

## Characteristics On Culinary Packaging Design Of *Ayam Betutu* In Denpasar

NI LUH DESI IN DIANA SARI,<sup>1</sup> NI KETUT PANDE SARJANI<sup>2</sup>

1,2. Visual Communication Design Program, Faculty of Visual Art and Design ISI Denpasar

Jl. Nusa Indah Denpasar, 80235, Indonesia

E-mail: desiindianasari@yahoo.com

---

Tujuan khusus yang ingin dicapai dalam penelitian ini adalah mengidentifikasi karakteristik desain kemasan yang digunakan untuk mengemas kuliner ayam betutu di kota Denpasar. Hasil identifikasi yang dilakukan bermanfaat untuk merumuskan kriteria desain kemasan kuliner Ayam Betutu, yang dapat dijadikan panduan dalam menciptakan desain kemasan yang inovatif (*Packaging Design Brief*)

Penelitian ini merupakan penelitian deskriptif kualitatif. Sumber data diperoleh melalui metode purposive sampling dilakukan dengan teknik *accidental sampling*. Lokasi pengambilan sample dilakukan di rumah makan sebagai tempat penjualan kuliner Ayam Betutu yang tersebar di wilayah kota Denpasar. Teknik pengumpulan data dilakukan melalui metode observasi, dokumentasi dan wawancara.

Hasil yang dicapai adalah jenis – jenis kemasan yang digunakan untuk mengemas kuliner ayam betutu di Kota Denpasar. Berdasarkan klasifikasi bahan, daya tarik visual, daya tarik praktis dan kriteria kemasan.

The specific objective to be achieved in this research is to identify the characteristics of packaging design that is used to package a culinary ayam betutu in the city of Denpasar. Results of identification by the helpful to formulate criteria for packaging culinary design of *Ayam Betutu*, which can be used as a guide in creating innovative packaging design (*Packaging Design Brief*).

This research is a qualitative descriptive study. Sources of data obtained through purposive sampling method performed by accidental sampling technique. Sampling is performed in the restaurant as a place selling *Ayam Betutu* which are spread throughout the city of Denpasar. Data collection techniques performed through observation, documentation and interview.

The results achieved are the types of packaging used to pack a culinary of *Ayam Betutu* in the city of Denpasar. Collecting the results are determined based on the classification of materials, visual appeal, the appeal of practical and packaging criteria.

**Keywords:** Packaging design, *Ayam Betutu*, Denpasar, Bali typical souvenirs.

---

Culinary diversity are scattered in every regencies and cities in Bali feasible to develop as a tourist attraction in addition to the appeal of the arts and crafts. The diversity of culinary consists of snacks and traditional food with a distinctive taste. The diversity is use of certain raw materials that are identical to a region and not shared by other regions in Indonesia. Denpasar as the capital of the province of Bali, have different kinds of typical cuisine, one of which is *ayam betutu*. *Ayam betutu* is a traditional cuisine made from chicken, prepared with

spices typical of Bali.

The seasoning consists of; *bebungkilan* (*kencur*, ginger, galangal, turmeric), onion, garlic, bay leaf, lemon grass, and chili. All the ingredients chopped and then incorporated into chicken and processed using traditional tools. Savory and spicy flavors are mixed together, is an authentic taste of the culinary *ayam betutu*. To offset the spicy flavor there *plecing* vegetable, *sambal matah* and fried peanuts presented as complementary.

*Ayam betutu* is unique culinary heritage of the city of Denpasar. Currently gaining popularity among tourists as one of the culinary shall be enjoyed while visiting Bali. This success, not apart from the role of the municipal government of Denpasar that want to raise *ayam betutu* as one of the featured culinary is used as a tourist attraction. This is done to preserve the typical cuisine of the area that still exist amid the presence of a variety of culinary outside which can replace the presence of traditional cuisine.

