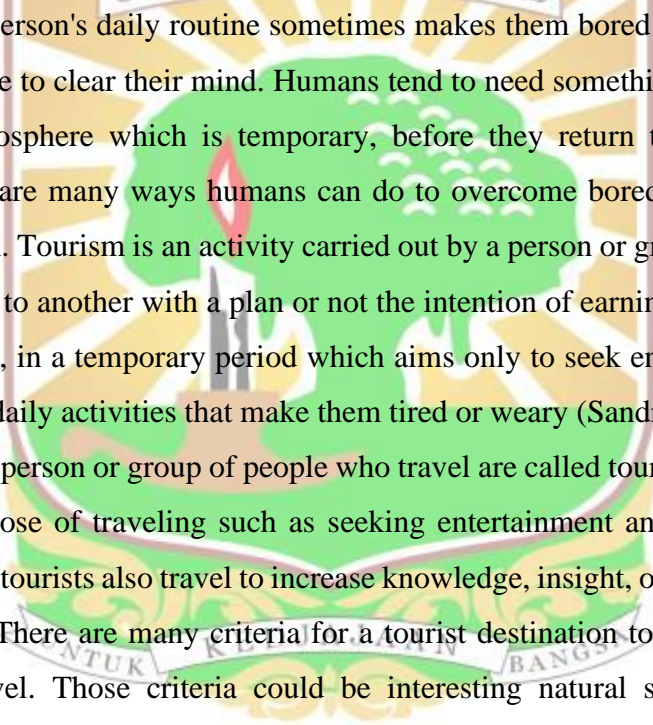


# CHAPTER I

## INTRODUCTION

This chapter explains the research background, problem formulation, research objectives, problem limitations, and writing systematics.

### 1.1 Background

The logo of Universitas Andalas is a circular emblem. At the top, a banner reads 'UNIVERSITAS ANDALAS'. The center features a green tree with a red flame-like shape above it. Below the tree, a banner contains the text 'UNTUK KEMAJUAN BANGSA'. The entire emblem is set against a yellow background with radiating lines.

Every person's daily routine sometimes makes them bored and they need a new atmosphere to clear their mind. Humans tend to need something different or a brief new atmosphere which is temporary, before they return to their original routine. There are many ways humans can do to overcome boredom, and one of them is tourism. Tourism is an activity carried out by a person or group who moves from one place to another with a plan or not the intention of earning a living in the place they visit, in a temporary period which aims only to seek entertainment and vacation from daily activities that make them tired or weary (Sandra Putri Dewanti et al., 2018). A person or group of people who travel are called tourists. Aside from the initial purpose of traveling such as seeking entertainment and having fun to relieve fatigue, tourists also travel to increase knowledge, insight, or curiosity about a tourist spot. There are many criteria for a tourist destination to be a reason for tourists to travel. Those criteria could be interesting natural scenery, history, luxurious facilities, culinary and typical souvenirs (goods and foods).

Bukittinggi is a city that is one of the tourist destinations that many tourists choose to spend their time off. The city's natural scenery and historical landmarks are among its' attractions that keep tourists revisiting to enjoy its beauty. Despite its identity as a city, Bukittinggi still has many places that retain the charm that is often lost in urban areas. The city that was once the capital of Indonesia during the emergency government holds a deep history and has many historical relics that are interesting to visit and learn more about, such as the Jam Gadang, Lobang Jepang,

and the birthplace museum of the Indonesian proclaimer father, Mohammad Hatta. In addition, the cool air, the green and amazing natural scenery, and the typical cuisine are additional points as to why this city is a choice for tourists. The increase in the number of tourists visiting Bukittinggi from 2017 to 2023 can be seen in **Table 1.1** below.

**Table 1.1** The Number of Tourists Visiting Bukittinggi

No	Year	Number of Tourist (People)
1	2017	478,400
2	2018	547,976
3	2019	933,609
4	2020	1,471,542
5	2021	748,074
6	2022	1,231,306
7	2023	1,161,812

(Source: BPS Sumatera Barat, 2024)

The data from the Central Statistics Agency of West Sumatra Province listed in **Table 1.1** shows the number of tourists visiting paid destinations in Bukittinggi. **Table 1.1** shows that the number of tourists visiting continued to increase from 2017 to 2020, then decreased in 2021. This is a result of the COVID-19 pandemic, which required residents to refrain from traveling or going on vacation due to government policies. However, tourist visits increased again in 2022 as coronavirus cases declined.

