

**THE DEVELOPMENT OF PRODUCT PACKAGING IN AN EFFORT TO INCREASE PUBLIC  
INTEREST IN TRADITIONAL FOOD BARUASA IN GAYA BARU VILLAGE, TELLU LIMPOE  
DISTRICT, BONE REGENCY.**

**Fatimah Zahra**

Faculty of Economics and business, Makassar State University  
Corespondensi author email: [fahzaa3107@gmail.com](mailto:fahzaa3107@gmail.com)

**Agus Syam**

Faculty of Economics and business, Makassar State University  
[agus.syam@unm.ac.id](mailto:agus.syam@unm.ac.id)

**Asmayanti**

Faculty of Economics and business, Makassar State University  
[asmayanti@unm.ac.id](mailto:asmayanti@unm.ac.id)

**Abstract**

*This research aims to modify the packaging of the Baruasa product, with the hope of increasing public purchasing interest. The development method used is the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation. (Evaluasi). The analysis stage involves assessing consumer needs, the design stage includes creating packaging that aligns with the findings from the needs analysis. The prototype of the packaging is developed during the development stage, and implementation is carried out by showcasing the new packaging to consumers. Evaluation is conducted to assess the effectiveness of the packaging based on consumer responses. The research results show that the packaging of the Baruasa product is very suitable, with a percentage of 84.7%. Consumer responses from the survey indicate that the packaging of the Baruasa product is highly appropriate. It can be concluded that good product packaging can enhance public interest in traditional Baruasa food.*

**Keywords:** Packaging Development, ADDIE Model, Baruasa.

**Abstrak**

Penelitian ini bertujuan untuk memodifikasi kemasan pada produk Baruasa, dengan harapan dapat meningkatkan minat beli masyarakat. Metode pengembangan yang digunakan adalah model ADDIE Analysis (Analisis), Design (Desain), Development (Pengembangan), Implementation (Implementasi), dan Evaluation (Evaluasi). Tahap analisis melibatkan analisis kebutuhan konsumen, tahap desain mencakup perancangan kemasan yang sesuai dengan temuan analisis kebutuhan. Pembuatan prototipe kemasan dilakukan dalam tahap pengembangan, dan implementasi dilakukan dengan memperlihatkan kemasan baru ke konsumen, evaluasi dilakukan untuk menilai keefektifan kemasan berdasarkan respon konsumen. Hasil penelitian menunjukkan bahwa kemasan produk Baruasa sangat layak dengan persentase sebesar 84,7%. Tanggapan

konsumen dari angket menyatakan bahwa kemasan produk Baruasa sangat layak. Sehingga dapat disimpulkan bahwa kemasan produk yang baik dapat meningkatkan minat beli masyarakat terhadap makanan tradisional Baruasa.

**Kata Kunci :** Pengembangan Kemasan, Model ADDIE, Baruasa.

## INTRODUCTION

Traditional food is a characteristic feature of a region, and with the various ethnic groups in Indonesia, there are a wide variety of traditional dishes unique to each area. The recipes and processes for making traditional foods are knowledge that is passed down through generations. Traditional food is also more likely to use natural ingredients, which can contribute to establishing a healthy eating pattern.

Traditional food and snacks are one of the distinctive characteristics of the culinary heritage from our ancestors, which are usually used in cultural traditions. Traditional food is also often referred to as market food, as these dishes are frequently found in traditional markets (Fadholi, 2019). Currently, the existence of traditional food in a region requires more serious attention. This is because traditional food is related to the characteristics and identity that are icons of a particular region. In relation to the abundance of snack products emerging, such as biscuits, cookies, and other more modern snacks, especially those from abroad.

One of the traditional foods is "Kue Baruasa." Kue Baruasa is a traditional dish from the Bugis tribe in South Sulawesi, made from rice flour/wheat flour, toasted coconut, and sugar, characterized by its soft and crunchy texture. Baruasa cake is a rare delicacy, typically found only during Eid, wedding celebrations, and rice harvests.

Bone Regency is an area in South Sulawesi that still produces the traditional food Baruasa. One of the production sites that is still operational is located in Gaya Baru Village, Tellu Limpoe District. In production, the traditional food entrepreneurs in Baruasa still use makeshift equipment, and the manufacturing process is still considered manual. The business being run is still classified as a home industry and is operated together with family.

In the production of traditional food, the entrepreneurs are not yet mass-producing but are still making small quantities each month based on customer demand. In addition, since the business actors are still operating it privately, they are using limited funds for the manufacturing scale in the production process. This is done to minimize stock accumulation and prevent losses.

The distribution carried out by traditional food entrepreneurs in Baruasa is still relatively simple, such as selling at the market and consigning to grocery stores. The production process is not being carried out.