The presence of wrap packaging for culinary *ayam betutu* necessary considering this culinary tastes good and has the potential to serve as an iconic souvenirs typical of Bali in Denpasar. According to I Wayan Gatra as Head of Industry and Trade of Denpasar quoted Antara Bali.com news, saying that;

During this time food (betutu) will be developed on a small scale "because it does not pay attention to the problem of packaging and presentation". "Packaging is the deciding factor for someone to buy it or not," In addition to packaging, among households who sell betutu also asked to create a characteristic that is reflected through the logo. "Logo easier for people to identify the product"

(Antarabali.com/berita/46947/denpasar-festival-diwarnai-lomba-kuliner, Friday, December 20, 2013 18:44 pm, accessed March 25, 2015)

Culinary *ayam betutu* has a unique taste, raw materials, aromas, distinctive form. But, the existence of packaging design is still not worked optimally. However, the design of the packaging has an important role to improve the durability and marketability of *ayam betutu* culinary. Moreover, this culinary serve as typical souvenirs of Bali. Packaging is used for this less than effective because of several problems. The lack of knowledge and insights on packaging design and graphic aspects of packaging design make the display packaging design *ayam betutu* less attractive.

In addition to meeting the aesthetic function, packaging design should have a form that is easy to carry. The presence of the packaging design should be able to improve the imaging of an area to highlight the distinctive identity of being tourist attraction. So that, these identities can serve as a differentiator (differentiation) between one region to the other.

The role of the designer in this case is very significant. Designer must understand the technical factors that are related to the packaging and designed to avoid the results of a design that cannot be produced.

As a designer should also understand about the packaging material, printing, labeling and shipping, so the packaging is designed to fulfill its function. In addition to the designer should also be aware of products, functions, manufacturing process, materials used, the target consumer, where it is sold, and how it marketing (Julianti, 2014: 283).

All of this information will assist designers in conceptualizing and also an indication in the packaging design in order to achieve objectives. The presence of packaging design can build a positive image not only for culinary packed but will affect the imaging Denpasar city as the city's vision of culture.

Packaging design is required in addition to a container also serves to increase the value and function of a product (Julianti, 2014: 15). The value meant is a practical appeal includes the graphic aspect of the packaging consists of a logo as the identity of its brand name.

The presence of the logo is able to increase the selling value of culinary products *ayam betutu* higher than that of the culinary kind. This is the strategic functions of packaging that can provide positioning and selling power for culinary products *ayam betutu*. Another graphic aspect is no less important role is the information on the packaging. This information serves as a means of communication and branding culinary products of the *ayam betutu* to tourists.

Visual Communication Design is present in an effort to solve the problem of visual communication for small and medium industries engaged in *ayam betutu*. One clump of visual communication design science that can be utilized is the field of packaging design. Urgency (virtue) this study are;

a). Seeing the lack of a culinary product packaging design of *ayam betutu* which has charm, unique, and character Balinese cultural identity. So this study is necessary because no previous related

study culinary product packaging design ayam betutu.

b). Seeing the condition of the culinary product packaging design *ayam betutu* that exist today, yet meets the design criteria and liveable iconic Balinese souvenirs. To address this problem is necessary to study the field of packaging design.

c). The learning method for students majoring in visual communication design, graphic designers, practitioners packaging, small industrial sector on how the process of creation of packaging design based on community needs.

d). Through innovative packaging design, *ayam betutu* can be used to support the preservation of Balinese culture in the culinary field.

Through early stage research that is done in the first year, is expected to obtain the characteristics of the packaging design *ayam betutu* in the city of Denpasar. This data can be used as a reference in formulating design concepts, ideas, and models of packaging (Packaging Design Brief).

This research was conducted in the area of Denpasar. This location was chosen because the restaurant that sells culinary betutu spread over the four districts. When the study lasts from March to June 2016. In this study the data gathered and examined the qualitative data. This data was obtained from various sources and types of data sources used, the source of primary data obtained from interviews with informants who met at the time of the survey in a restaurant that sells culinary betutu located in the city of Denpasar. The second source such as articles, journals, internet, and other literature.

The approach in this study using a qualitative approach. Sources of data in this study are an existing data including data on packaging design culinary "*Ayam Betutu*" in the city of Denpasar. Data collected in the form of words, pictures, and not numbers. All data collected likely to be a key to what had been observed. Thus the research report will contain excerpts of data to illustrate the presentation of the report (Moleong, 2009: 11). The source data was collected using the method of observation, documentation, interview, in this case the researcher play a role as a research instrument.