In addition to the attractions of Bukittinggi mentioned above another attraction that makes this city a popular tourist destination is its culinary and typical souvenirs. As is known, traveling does not feel complete without buying souvenirs that prove to tourists that they have visited the place. Bukittinggi's souvenirs, both culinary delights and handcrafted items, are perfect for tourists to bring home. One of the souvenirs that stick in people's minds when talking about Bukittinggi is sanjai chips. Made from cassava, Sanjai chips are thinly sliced and fried until perfectly dry. Sanjai chips are widely known among tourists as a local specialty from the Minang region. But fewer people know, that the name 'Sanjai chips' originates from a village in Bukittinggi called Sanjai. Sanjai Village is located in Manggis Village,

Manggis Ganting Subdistrict, Bukittinggi City, where in this village, tubers, especially cassava, grow very well, have good quality, have a different taste in a good way compared to other areas (*Karupiak Sanjai: Keripik Singkong Tersohor dari Bukittinggi - Indonesia Kaya*, 2024).

Sanjai chips, or *Karupiak Sanjai* as they're known to locals, are a popular snack among local and foreign tourists in Bukittinggi. The creation of these chips traces back to three Sanjai village residents who, bored with the usual boiled cassava, decided to innovate and make chips instead. (*Karupiak Sanjai: Keripik Singkong Tersohor dari Bukittinggi - Indonesia Kaya*, 2024). These chips, originally sold only at stalls, turned out to be a hit in the market. Because these chips come from Sanjai, people then called these chips *Karupiak Sanjai*. The savory and crunchy taste made these chips immediately attract the hearts of the people so that market demand increased. This success encouraged residents of the Sanjai area to start producing Sanjai chips as well. As a result, Sanjai chips grew into a thriving business for many locals, establishing Sanjai village as the heart of the cassava chip home industry in Bukittinggi. The Sanjai chip business has become a family business that has been passed down to the third or fourth-generation (Mahdi et al., 2019).

The growing demand and relatively simple production process led to the expansion of this business beyond the Sanjai area. Many residents from outside Sanjai also started their own Sanjai chips businesses. Nevertheless, the growing number of Sanjai chips producers outside the village did not diminish its identity as a product originating from Sanjai village. The native residents of Sanjai had no issue with this, as Sanjai chip entrepreneurs continued to uphold the principle of "Different Hands, Different Results" (Suzianti et al., 2020). Therefore, anyone can freely produce and innovate with Sanjai chip products, even if they are not native to Sanjai. This is beneficial, as the growing number of Sanjai chip entrepreneurs helps ensure the sustainability of this iconic souvenir of Bukittinggi. However, with the rise of Sanjai chips businesses, entrepreneurs are forced to think creatively and innovate to stand out in a competitive market. This has led to numerous

breakthroughs, including new flavor variations and innovations that continue to entice consumers.

The growing market competition requires a strong marketing strategy to thrive in the industry. While introducing product variations can help, it alone cannot guarantee consumer success without a well-planned marketing approach. One key aspect of a successful marketing strategy is packaging, which is frequently overlooked by many business owners, particularly in the SME sector. SMEs can boost the selling value of their products by paying more attention to how they are packaged. Packaging must effectively convey information to consumers, allowing the product's value to be clearly perceived.

The many variants and innovations from Sanjai chip entrepreneurs to attract customers must be supported by attractive packaging and provide sufficient information for customers. Packaging that is less attractive and seems mediocre makes customers hesitate to buy. Tourists who visit Bukittinggi mostly prefer to shop at large and well-known stores such as Umami Aufa Hakim rather than buying at similar souvenir shops on the side of the road or small entrepreneurs such as SMEs. Therefore, not only a few Sanjai chip entrepreneurs decided to put their merchandise in supermarkets so that their sales do. However, less attractive packaging makes consumers not spare a glance at their products even though they have many variants on offer.

One of the SMEs that sells and self-produces Sanjai chips is the "Usaha Kerupuk Sanjai YESI". In an interview with Mrs. Yesi, the product seller and one of the owners, it was revealed that this business, launched in the 1980s, is now managed by three siblings as a family business. This SME produces and sells its products in two locations: at the entrance of the local market and along the roadside in the Baso area of Agam Regency. The products offered include not only the original Sanjai chips but also a variety of flavors and variants. Product promotion relies entirely on word of mouth. At first, Kerupuk Sanjai YESI was packaged in plain, thin plastic, making the product less recognizable to consumers and harder to

