society is "low involvement view of a passive consumer" and they have a tendency to remember more and will believe in the product, even though the product is not as imagined. Packaging has a large percentage of selling products.

**PACKAGING ELEMENTS**

A designer should know that the product is very well, for a product that is sold. Designers should understand well the needs, tastes, preferences, purchasing power and buying habits of consumers. Designers also need to know the needs and problems of the client. Marketing issues, the level of competition, and the amount of budget that is owned clients should be taken into consideration in planning a design project.

Designers should always remember that a package is never alone. It will always be surrounded by other packs, usually of similar products or competitors. Therefore, it is important to first compare the competitor packs with the packaging owned by clients [8]. Packaging should appear attractive to be able to attract the attention of potential consumers. A creative strategy is required that is the concept and application of packaging design, based on the data that has been obtained from research all aspects of marketing to maximize visual appeal. After a creative strategy was applied then it is continued with the process, including the application of visual elements that will be applied to the packaging page.

Some things that able to be done about this creative strategy are to modify certain aspects of a product [6], such as:

1. **Color**
   Consumers see color much faster than seeing shape or form. Color is an element that was first seen when the product is in display place. Color with high reflectivity will be more visible from a distance and it is recommended by most of the packaging, because it has appeal and greater impact. Colors contrast factors to colors of other support should also be considered.

2. **Illustration**
   Illustration is one important element that is often used in a communication package, because it is often regarded as a universal language that able to penetrate barriers posed by differences in verbal language. Illustration, in this case, including photographs, may reveal a faster and more effective than text. Affixing the illustrations in a media product should be based on the typical functions. A package is deemed to be more powerful to pull when added illustrations, except for certain conditions which are unneeded illustration.

3. **Typography**
   Text on media product is a verbal message, it is used to describe the offered products and simultaneously directed in such a way that consumers behave and act in accordance with the expectations of the manufacturer. The letters type should be tailored to the theme and purpose of the product itself. So this is where the required
carefulness in selecting the appropriate font that animates the product.

4. Brand or Logo
The identity of a product is very desirable. This is to distinguish the packaging with other packaging. Other goal of their brand and logo is to introduce products to the public in the form of nonproduct, among others, in pamphlets form, banners and other communication tools. With the symbols in the brand or logo, then public will recognize the sold products. To make the logo should be simple, has a characteristic, it is easy to explain, inspire, containing authenticity and is not similar to another product logos.

5. Shape
Forms of packaging are key supporters who helped create the entire of visual appeal. But there is no standard principle that determines the physical form of a bundle. Because of this packaging form is usually determined by the nature of the product, mechanical considerations, marketing conditions, consideration of a display, and how to use such packaging.

6. Layout
Layout means gathering all aspects of graphics, including color, shape, brands, illustrations and typography into a new package that is prepared and placed on the packaging intact and unified.

Six items considerations for the development or layout are:
   a. Equilibrium (balance)
   b. Point (focus)
   c. Opposites (contrast)
   d. Comparison (proportion)
   e. Strains pirza (pirza-motion)
   f. Unity (unity)

In formulating the design strategy, designers should pay attention to the message of a package to be delivered to potential customers. Packaging is able to convey a message about a product, brand, product category, type of customers, as well as the benefits offered by the product. Packaging is also able to convey a veiled message. For example, color, shape, size and texture, it is able to create the impression of luxury (emboss, foil, etc). Transparent packaging, form an unusual structure, or reusable packaging (bottles, glass jar or box) also gives a different message. Packaging is a symbol of the overall marketing effort, physical and visual evidence of the product to be sold. Therefore, it is important to always remember that with just selling products, packaging plays an important role with respect to trust the brand.

PACKAGING DESIGN OF INSTANT NOODLES
According to [7], packaging design has function as a wrapper and souvenirs. The principle that is important and fundamental of technology packagings, which are: it is able to protect, guard, and give information about products. In principle the purpose of packaging is protect of products through a series of distribution and sale. The main objective of the pack is protecting, but other purposes that can vary are on appearance, texture, graphic, the form, the cost and structure. The packaging design is done based on the consideration worthy or failure of the design to a product, it was not based on the design true or false [2].