Sampling was done by purposive sampling and accidental sampling.

a. Purposive sampling. This sampling technique is used to sample the culinary product packaging design from a, located at the restaurant that specialized in selling *ayam betutu* in the city of Denpasar.

b. Accidental sampling means that sample with a certain considerations that are not designed meeting beforehand. The number of samples in this study was not determined because the study is qualitative which have the nature of "flexible and open", where the selection of respondents and the amount can evolve according to the needs (Sutopo, 2006: 64).

## RESULTS AND DISCUSSION

Based on the survey results and observations made in the process of data collection during March-June 2016 it has collected various types of packaging for the culinary products of *ayam betutu* pack in Denpasar spread over four districts. The types of packaging are derived from restaurants that specialized in selling ayam betutu with a variety of brands, including; a). Ayam Betutu Khas Gili Manuk; b). Ayam Betutu Nia; c). Ayam Betutu Code 168; d). Ayam Betutu Warung Liku, e). Ayam Betutu Depot Lina; f). Ayam Betutu Bu. Rai; g). Ayam Betutu Bu Koming; h). Ayam Betutu Rama; i). Ayam Betutu Galuh; j). Ayam Betutu Great Bu Wulan; k). Ayam Bali Dewata Ning, l). Ayam Betutu Kadek Wati; and m). Ayam Betutu Men Tempeh.

### Characteristics of Paper-Based Packaging Design

#### a. Ayam Betutu Khas Gilimanuk



**Figure 1:** Secondary packaging Gilimanuk typical of ayam betutu  
Source: personal document



**Figure 2:** Gilimanuk typical of ayam betutu which has been packed with the primary packaging. Source: personal document

Ayam Betutu Khas Gilimanuk has branches in Denpasar, Badung, Tabanan, Gianyar, Jakarta and Bandung. "sampling locations" packaging is done in ayam betutu khas Gilimanuk restaurant on Merdeka street No. 88, Renon - Denpasar. Phone number (0361) 4746029. The owner of this restaurant is Mrs. A.A Krisna Ayu Dewi, mobile phone, 081 353 057 383/082 247 246 363.

Product characteristics ayam betutu Gilimanuk is wet, a bit greasy and soupy. Packaging materials used to package ayam betutu Gilimanuk consisting of aluminum foil as primary packaging; plastic for packing vegetables, sauce, gravy and fried peanuts. Box made from duplex cardboard rectangle measuring 22.5 x 15 x 7.5 cm as a secondary packaging.

As for how to pack the Ayam Betutu Khas Gilimanuk is used as a souvenir is as follows; First, ayam betutu packed using aluminum foil so that the aroma and flavor betutu maintained. Further wrapped by plastic. At the top of the plastic sealed using a strapless order not spill oil and broth. Gravy, vegetable, chili sauce, and fried peanuts wrapped separately using plastic as shown in Figure 2. Then put into secondary packaging rectangular shaped box. Given the seal in the form of plaster on each side, so that their contents cannot be separated from inside the box. How to package like this provides protection against product *betutu* up to three hours.

If the mileage traveled more than three hours is recommended to store the product in a refrigerator before traveling.

The visual appeal on the packaging to see Ayam Betutu Gilimanuk presented through graphic elements package consists of the logo as a brand identity. In a breakdown by type, logo Ayam Betutu Gilimanuk categorized into types of letter mark, dominated the writing of the word "Ayam Betutu Khas Gilimanuk Bali", using a serif font. Shaped taper at the edges and has a thickness and thinness of the contrast so has the ease of reading. Serif font gives the impression of a classic, formal and elegant (Angraini, Nathalia, 2014: 58). Punctuation in the form of quotes, and photos of the famous cast of *drama gong Bali* named Dollar as the icon of the Ayam Betutu Gilimanuk (Rustan, 2009: 21). In addition to the logo as a graphic element visual appeal presented through a combination of yellow and brown on the packaging for the text. Graphic element is used as a brand identity (brand color) Ayam Betutu Gilimanuk that differentiates it from other brands. On the packaging is also information as a means of communication products, consisting of; Product name "Ayam Kampung Asli/Original Local Chicken", the type of product being marketed is *Ayam Betutu*, *Lawar Ayam*, *Sate Lilit* is displayed with photo illustrations of these products. Halal logo, address of producer located in Bali, Jakarta and Bandung. There is some information that is not listed on the packaging Ayan Betutu Gilimanuk including; the net weight of the product, product description, product information expiration date, composition, nutrient content information and advice presentation.