Every day, business operators will produce again if the products made previously have run out. The distribution process is only carried out in that area, and it must wait at least once every five days to be able to market it. When distributing/delivering the Baruasa product over long distances, it is felt that it is easily damaged and the contents of the product do not arrive intact at their destination. In addition, the Baruasa product does not have a label, which makes it difficult for consumers to distinguish it from other products. The shape and color of the Baruasa packaging are also quite simple.

The packaging of the traditional Baruasa food still seems inadequate for long-distance distribution because this Baruasa product is easily damaged. The packaging used is also not acceptable, as it consists of clear plastic with a thickness of about 0.3-0.5 mm.

Packaging is one of the keys to maintaining product quality. According to Dusauw (2023), "packaging involves designing and producing the container or wrapper for a product," which means that packaging involves activities related to designing and producing to protect the product. Packaging always involves design to convey the product's message to consumers. Currently, the function of packaging, in addition to protecting the product, also serves as an effective marketing medium.

In addition, the lack of information on the packaging regarding this Baruasa product results in consumers being less aware of the origins of the product and assuming that all Baruasa products are the same, and they will have some difficulty in making a repurchase. The development of the times has also changed many habits of society; what used to prioritize taste is now more interested in visual appeal and attractiveness, with taste being a secondary choice.

Packaging is one of the attractions of a product. Packaging serves as an identification tool for consumers in the journal (Ginting, 2022). Packaging is a trigger because it directly interacts with consumers. Because this packaging must be able to influence consumers to give a positive response. Here, the packaging must be able to attract attention, depict the uniqueness of the product, and persuade consumers. Before trying the contents, consumers will capture the impression communicated by the packaging; thus, the product packaging must be able to compete with the packaging of other products.

## RESEARCH METHOD

The type of research used in this study is development research, which aims to renew existing packaging into something new based on how the problem has been formulated. Research and development methods are research techniques used to create specific products and evaluate the effectiveness of those products. This research aims to develop packaging using the ADDIE development model for the traditional food product Baruasa. The development procedure in this study adopts the ADDIE model, which consists of five stages: Analysis, Design, Development, Implementation, and Evaluation (Rosmiati, 2019). The ADDIE development model was chosen because it is systematic, effective, efficient, and aids in the operation of performance itself. Since the ADDIE model consists of five interrelated elements that are structured systematically, it means that the application from the first stage to the fifth stage must be carried out systematically and cannot be arranged arbitrarily from the first stage to the fifth stage. The main purpose of the ADDIE development model is to design and develop an effective and efficient package. (Rosmiati, 2019).

## RESULT AND DISCUSSION

Indonesia has a variety of traditional foods from different regions, and baruasa is one of the traditional dishes that comes from South Sulawesi. According to historian from Hasanuddin University (Unhas) Fajar Sidiq Limola, this traditional dry cake from South Sulawesi is easy to find and can be enjoyed at any time. Unlike the period before the 20th century, traditional cookies were only available during certain celebrations due to the spices that were still difficult to obtain. (Amaliah, 2023).

Traditional cookies were generally served only at certain events such as weddings, mourning activities, or thanksgiving celebrations. Each traditional cake from South Sulawesi can be recognized by its characteristic sweet flavor. In addition, traditional cookies underwent drastic changes starting from the opening of a sugar factory in Camming, Bone in 1981, followed by the opening of a sugar factory in Takalar in 1984. The ingredients used in the preparation of traditional food are mostly made from rice flour as the main component, considering that since ancient times, rice has been a prominent commodity in South Sulawesi.

The main ingredients used in making the new year cake are rice flour, granulated sugar or palm sugar, and toasted coconut. In addition to being delicious, fasting also contains nutrients such as calories, carbohydrates, and protein. Explained by the historian from Unhas, Baruasa has a meaning that related to marriage. This cake symbolizes that the couple's marriage can last forever. However, along with the passage of time, the existence of traditional food is starting to fade. Therefore, the researchers are interested in conducting a study on the Development of Product

## Packaging in an Effort to Increase Consumer Interest in New Traditional Food in Gaya Baru Village, Tellu Limpoe District, Bone Regency.

The development of product packaging is carried out to attract consumer attention; this is also a response to facing competition, especially for traditional food business owners. The development of packaging carried out through the ADDIE model consists of five stages: Analysis, Design, Development, Implementation, and Evaluation. (Evaluasi). The first step we took before proceeding with development was to conduct a needs analysis and an initial questionnaire to understand their needs and perspectives regarding the packaging of the Baruasa product. From the results of the initial questionnaire, it was found that the lowest values could be categorized into three aspects: shape, color, and material. The initial questionnaire also revealed that consumers wanted the addition of a label containing the brand name, composition, production address, and expiration date. Based on the needs analysis that has been conducted, it is known that there are shortcomings in terms of form, specifically that the packaging design of Baruasa is considered less elegant and is felt to not provide added value for the Baruasa Empat Putera product. Therefore, the researchers are developing by choosing medium-sized cylindrical jars, hoping that the community will be interested in this new product after the development in terms of shape.