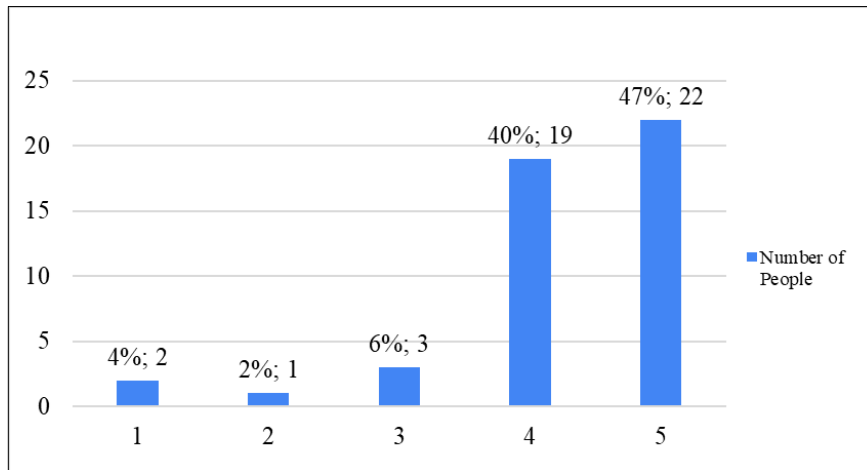


locate. To overcome this, a simple label displaying the seller's address was added to the packaging three years ago, helping the product attract a slightly broader consumer base. The sanjai chip packaging can be seen in **Figure 1.1** below.



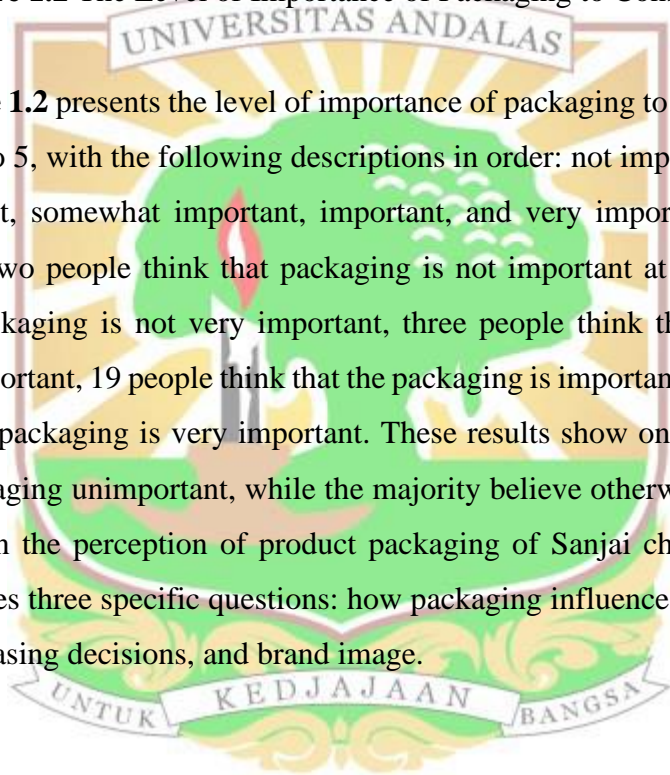
**Figure 1.1** Packaging in Usaha Kerupuk Sanjai YESI

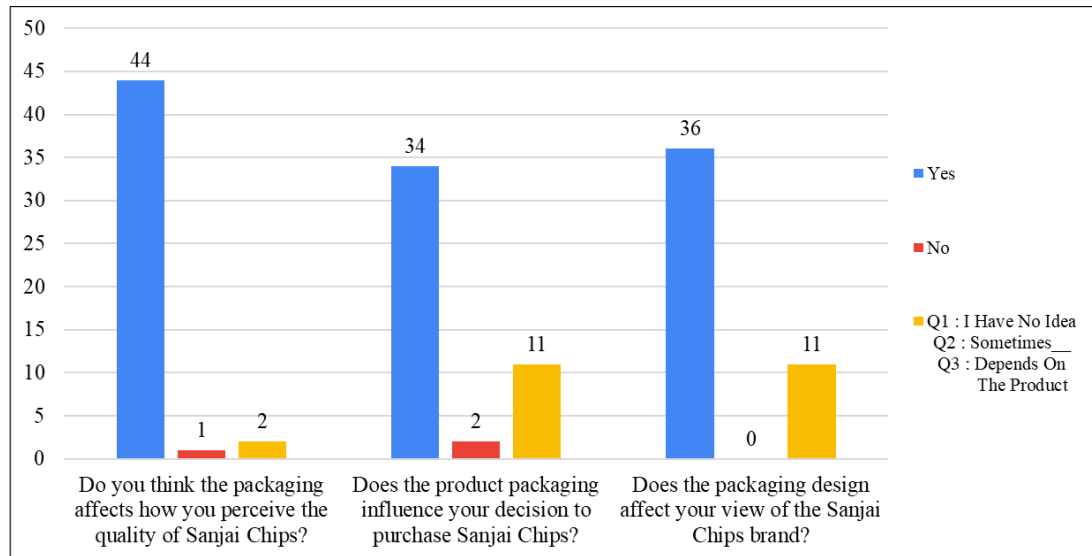
The role of packaging goes beyond simply protecting the product. It serves three primary functions: shielding the product from contamination, specifying the unit scale for sales, and conveying important product information (Saribu et al., 2020). In addition to its primary functions, the evolution of technology and modern trends have expanded the role of packaging. It now plays a crucial part in shaping consumer decisions to purchase a product. To support this, a straightforward study was conducted to gauge the importance of packaging for consumers by distributing a simple questionnaire. With a total of 47 respondents, the results regarding the importance of packaging in influencing purchasing decisions are shown in **Figure 1.2** and **Figure 1.3** below.