Overall primary packaging used to package *Ayam Betutu Gilimanuk* already meet practical appeal (functional) that covers the effectiveness and efficiency of the packaging to protect, ease of storage and display of products (Dameria, 2014: 52). The use of packaging materials such as cardboard duplex uncoated plastic surfaces potentially exposed to oil and water that can damage the surface of the primary package while in transit. It can affect the display packaging.

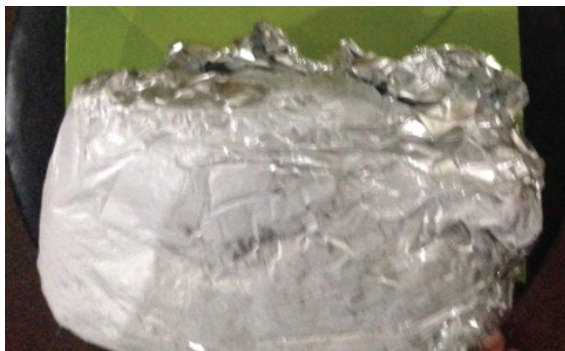
**b. Ayam Betutu Bu Koming**



**Figure 3:** Secondary packaging Ayam Betutu Bu Koming  
Source: personal document



**Figure 4:** Tertiary packaging type for Ayam Betutu Bu Koming packing  
Source: personal document



**Figure 5:** Chicken Betutu Mother Koming in frozen state (Frozen) packed with aluminum foil as primary packaging  
Source: personal document



**Figure 6:** Open looks from the secondary packaging  
Source: personal document

Ayam Betutu Bu Koming located at Badak Agung Street Denpasar, precisely in G-Pro Restaurant. For ordering information can directly contact phone number 081346525445 with Mrs. Sang Ayu Mahadewi well as the owner. Characteristics products of Ayam Betutu Bu Koming is wet without sauce and a little greasy.

Packaging materials used as primary packaging such as aluminum foil, and plastic. 260 grams carton box-shaped duplex, measures 19 x 12 x 12 cm was used as a secondary packaging. Tertiary packaging made from art paper 260 gr, shaped bag with rope as a handle, size: 30 x 15 x 35 cm.

Chicken products Betutu Bu Koming packaged using aluminum foil as a first step. After it is put into a plastic bag wrapping. Oxygen vacuum process is then performed to slow down the oxidation. *Ayam betutu* that has been vacuumized, stored in a freezer for frozen. The goal is that the quality of "betutu" remains assured. If you will be brought to travel, which has been frozen betutu inserted into the secondary packaging rectangular shaped box. As for the sauce separately using transparent plastic wrapped and sealed using a sealer. Once packaged in secondary, tertiary and then inserted into bag-shaped packaging that can be portable and ready to go as a souvenir. With this packaging like Ayam Betutu Bu Koming can survive one day outside the

freezer and can last up to 1 month if stored in freezer.

The visual appeal as the brand identity Ayam Betutu Bu Koming presented through a graphical element package comprising of the logo, which is categorized into types of letter mark, dominated the words "Ayam Betutu Bu Koming". Using a sans serif typeface. Other graphic elements such as product photos dilayout lined up on the top cover of primary packaging. The presence of a product photo is able to provide information about the packaged product. In addition to the logo and photos of products, other graphic elements displayed on the packaging of Ayam Betutu Bu Koming is the color green is used as a brand identity. This color is taken from the color of banana leaves that serve as aesthetic elements on the packaging. Therefore, these products are used as souvenirs typical of Bali and the Balinese ornaments presence gives the impression of this product is the original Bali. This is supported also by the application of the logo "100% Cinta Produk Indonesia", Denpasar city logo and the logo Rumah Kemasan city of Denpasar. Graphic element contained in secondary packaging also on tertiary packaging, only that the information is not complete on the secondary packaging (see figure 4).

