Packaging strategies in *Gayo* arabica ground coffee

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**Abstract.** Coffee has become a distinctive feature of the Province of Aceh, so many shops have made coffee a commodity that is traded, packaging is one of the things that are attractive to consumers to buy coffee that is available. The packaging has several parameters that are considered, including writing design, packaging form, trademark, packaging color, packaging material and other parameters. The purpose of this study is to obtain a sequence of packaging parameters that are important to consider when making coffee packaging so that it attracts consumers. The research was conducted by direct interview with the owner and shopkeeper and questionnaires. The results showed that the trademark is the coffee consumer's first consideration in choosing packaged coffee, further researched, the trademark which included the name of a place famous for coffee became the first consideration.

1. **Introduction**

Coffee has become a drink that is consumed daily, usually coffee is consumed in the morning and during the day, coffee consumption in the world continues to increase and the taste of coffee from one region to another is also very diverse so that coffee consumption is not boring. Coffee is one of Indonesia's leading agricultural commodities after palm oil and cocoa and is one of the plantation commodities which has a high economic value among other plantation crops so that it plays an important role as a source of foreign exchange [1]. In addition, coffee is also a source of income for no less than one and a half million coffee farmers in Indonesia [2].

Coffee comes from Africa, Arabica coffee comes from Ethiopia and Robusta from the region around Angola, furthermore coffee is grown more in tropical countries such as Brazil which has dominated coffee production since 1840 [3]. The success of coffee agribusiness requires the support of all related parties. Efforts to improve coffee productivity and quality are continuously carried out so that coffee competitiveness in Indonesia can compete in world markets [2]. Currently, the increase in coffee production in Indonesia is still hampered by the low quality of the coffee beans produced, which affects the development of final coffee production. This is due to improper post-harvest handling, including fermentation, washing, sorting, drying, storage and roasting processes. In addition, the specifications of the tools / machines used can also affect each stage of coffee bean processing, therefore to obtain good quality coffee beans, proper post-harvest handling is needed by doing each stage correctly, storage is a stage that is also very decisive in maintaining the quality of coffee, the use of appropriate storage media, the conditions in which the coffee is stored and the conditions of the coffee when it is stored also greatly determine the final quality of coffee.
Packaging is one of the most important components in storage, so far many types of packaging have been found, such as polyethylene and polyprophylene, the use of this packaging has been able to maintain the quality of agricultural products to consumers and also the way of communication between producers and consumers [4, 5]. Coffee is an agricultural commodity whose price is very dependent on quality [6], the value of coffee increases significantly and is directly proportional to its quality level. In addition, the market for coffee is increasing according to the quality of coffee produced both in the post-harvest process and in processing such as how it is roasted and served. Taste and aroma are very decisive factors in increasing consumer attractiveness to the coffee served and Packaging is part of a chain, therefore, storage space, material consumption, packing and unloading time (if applicable) should be estimated for good results [7].

Changes in physical quality due to improper storage will result in changes in taste and aroma, thereby reducing the attractiveness of consumers to consume them. The selection of the type of packaging, the form of the packaging, the appearance of the packaging and the right packaging writing will lure consumers to buy coffee products, among these variables it is necessary to know more clearly which influence consumers to choose and buy them and it is necessary to know what information is considered and what is considered in packaging when consumers buy ground coffee. However, the packaging appearance of merchandise involves two- and three-dimensional concepts [8] and must conform to the purchase needs of the target [9]. The purpose of this research is to determine the very important variables in making coffee packaging that will attract consumers to buy.

2. Materials and methods
The implementation of this research was carried out in the City of Banda Aceh Indonesia in May 2020 by filling out a questionnaire for coffee consumers and interviewing shopkeepers with 3 souvenir shops and 3 retail stores, with a total sample size of 90 with 15 samples each. The questions asked were regarding the choice of coffee they bought, the reasons for choosing a particular coffee, whether the packaging had an effect on the choice and what things were considered about the packaging. Furthermore, the data obtained were analyzed for comparison.

3. Results and discussion
The results of interviews with souvenir shops indicated that the selection of packaged coffee was strongly influenced by packaging, especially the appearance of the brand name and the brand name itself. Brand names that represent the names of high-quality coffee producing regions are more likely to be chosen if the brand name is more dominant on the packaging. consumers from the souvenir shop are tourists and guests from outside the area who purchase coffee as souvenirs. Coffee is one of the superior products of Aceh, Indonesia, so most tourists and visitors from outside the region choose coffee as their souvenirs therefore Packaging design is a design course requiring both creativity and professionalism [10, 11].

As shown in Figure 1, packaged coffee buyers at souvenir shops prefer to buy because the brand, especially packaged coffee, makes the brand look more dominant in the packaging.
Interviews with retail shopkeepers show that the selection of packaged coffee is somewhat different from that of souvenir shops. Retail shop consumers in choosing packaged coffee are not only influenced by the trademark, especially trademarks that are well known to consumers, but also influenced by the price of the packaged coffee. Consumers from retail stores are local people, although trademarks are also a consideration for convenience store consumers in buying packaged coffee, the trademarks they choose are trademarks that they are used to consuming and their coffee products feel suitable to their tastes.

Price is another consideration besides trademarks, which are a lot of considerations for coffee consumers in choosing packaged coffee products. Convenience store consumers who come from various economic conditions make some choose price as a consideration in buying packaged coffee as shown in Figure 2.

**Figure 1.** Preference of the reasons for choosing packaged coffee in a souvenir shop

**Figure 2.** Preference of the reasons for choosing packaged coffee in retail shop
Further questions asked through interviews with shopkeepers were what trademarks were considered, all shopkeepers answered that the choice of certain words was taken into consideration between the name of the place, the type of coffee. The results of the questionnaire at the gift shop show that the word Gayo is a word that attracts coffee consumers in souvenir shops to choose packaged coffee. Gayo is the name of a place in Aceh province, Indonesia is a place where high quality Arabica coffee is produced, the results of coffee plantations in the Gayo Highlands have been exported to various countries and are in great demand by consumers. The word gayo, which is more dominant in coffee packaging, is a trigger to attract consumers to buy the product as shown in Figure 3.

![Figure 3](image1)

**Figure 3.** The word that is in a trademark that attracts consumers in souvenir shop

The word that is in the trademark that attracts retail consumers of packaged coffee is very diverse, the word ulee kareng is chosen more than the other words but the difference is not too big, while other words appear as choices such as the words Lampineung and Kelinci.

![Figure 4](image2)

**Figure 4.** The word that is in a trademark that attracts consumers in retail shop
4. Conclusions
The main consideration of coffee consumers in choosing packaged coffee is the trademark listed on the packaging, words that attract consumers to buy are words related to place names, souvenir shops are more dominant in favor of packaged coffee, including the word gayo in the trademark is preferred.

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