**Figure 1.2** The Level of Importance of Packaging to Consumers

**Figure 1.2** presents the level of importance of packaging to consumers on a scale from 1 to 5, with the following descriptions in order: not important at all, not very important, somewhat important, important, and very important. Of the 47 respondents, two people think that packaging is not important at all, one person thinks the packaging is not very important, three people think the packaging is somewhat important, 19 people think that the packaging is important, and 22 people think that the packaging is very important. These results show only a few people consider packaging unimportant, while the majority believe otherwise. For further information on the perception of product packaging of Sanjai chips, **Figure 1.3** below evaluates three specific questions: how packaging influences perceptions of quality, purchasing decisions, and brand image.





**Figure 1.3** Question-Related to The Packaging of Sanjai Chips

**Figure 1.3** shows that 44 respondents believe packaging affects their perception of the quality of sanjai chips, 34 respondents believe packaging influences their decision to buy sanjai chips, and 36 respondents believe packaging design affects their view of the brand of the sanjai chips. The data suggests that packaging is a critical factor in shaping consumers' perceptions of quality, purchasing decisions, and opinions about the brand. While the majority consistently agree on the impact of packaging, a small group either feels indifferent or believes the influence varies depending on the situation.

Although Kerupuk Sanjai YESI has its own packaging, it still has notable weaknesses. The plastic material is thin and prone to tearing, the label design is inadequate, and the packaging lacks sufficient information, offering only the address of a single sales location. Therefore, this research focuses on creating a new packaging design for Sanjai chips at Kerupuk Sanjai YESI by applying the Kansei Engineering method to strengthen market appeal and drive sales growth.

Several weaknesses of the current packaging used by Kerupuk Sanjai YESI have prompted the need for a redesign. These issues include:

1. Thin and prone-to-tear packaging material, which is easily torn and offers limited protection during distribution and storage.

2. Unattractive visual design, with basic typography and overly bright color combinations that give an unprofessional impression.
3. Lack of product information, such as the absence of ingredient lists, expiration dates, and flavor variants.
4. Weak brand identity, as there is no consistent logo or visual element to establish a recognizable brand image.
5. The label size is small and disproportionate, making the text and images difficult to read and limiting shelf appeal.
6. The overall appearance is dated due to the use of outdated layout and design elements that do not reflect modern packaging trends.

## **1.2 Problem Formulation**

The problem addressed in this study is how to redesign the packaging of Sanjai chips effectively, aligning it with consumer needs to enhance the product's purchasing power.

## **1.3 Research Objectives**

This study aims to redesign the packaging of Sanjai chips to align with consumer needs and ensure the product achieves higher purchasing power.

## **1.4 Research Scopes**

The scopes of this research are:

1. The product studied was only the original variant of Sanjai chips.
2. The taste and quality of the product were not considered.



## **1.5 Outline of Report**

The outline of the report is as follows.

### **CHAPTER I INTRODUCTION**

This chapter contains the background of the research, problem formulation, research objectives, research scopes, and the outline of the final project report proposal.

### **CHAPTER II LITERATURE REVIEW**

This chapter discusses theories related to packaging and Kansei Engineering. These theories are used as references in solving problems in this study.

### **CHAPTER III RESEARCH METHODOLOGY**

This chapter contains the methodology used in the research. The stages carried out start from collecting and processing data until conclusions are obtained from the research conducted.

### **CHAPTER IV DATA COLLECTION AND PROCESSING**

This chapter contains the process of collecting and processing data related to the design of Sanjai chip packaging using the Kansei Engineering method. The data that has been collected is then processed. Data processing is in the form of statistical factor analysis tests with the help of SPSS software. The results of the data processing are in the form of factors that influence consumer emotions and are used as considerations in designing Sanjai chip packaging using the Kansei Engineering method.

### **CHAPTER V DISCUSSION**

This chapter contains an analysis of the results of statistical tests, design results, and packaging design evaluation results.

## CHAPTER VI CONCLUSION

This chapter contains the conclusions obtained from the research and suggestions for further research.