Additional information as a means of communication on the packaging of the products listed are: Brand Name; "Ayam Betutu Bu Koming ", and identifies the names and types of products that are marketed, advice presentation, composition, ingredients used to make the product and address of the manufacturer. Overall information on the package is complete, but there are some other information that has not been listed as the halal logo, net weight, PIRT (Permit sanitation), product description, expire date, and nutritional value.

Viewed from the appeal of functional, packaging used to package Ayam Betutu Bu Koming both primary, secondary and tertiary been able to effectively protect and store products. The size of packaging used has been proportionately adjusted with products Ayam Betutu Bu Koming and easily opened and closed. But the system key that is used to package the packaging is less efficient due to make a box with a model like this requires a long time (see Figure 6). In addition the use of secondary

packaging materials such as cardboard duplex uncoated plastic surfaces affect the display packaging. Therefore Ayam Betutu Bu Koming served in a frozen state, if taken as a souvenir allow product to melt and come into contact with secondary and tertiary packaging that resulted in packaging wet and torn. This type of packaging cannot be reused. Overall the type of packaging used to package products Ayam Betutu Bu Koming fulfill criteria consists of a packaging design; 1) Stands Out (protrude) through the presence of a graphic element package; 2) Contents (contents) via presence information as a means of communication products; 3) Distinctive (unique) by the presence of graphic elements of packaging that takes local elements such as banana leaves, ornament Bali is able to create the impression that the product has a traditional flavor that is packaged in a modern way, and 4) Suitable (as appropriate) used to pack betutu taken as typical souvenirs of Bali (Dameria, 2014: 53).

## Characteristics of Plastic Based Packaging Design

### a. Chicken Betutu Warung Liku



**Figure 7.** Type of primary packaging and how to pack the Ayam Betutu Liku  
Source: Personal Document.



**Figure 8.** Typical characteristic of Ayam Betutu Liku  
Source: Personal Document.

Characteristics of "Ayam Betutu Warung Liku" is greasy, wet and soupy. How to package products for souvenirs given different treatment by packaging brought home. Packaging products as souvenirs made using vacuum technology to reduce the oxidation process. First, the *ayam betutu* packaged using mica. Then the primary package is sealed using a strapless order to oil and broth contained in *betutu* not spill. Having packed with packing mica, plastic inserted into the vacuum and vacuumized using vacuum machine, to remove the air in the box. Vacuum machine that is used automatically sealing products so that the products ready to be taken as a souvenir. As for the sauce, packaged separately using plastic cups. At the top is closed plastic using a special sealer machine glass packaging, to make it more secure from leakage. Glass packaging re-use plastic wrapped.

The visual appeal on the packaging of Ayam Betutu Warung Liku presented through graphic elements package consists of the logo serves as the brand identity. Logotype used categorized into the type of picture is dominated mark Legong dancer image created with the technique outline (see figure 7) are printed in white. Letter mark in the form of writing Warung Liku use san serif typeface (Rustan, 2009: 21). In addition to other graphic elements logo listed on the packaging is the text as product information. This information consists of; 1). Product name Ayam Betutu Liku, 2). Types of products marketed "Ayam Betutu, Innovative Betutu, Denpasar's Betutu, Accept Orders Betutu Duck", 3). Text the address and description of the

manufacturer, 4). Text ways of presenting "Simply steamed, heated in the microwave or pan directly ready to be served". There is some information that is not listed on the packaging, including; the net weight of the product, PIRT, expiration date, composition, ingredients, nutritional content (Dameria, 2014: 52).

In terms of functional types of packaging for packing Ayam Betutu Liku have been able to effectively and efficiently protect, and store products. Package sizes already meet the appropriate portion to resemble the tail betutu, and easy to open and close. However, this type of packaging is not considered ease when to carry or handle, especially used as souvenir products. In addition the use straples to seal the packaging is less secure, because it can be swallowed if straples get in on the food. This type of packaging cannot be reused. Overall the type of packaging that meets the design criteria package consists of Stands Out (protrude) through the presence of graphic elements, Contents through the information on the packaging, and Suitable (as appropriate) for packing betutu (Dameria, 2014: 53).