The second development that has been carried out is in terms of material substances. Based on the analysis we have conducted, it has been found that consumers desire advancements in the materials used. Currently, the packaging is not acceptable for protecting the Newasa product from insects. Therefore, we are developing the material, using PET plastic, which is believed to be capable of providing protection from insects. Not only that, the selection of these materials is expected to ensure that the contents of the Baruasa product can be preserved and last longer. The selection of plastic jars is also made to attract consumers, especially housewives, to purchase them, as these jars can be reused.

The further development carried out in terms of color on the packaging, where the previous packaging did not have any additional colors on the new packaging. Based on consumer analysis, it is believed that there needs to be development in terms of packaging color to make it look more appealing. The latest development is in terms of font and branding, where the previous packaging did not have a trademark. Consumers believe that there needs to be an improvement in font and branding, as labeling on the product is useful for consumers to distinguish our products from competitors. The provision of labeling is also considered beneficial for consumers, as it provides them with information about the place of production, composition, and expiration date of the product, making them feel safer.

Based on the results of a small group trial involving 22 informants, 20 of them were consumers who participated as survey respondents. The previous trial was conducted by directly showing the initial packaging to consumers to gauge their response to it, and it was found that the initial packaging of Baruasa is quite acceptable with a percentage of 50.15%. Respondents' feedback from the questionnaire indicated that the Baruasa product packaging is fairly suitable.

Next, evaluate the final product packaging assessment by collecting data through a final questionnaire that asks for consumer feedback on the developed packaging. Based on the results of the final questionnaire assessing the product packaging in a trial using the ADDIE development model, which involved 20 consumers as respondents, it was found that the packaging of Baruasa Empat Putera is very suitable with a percentage of 84.7%. Respondents' feedback from the questionnaire indicates that the packaging of Baruasa Empat Putera is very appropriate. Based on the calculations of the product feasibility level that have been conducted, it was found that the feasibility comparison between the initial packaging and the packaging after development is 34.55%.

This research is in line with the research. (R & Arum, 2022). Where the strategy for product development is very important for increasing product sales, branding, and digital marketing, it is included in the product development strategy that will ultimately boost sales. As with the research conducted by Raray Istianah, S.Pd., 2022, the communication of ideas is carried out to determine the alignment of the product with what the users desire. The research that has been conducted is also in line with the study by Septiadi (2021), which emphasizes that companies need to pay attention to product packaging attributes, including color, design, material, font style, and the information printed on the packaging. Because this is considered to influence consumer interest in purchasing products. This research is also in line with the study by Asmoro & Indrarini (2021), where product innovation has a strong and significant relationship with product purchase intention. This is due to the fact that many consumers make food product purchases based on the consideration of the innovation of those food products. The research conducted is in line with the study by Christoval Hiero (2023), which states that consumers choose attractive packaging when they want to buy a product. With this new packaging, consumer interest in purchasing the product will be piqued.

## CONCLUSION

Based on the research results as outlined in the previous chapter, it can be concluded that the percentage of packaging feasibility before and after development is 34.55%. This proves that packaging development is closely related to consumer purchasing interest. This research has limitations because it only focuses on the development of four aspects: shape, material, color, and in terms of font and branding.

## BIBLIOGRAPHY

Amaliah, I. (2023). Study on the Making of Traditional New Kue Baruasa with the Addition of Red Bean Flour (*Phaseolus vulgaris*) and Milkfish Flour (*Chanos chanos*)[http://repository.unhas.ac.id/id/eprint/26912/2/G031181333\\_skripsi\\_27-03-2023 chapter 1-2.pdf](http://repository.unhas.ac.id/id/eprint/26912/2/G031181333_skripsi_27-03-2023 chapter 1-2.pdf) Cesariana, C., Juliansyah, F., & Fitriyani, R. (2022). Decision-Making Model for Purchases Through Consumer Satisfaction in Marketplaces. *Journal of Educational Management and Social Sciences*, 3(1), 211–224.

Dusauw, E., Mangantar, M., & Pandowo, M. H. C. (2023). The Impact of Sensory Marketing on Consumer Behavior at Starbucks Manado. *EMBA Journal: Journal of Economic Research, Management, Business, and Accounting*, 11(1), 138–146. <https://doi.org/10.35794/emba.v1i1.45579>.