Packaging material of instant noodles called flexible packaging. Like plastic, flexible packaging is everywhere. In the simplest form, packing been used in the past. On noting more complex, flexible packaging is innovation a recent of industry packaging. If defined, a flexible package not rigid or hard, but it is able to be formed and wrapped follow products, packing is flexible, and favorable when touched.

“Flexible packaging is able to be closed a full degree or extent. If covered completely, packaging is able to be completely protecting of products without medium additional other. If covered a part of product, on the other hand, most likely involve other element as the made of aluminum foil, plastic or paper [4]”.

“Food industry is the highest number of user’s flexible packaging. Variations packaged product that requires special attention in accordance with the purpose of its packaging. Those particular things are able to including: protection against moisture, oxygen, the fragrance and taste, resistant to leakage, clarity, impervious to the rays of UV, able to be seen and closed repeated [4]”.

Almost all instant noodles using a material with such terms, but sometimes use different layer composition. Flexible packaging is currently experiencing rapid growth. The use of packaging as flexible 17% of the market packaging, based on data of year 2002 from the Flexible Packaging Associations State of the Industry Report.

The final images FPA states that at present there flexible packaging industry reached $ 20 bilion industry, up from 17 $ bilion in 1997. Flexible packaging in the meaning of wide area is items like pouches, bag and wrapping plastic. Blister packs and shrink sleeves are still being debated whether it be considered as the expansion of flexible packaging. FPA categorizes flexible packaging as packing whatever they able to be change. Flexible packaging used in variation fields as food and drink, medicines, cosmetics, health, beauty and consumers other products.

Flexible packaging that is printed on world wide web is expected to be more visible, and in the field of flexible packaging industry responsible at the time of printing and the formation of some item as: stand-up pouches and packaging anti torn (retortable packaging), used widely during food industry. Flexible packaging besides serves to package the product, it is also able to increase the space to advertise. Many companies recognize the ability of flexible packaging as a substitute for promotion through billboards. Packing flexible packaging does not depend on the label, packing is able to look shiny and could be formed in such a way as [10].
II. METHODS

The quantitative and qualitative methods were used in this research, while the method of analysis data using a method of descriptive comparative. Interview, observation and documentation were used in collecting data. Questioners were collected from 30 respondents.

III. FINDINGS AND DISCUSSIONS

Findings of this study will be described by global description about instant noodle of MAMEE – Malaysia and also INDOMIE-Indonesia.

INSTANT NOODLES OF MAMEE – MALAYSIA

Of collected from packaging instant noodles Malaysia production by using MAMEE brands, which is the most consumed instant noodles by consumers in Malaysia is one kind of fried noodles and two type of boiled noodles, one kind of noodles special for children and one cup noodles that is included in this study, namely fried noodles MAMEE chef, boiled noodles MAMEE chicken and curries Xtra Spicy, and also MAMEE ‘Monsters’ noodles.

1. FRIED NOODLE MAMEE CHEF

2. BOILED NOODLE MAMEE CHICKEN

3. BOILED NOODLE MAMEE CURRIES XTRA SPICY

4. FRIED NOODLE MAMEE MONSTER

Fig. 1. In front of Packaging Design, sample Instant Noodles MAMEE – Malaysia

Packaging design instant noodles MAMEE – Malaysia being marketed in Malaysia has a color strikingly diverse, there are crosses between green, yellow, blue, black, red, gold and other colors.

Typography of brand instant noodles MAMEE being in a position right side or above middle. ‘Product Name’ was under the brand with typography large enough to be read and use of the letter upright. Shaped box packaging with heavy type 77 g. Layouts Design position was horizontal and “Point of Interest” from the pack was in ‘Product Name’ of fried noodles.

Illustration used technique of photography that show the photo of fried noodles and fried chicken, egg the stew is that look yellow eggs, coupled with vegetables peas and also tomatoes or a wedge red pepper, so there were a combination of a yellow, brown, green and red. Photographs of instant noodles dominated almost in the packaging.

Other information as date expired is quite apparent clear on the front of packaging and also logo lawful use Arabic typography and there was a statement of endorsements from ‘Ulema Malaysia’.