#### b. Ayam Betutu Depot Lina



**Figure 9.**  
Primary packaging for packing the Chicken Betutu Lina  
Source: Personal Document



**Figure 10.**  
Characteristic of chicken products Betutu Lina  
Source: Personal document

Ayam Betutu Depot Lina is located at Plawa Street No.104 Denpasar, Bali. Phone number (0361) 227105 - 240488. The owner Ayam Betutu Depot Lina named Lina Sri Rejeki. Packaging materials that are used in the form of mica as secondary packaging, measuring 23.5 x 23.5 x 5 cm. Aluminum foil, and plastic as the primary package directly in contact with the product.

How to pack the Ayam Betutu Depot Lina are; *ayam betutu* must first be wrapped in aluminum foil as primary packaging. Sauce, gravy and fried peanuts wrapped separately using the plastic on the upper bound manually. Subsequently added to the secondary packaging in the form of mica and sealed using straples. Ayam betutu are packed with this packaging can last up to 5 hours, based on the results of interviews conducted with the owner Lina Depot. Product characteristics of Ayam Betutu Depot Lina was soggy and greasy.

On the packaging "Ayam Betutu Depot Lina", the visual appeal of the packaging in the form of graphic elements not listed. The presence of the graphic elements of packaging has an important role as a brand identity, means of information and communication products to consumers. The presence of the graphical elements of packaging can affect the emotional and psychological factors of the consumers, especially the packaging is to serve as a souvenir (Dameria, 2014: 51).

Chicken packaging on the overall look Ayam Betutu Depot Lina visible only betutu that have

been packaged in aluminum foil and complement consists of chili, soup and roasted peanuts. Judging from the functional aspect of this type of packaging has been able to effectively and efficiently protect, and store products. The use of mica size of 23.5 x 23.5 x 5 cm proportionately already meet the appropriate portion for packing the "Ayam Betutu Depot Lina" one chicken, and easy to open and close. However, strapless use as a sealer does not give a sense of security because of the small size strapless which allows entry into the food, if consumers in unseal not careful. It is likely strapless swallowed. In addition the use of this type of packaging do not consider the convenience when taken as a souvenir because it still requires additional packaging to be easily carried. This type of packaging cannot be reused. Overall the type of packaging used only meets the design criteria package consists of Stands Out (protrude) through the use of aluminum foil and plastic mica transparent, Suitable (as appropriate) for packing betutu to be used as souvenirs (Dameria, 2014: 53).

### Characteristics of Packaging Design of Bamboo-based a. Betutu Bali Ning Dewata



**Figure 11.**  
Typical products of Ayam Betutu Ning Dewata  
Source: Instagram @betutubali





**Figure 12.**

Type of primary packaging for packing the Ayam Betutu Ning Dewata. Source: Intstagram @betutubali

Location Betutu Ning Dewata Bali is located at Mount Sang Hyang Streey No. 118 D. Sambian Padang, Denpasar, Bali. Telephone number (0361) 419347/081916100158. The website address [www.betutubali.com](http://www.betutubali.com). Variants products offered Betutu Ning Dewata Bali there are three types of them; betutu wet, betutu roasted (including vegetables and sauce), and *betutu* vacuum (packaging souvenirs can be sent out of town). Characteristic product Betutu Ning Dewata are wet and slightly oily. Packaging materials to package the product to be used as souvenirs are plastic vacuum as primary packaging and bamboo baskets rectangular as secondary packaging, measuring 8 x 8 x 8.5 cm.

How to package betutu conducted by Betutu Ning Dewata different from the other. Betutu Ning repacking manner as in vacuum packed frozen food (see figure 12). How to pack like this, according to the manager named Mrs. Indrayani last up to three days at room temperature 24 degrees Celsius. If in the freezer products betutu Ning Gods can last up to two weeks. While the sauce as a complementary betutu sold separately using the cans.