Erlyana, Y. (2019). The Influence of Local Product Packaging Design on Purchase Intention Using the View Model: A Case Study of Maicih Chips. *Proceedings of the National Seminar on Design and Architecture (SENADA)*, 2, 302–308.

Ernawati, I. (2017). Feasibility Test of Interactive Learning Media in Server Administration Subjects. *Elinvo (Electronics, Informatics, and Vocational Education)*, 2(2), 204–210. <https://doi.org/10.21831/elinvov2i2.17315>.

Fadholi, R., Sari, Y. A., & Bachtiar, F. A. (2019). Introduction to Traditional Food Image Recognition using Hue Saturation Features and Fuzzy k-Nearest Neighbor. *Information Technology and Computer Science Development*, 3(7), 6556–6566.

Fajar, A., Syam, A., Rahmatullah, Rakib, M., & Tahir, T. (2020). The Influence of Knowledge and Entrepreneurial Creativity on the Interest in Entrepreneurship Among Students of Economic Education at the Faculty of Economics, State University of Makassar. *Indonesian Journal of Social and Educational Studies*, 1(2), 34–43.

Ginting, F. R. (2022). The Influence of Packaging and Price on Purchase Decisions for Scarlett Whitening Skincare (A Case Study at WN Cosmetics Store in Medan). *Medan Area University*, 1–43.

Herudiansyah, G., Candera, M., & Pahlevi, R. (2019). Extension on the Importance of Labels on Product Packaging and Taxes for Small and Medium Enterprises (SMEs) in Tebedak II Village, Payaraman District, Ogan Ilir. *Suluh Abdi*, 1(2), 84–89. <https://doi.org/10.32502/sa.v1i2.2296>.

Maulani, A. N., Fetrianggi, R., & Prana, I. S. (2021). Analysis of the influence of packaging design and brand image of Good Day coffee on consumer buying

interest. *FINDER: Journal of Visual Communication Design*, 1(1), 1–9. <https://ejournal.upi.edu/index.php/FINDER/article/view/34054/14643>.

Muniarty, P., Barizki, A., Sudirman, A., Wulandari, & Elista. (2021). 343827-  
Entrepreneurship-09Bb1a47.

Nugrahani, R. (2015). The role of graphic design in labels and packaging of food products in small and medium enterprises. IX(2), 127–136. R, S. Z. N., & Arum, D. P. (2022). RINJANI "THROUGH BRANDING AND DIGITAL MARKETING RINJANI" 2(3), 91–97.

Rohaeni, S. (2020). Development of Learning Systems in the Implementation of the 2013 Curriculum Using the ADDIE Model for Early Childhood. *Instructional*, 1(2), 122. <https://doi.org/10.24853/instruksional.1.2.122-130>.

Rosmiati, M. (2019). Interactive Animation as a Media for Learning English Using the ADDIE Method. *Paradigma - Journal of Computer and Informatics*, 21(2), 261–268. <https://doi.org/10.31294/p.v21i2.6019>.

Sari, S. P. (2020). The Relationship Between Purchase Intent and Purchase Decisions Among Consumers. *Psikoborneo: Scientific Journal of Psychology*, 8(1), 147. <https://doi.org/10.30872/psikoborneo.v8i1.4870>.

Siahaan, S., & Sirait, G. (2022). Product Packaging Design Using the Quality Function Deployment Method in Tofu SMEs in Batam. *Journal Comasie*, 7(4), 11–20.

Sugita, S., & Ansori, A. (2018). The Efforts of Entrepreneurship Lecturers as a Determinative Factor in Fostering Entrepreneurial Motivation Among IKIP Siliwangi Students. *Comm-Edu (Community Education Journal)*, 1(2), 127. <https://doi.org/10.22460/comm-edu.v1i2.1017>.

Vernia, D. M., & Widiyarto, S. (2023). Basic Introduction to Entrepreneurship through Entrepreneurship for Kids (Studi Kasus pada TK Al-Amanah). *Obsesi Journal: Journal of Early Childhood Education*, 7(3), 2557–2566. <https://doi.org/10.31004/obsesi.v7i3.4220>.

Widiati, A. (2020). The Role of Packaging in Enhancing the Marketing of Micro, Small, and Medium Enterprises (MSMEs) at "Mas Pack" Packaging Terminal in Pontianak. *JAAKFE UNTAN (Journal of Audit and Accounting, Faculty of Economics, Tanjungpura University)*, 8(2), 67–76. <https://doi.org/10.26418/jakfe.v8i2.40670>.

Yanto, A. F., & Bachtiar, D. I. (2017). Public Perception of Dawet Ireng as a Culinary Specialty of Purworejo. *Sustainable Competitive Advantage (SCA)*, 7(September), 196–210.