In the front part of packaging design there was a flash picture that containing information about additional fried onion garnish equipped with chili or tomato sauce. This flash picture shows excess products compared with its competitor or an existing product.

In addition to fried onion garnish is hoped that people will enjoy instant noodles similar to fried noodle, other sprinkled with fried onion garnish. While the purpose of the addition of chili or tomato sauce is expected to be an attraction consumers Malaysia to buy MAMEE instant noodles, because consumers Malaysia like cooking spicy. This is able to be seen from information about the level of pungency, in the form of figures accompanied the level of pungency (spicy meters) and illustration of red pepper especially for Xtra Spicy noodles.

Fig. 2. Spicy Meters of MAMEE-Xtra Spicy noodles

Information how to cook or way of provision as most products noodles could be found in the back part of the packaging. Illustration how to cook was very clear because it was equipped with a caption time and composition of water in
a picture and color that have light, this information could easily be read by the consumer of all the circles. All information is written by Malaysia language, English and Chinese, because there are three nations largest in Malaysia namely, Malay, Chinese and India who happened to have English as the second national language.

The Malaysia community prefer perceives visually compared with writing, it was able to be found if it have been analysed from the description given in an image of such 2 minutes, 400 cc, show that the designers of these illustrations have considered that community in Malaysia prefer to see a visual than the inscription, although next to the picture there is a description manner of presentation. Illustration representing the manner of presentation of only 3 pieces, this indicates that consumers there has been so much understand how to cook instant noodles.

A composition products, information nutritional value, a customer service, logo lawful, and date expired, MAMEE brand and heavy clean as well as barcode there are also around instant noodles MAMEE this, like other instant noodles.

**INSTANT NOODLES INDOMIE –INDONESIA**

From the collection of packaging instant noodle production of Indonesia with brands INDOFOOD, that is the most mostly instant noodles consumed by consumers in Indonesia there are 2 kind of noodles poached and 3 kind of fried noodles as a sample in this research, namely boiled noodles INDOMIE of onions chicken and chicken curry. While the 3 types of fried noodles INDOMIE which are Rendang taste, Ordinary Fried and Spicy taste noodle.

1. Boiled Noodles INDOMIE of Onions Chicken
2. Boiled Noodles INDOMIE of Chicken Curry
3. Fried Noodles INDOMIE of ‘Rendang’ taste
4. Fried Noodles INDOMIE of Ordinary Fried

![Image of Instant Noodles Packaging](image-url)
Packaging Design INDOMIE cooking marketed in Indonesia has color diverse, dominated a yellow and red color. There were few blue to give the information to consumers that this product is instant noodles. A yellow and red color was almost as strong dominated packaging design.

Typography of INDOMIE brand being in a position right over and plus information that the brand has been registered brand. ‘Product Name’ is under INDOMIE brand with typography large enough to be read and use of the ‘Script’ letter.

Illustration used technique photographic show the photo of fried noodles and wedges chicken, shrimp or ‘rendang’ meat depends on flavor to the fried noodles. There are several variation tastes of fried noodles circulating in Indonesia, among others fried noodles ‘Rendang’ taste, Onions Chicken, Ordinary taste, Spicy taste and INDOMIE for children. The illustration consists of lettuce vegetables, peas, parsley, tomatoes, carrot, a wedge cucumber, a wedge onion and wedges of red chili.

Packaging shaped was box by the net weight 85 g (3.00 oz) to fried noodles ‘Onions Chicken’, Chicken Curry and Ordinary fried noodles. While fried noodles ‘Spicy’ have the net weight 79 g (2.79 oz), ‘Rendang’ taste have 91 g (3.21 oz). ‘Layout Position, design was vertical synchronization with ‘Point of Interest’ from the pack was on the ‘Product Name’ of fried noodles.

Other information as SNI (Indonesia National Standard), date expired, and logo lawful is quite apparent clear on the front of packaging. Logo lawful use Arabic typography furnished with information of the ratification by the Indonesia Ulemas Council. SNI number, ‘LPPOM’ and ‘BPOMRI’ are placed at the bottom left of packaging.