The visual appeal on the packaging Betutu Ning Dewata is rectangular bamboo baskets (*besek*). For the people of Bali have called "sok kasi" functioned as a container for storing a means of the offering (*yadnya*). The use of bamboo baskets as a second

ary packaging gives the impression of traditional and Balinese characterized this case in accordance with the product being packaged in the form of culinary betutu served with traditional Balinese flavor. Graphic elements as the appeal of the products listed on the label affixed to the hood of the secondary packaging in the form of baskets. The graphic element consisting of logo, categorized into types of letter writing is dominated mark Betutu Bali Ning Dewata. Picture mark is dominated by the image of the temple briefly and frangipani flower (*Jepun*). As for the color of the label dominated *cirikhas* color combination of red and yellow. Information as a means of communication products listed on the label measuring 5 x 12 cm consist of; The brand name "Betutu Bali Ning Dewata", the halal logo, address and description of the manufacturer. Explanation of product information that the product contains no MSG, no preservatives and is a Balinese souvenirs. Suggestions secondary packaging presentation put in card form. Contains information on how to present the Ayam Betutu Ning gods can be steamed, and heated with a microwave. There is some information that is not already listed *dianataranya*; material composition, expire date, barcode, net weight and the PIRT.

The appeal of the functional on the packaging Betutu Ning Dewata has effectively and efficiently to protect, save, easily opened and closed, and the portion corresponding to package betutu one tail. This type of packaging is also reusable. But do not consider the ease when the packaging is taken because it requires tertiary packaging to carry the product.

Overall the type of packaging to pack Ayam Betutu Ning Dewata have considered the following packaging design criteria; 1). Stands Out (*protrude*) through the presence of graphic elements package is presented through the packaging label. 2). Contents (*contents*) via presence information as a means of communication that is placed on the packaging label. 3). Distinctive (*Unique*) through the use of bamboo-shaped baskets, giving the impression of Balinese traditional furnished. 4). Suitable (*as appropriate*), packaging design used was appropriate to package betutu that serve as typical souvenirs of Bali (Dameria, 2014: 53).

### b. Betutu Ayam Men Tempoh



**Figure 13.**

Types of secondary packaging for packing the Ayam Betutu Men Tempoh

Source: Personal document



**Figure 14.**

Chicken products Betutu Men Tempoh in primary and secondary packaging

Source: Personal document

Ayam Betutu Men Tempoh typical Gilimanuk situated in Krisna Gallery & Resto, Diponegoro Street No. 146 Denpasar. Telephone number (0361) 251273. The product karkteristik betutu Men Tempoh is wet and slightly oily (see figure 30). Packaging materials used to package consists of

aluminum foil and plastic as the primary package. Bamboo baskets measuring 18 x 18 x 12 cm shaped box as a secondary packaging.

Step Ayam Betutu Men Tempoh are as follows; first betutu packaged using aluminum foil. Vegetables, gravy, sauce and fried peanuts packed using plastic. Then inserted into the container baskets that were previously covered with greaseproof paper (See Figure 14). The visual appeal on the packaging refers to packaging appearance is made of bamboo, and include graphic elements are combined to create an impression and provides optimum visual appeal (Dameria, 2014: 52). Graphic elements consist of the logo as a brand identity. Betutu Asli Gilimanuk Men Tempoh logo categorized into types of letter mark is dominated by the text "Original Betutu Gilimanuk Men Tempoh / Betutu Asli Gilimanuk Men Tempoh", and picture mark is dominated by iconic female figures are illustrated with cartoon-style. Female figure in the logo is a figure Men Tempoh who mixed betutu typical Gilimanuk. The colors on the logo predominantly red and green (See Figure 13). This logo applied to the label affixed on the secondary packaging. Labels are used measuring 8 x 8 cm. Information as a means of communication products only include addresses and information producers "Only Available at Krishna Gallery & Resto, Diponegoro Street No. 146, (0361) 251273. Krisna Culinary, Jl. Raya Tuban No. 5 (0361) 768077 ". Other information such as product name, product type, halal logo, the net weight of the product, PIRT, product description, expire date, barcode, composition, nutrient content, address of producer and serving suggestions is not listed on the label. The appeal of the functional on the packaging betutu Men Tempoh has been effective and efficient in protecting, storing products that serve as souvenirs.

Overall the type of packaging used to package products Ayam Betutu Men Tempoh has considered packaging design criteria consisted of; 1). Stands Out (stand) the use of packaging materials as a secondary packaging baskets provide traction and the traditional sense, because the products are packed is a Balinese culinary products. 2). Contents include such information as a means of communication products only include the logo that serves as the identity of the packaged product. 3). Distinctive (unique) because it uses bamboo as a packaging

material. Form of packaging adopts the "sok kasi", in the tradition of Bali sok kasi used as a container offerings. 4). Suitable (as appropriate) for packing produce souvenirs and traditional in character (Dameria, 2014: 53).

## CONCLUSION

The design characteristics of packaging used to package culinary betutu in Denpasar can be classified based on several aspects such as:

### Packaging materials

Judging from the type, packaging materials used to package products culinary of ayam betutu in Denpasar can be classified based on the ingredients used which consists of;

#### a. Made from paper

Restaurants that use this type of packing cartons to package culinary duplex betutu in Denpasar is; Ayam Betutu Khas Gilimanuk, Ayam Betutu Nia, Ayam Betutu Mrs. Rai, Ayam Betutu Bu Koming, Ayam Betutu Rama.

#### b. Made from plastic

The restaurant that used kinds of plastic containers for packing culinary betutu in Denpasar is; Ayam Betutu Liku, chicken Betutu Laku 168, Betutu Ayam, Ayam Betutu Depot Lina, Ayam Betutu Bu Agung Wulan Muslim, Ayam Betutu Kadek Wati and Ayam Betutu Galuh.

#### c. Made from bamboo.

Restaurants that use traditional basic packaging in the form of bamboo-shaped baskets / sok kas, to pack culinary betutu in Denpasar Bali is Betutu Ning Dewata and Ayam Betutu Men Tempeh. Overall kinds of packaging materials used to package betutu there that functioned as primary packaging, secondary, and there is also functioned as tertiary packaging.

### Fascination Visual (Aesthetics)

The visual appeal is an aesthetic appeal which serves as a means of communication, information and brand identity in the minds of consumers. Based on data collected, there are several brands of products which have been included betutu visual appeal through the presence of a graphic element package. The product brand includes Ayam Betutu Khas Gilimanuk, Ayam Betutu Nia, Ayam Betutu Bu Rai, Ayam Betutu Bu Koming, Betutu Bali Ning Dewata and Ayam Betutu Men Tempeh.

While other brands do not include a graphical element that serves as the aesthetic appeal.

### Practical Fascination (functional)

Based on the data collected and have been described in the previous chapter. The appeal covers practically the effectiveness and efficiency of the packaging to protect, ease of storage, display products have been met by the packaging for packing betutu in Denpasar. However kekutan in protecting the product based on the selection of materials used differing depending on how the pack. From the survey conducted by vacuum packing conducted by Betutu Bali Ning Dewata, Betutu Bu Koming, has a good shelf life than others, due to the use of vacuum technology and freezer.

### Criteria Packaging

Packaging criteria are used as a benchmark to assess the types of packaging betutu in Denpasar was Stands Out, Contents, Distinctive (unique) and Suitable (appropriate). Based on data collected there are a few packs that meet this criteria including; Betutu Bali Ning Gods, Betutu Bu Koming, Ayam Betutu Khas Gilimanuk, Ayam Betutu Men Tempeh, Ayam Betutu Nia and Betutu Liku.

## REFERENCES

- Angraini, Nathalia. (2014), *Desain Komunikasi Visual, Dasar-dasar Panduan untuk Pemula*, Nuansa Cendekia, Bandung
- Dameria, Anne. (2014), *Packaging Hand Book, Where Creative Ideas Become Reality*, Link & Match Graphic, Jakarta.
- Julianti, Sri. (2014), *The Art of Packaging, Mengenal Metode, Teknik, dan Strategi Pengemasan Produk Untuk Branding Dengan Hasil Maksimal*, PT. Gramedia Pustaka Utama, Jakarta.

Klimchuk, Rosner & Krasovec. A. Sandra. (2006), *Packaging Design Successful Product Branding From Concept to Shelf* atau *Desain Kemasan Perencanaan Merek Produk yang Berhasil Mulai dari Konsep Sampai Penjualan*, terjemahan Bob Sabran. (2007), Erlangga, Jakarta.

Rustan, Suroto. (2009), *Mendesain Logo*, PT. Gramedia, Jakarta

Sutopo, H.B. (2006). *Metodologi Penelitian Kualitatif; Dasar Teori dan Penerapannya dalam Penelitian*. Edisi -2. Universitas Sebelas Maret, Yogyakarta.