On the information of nutritional value there is information that this product enriched with vitamin A, B1, B6 and B12, niacin, folic acid, pantotenat acid and minerals iron. Producers want to point out that instant noodles were nutritious to be consumed, by adding information on vitamins and minerals that include in the products.

In the front of the packaging design there are picture flash containing information about additional fried onion garnish, chips, oil herbs and chili or tomato sauce. In addition to elements is expected to the Indonesian people like fried onion garnish and cooking spicy will became attracted to buyers and choose instant noodles INDOMIE this is indofood production.

Information about how to cook or way of provision as most products noodles could be found in the back of packaging. Illustration about how to cook was very clear because it was equipped with information time and composition water in pictures and color have light, this information easily can be read by consumers of all the circles, all of the information written by Indonesian. There are two kinds of the manner of presentation, namely presentation of the ripe in boiling water and the second with microwave. If analysis from the description given in an image such 3 minutes, 5 minutes, 350 cc, and 400 cc show that illustration designers had to consider that Indonesians prefer perceives visually compared with writing, although on the picture there are information of the manner of presentation. Illustration representing of the presentation manner only 3 pieces, this indicates that many consumers have been understand how to cook instant noodles.

A products composition, information nutritional value, customer service, logo lawful, date expired, INDOMIE brand and heavy clean as well as barcode there are also around this INDOMIE instant noodles, like other instant noodles. On the back of packaging there is a photograph fried noodles plus tagline “INDOMIE is my passion”, this shows that the producers want to stress that INDOFOOD fried noodles is an Indonesians taste.
Most respondents (80%) indicated that the packaging instant noodles INDOMIE is generally more good compared with MAMEE (20%). All respondents (100%) agreed that INDOMIE instant noodle packaging color better than MAMEE. 70% of respondents stated that the font used on the packaging of INDOMIE better match than MAMEE (30%). 70% respondents stated that the font used on the packaging of INDOMIE better and appropriate compared with MAMEE (30%). How to cook more complete INDOMIE (90%) than MAMEE (10%), namely boiled and using the microwave.

All respondents indicated that the nutritional value of INDOMIE instant noodles equal to MAMEE, as well as additional information of fried onion garnish either on INDOMIE and MAMEE.

All respondents (100%) indicated that the packaging of MAMEE instant noodles there are the level of pungency, while in INDOMIE there is no such information. All respondents (100%) also indicated that around INDOMIE received an additional vitamins and minerals, while around MAMEE there is no such information.

### IV. CONCLUSION

Of the analysis results can be concluded that it was found different information on each packaging. Packaging instant noodles MAMEE-Malaysia did not add information about vitamins and minerals, while INDOMIE-Indonesia adds information enriched vitamins and minerals. By adding information on vitamins and minerals which was included in products, producers want to point out that instant noodle nutritious to be consumed.

In the front of the packaging design of INDOMIE-Indonesia there was ‘drawing flash’ containing information about additional fried onion garnish, chips, oil herbs and chili or tomato sauce. In addition to elements is expected to the Indonesian people who is like fried onion garnish and cooking spicy will became attracted to buy and choose the production of INDOFOOD instant noodles.

Information about how to cook or way of provision as most products noodles could be found in the back of packaging either on instant noodles MAMEE-Malaysia or INDOMIE-Indonesia. Information about how the manner of presentation on the packaging INDOMIE-Indonesia there are two kinds, namely the presentation by cooking in boiling water and the second with a microwave. When analyzed from the information given in the picture like 2 minutes, 3 minutes, 5 minutes, 350 cc and 400 cc showed that the designers of these illustrations have considered that community in Indonesia and Malaysia prefer to see a visual than the inscription, although next to the picture there is a description manner of presentation, while at the back of the packaging of instant noodles Mamee-Malaysia the way of presenting only one, which is boiled with boiling water.

Evaluation of the results showed that five (5) attributes, is dominated by INDOMIE namely general packaging design, colors, fonts, how to cook and information about vitamins and minerals. One (1) attribute is dominated by MAMEE, which is lack of information about the level of spiciness, while two (2) attributes that are the nutritional value and the addition of fried onions is equal either for instant noodles INDOMIE-Indonesia or MAMEE -Malaysia.

### V. REFERENCES


