

CHAPTER I

INTRODUCTION

1.1 Background of the Project

Entrepreneurship is the activity of establishing and running the business. An entrepreneur is a person who carries out these entrepreneurial activities. Entrepreneurship is important because it can help improve people's welfare, create jobs, and encourage economic growth. To be a successful entrepreneur, you need the ability to take risks, have creativity and innovation, and learn from failure. By February 2024, the number of established entrepreneurs in Indonesia reached 5.01 million people. The entrepreneurship ratio in Indonesia in October 2024 was 3.35 % of the total labor force. The majority of entrepreneurs in Indonesia are elderly, i.e. over 60 years old. The number of young entrepreneurs aged 20-29 is still quite low. The majority of entrepreneurs in Indonesian are elementary school graduates. Entrepreneurship means the process of creating something new such as a new business idea or creating a new business innovation or creating something that has value for oneself and others. Based on Bunarto, (2022) with the title “What is Entrepreneurship and Its Relationship with Business Ideas“. Entrepreneurship means the process of creating something new such as a new business idea or creating a new business innovation or creating something that has value for oneself and others.

In an era of intense business competition, MSMEs are increasingly recognizing the importance of visual elements in attracting market attention. *Pisang Lumer* and *Aneka Keripik Do'a Ibu*, two local MSMEs with significant potential, are also beginning to focus on enhancing their brand identity. The logo design at *Pisang Lumer* aims to build a recognizable image, while the packaging design at *Aneka Keripik Do'a Ibu* aims to protect the product while showcasing its uniqueness. These two efforts are interconnected because a good logo will be even more effective when paired with attractive packaging, which can ultimately increase customer interest.

Pisang Lumer, a popular snack product in its region, was previously known only by word of mouth without a clear visual identity. Therefore, creating a logo design for the *Pisang Lumer* MSME was the first step in building trust and a professional impression with customers. Meanwhile, *Aneka Keripik Do'a Ibu*, which has many flavors, faced the problem of simple and unattractive packaging, so creating a new packaging design became an urgent need. Both MSMEs recognize that logos and packaging are two sides of the same coin that cannot be separated, playing a crucial role in fostering customer interest.

In a market saturated with similar products, a strong brand identity is key to success. The logo design for *Pisang Lumer*, a small-scale micro-enterprise (UMKM), was designed to reflect the product's distinctive characteristics: soft, sweet, and fresh, while the packaging design for *Aneka Keripik Do'a Ibu* (UMKM), focused on safety, ease of opening, and a display that reflects local cultural values. The connection between the two is evident in the use of color elements and logo patterns integrated into the packaging design, creating a visual unity that attracts attention and increases customer interest.

Indonesian MSMEs often struggle to compete with larger brands due to a lack of attention to design. The logo design for *Pisang Lumer* MSME addresses this issue by creating a memorable symbol associated with product quality. Meanwhile, the packaging design for *Aneka Keripik Do'a Ibu* MSME aims to increase competitiveness by making the product appear more attractive and classy on store shelves. These two efforts complement each other, as a good logo stands out even more when placed on well-designed packaging, which in turn increases customer interest.

The effectiveness of a logo and packaging lies not only in their appearance but also in their ability to convey the brand message and product values. The logo design for *Pisang Lumer* MSME and the packaging for *Aneka Keripik Do'a Ibu* MSME are interrelated strategic steps to build a positive brand image that differentiates them from competitors. By integrating consistent visual elements between the logo and packaging, both MSMEs hope to create a lasting impression on the market and ultimately increase customer interest.

Based on the reasons and background description above, the author is interested in taking the title **”The effectiveness of logo design and packaging form towards the buying interest in *Pisang Lumer* and *Aneka Keripik (do’a ibu)*”**.

1.2 Formulation of the Problem

Based on the background that has been stated above, it can be seen that the formulation of the problem of this research is: How the effectiveness of logos design and packaging form towards the buying interest in *Pisang Lumer* and *Aneka Keripik (do’a ibu)* ?

1.3 Purpose of the Study

Every research must have a goal to be achieved, the purpose of the problem taken from the formulation of the problem in this study:

1. Analyze the effectiveness of the *Pisang Lumer* logo design in attracting consumer purchasing interest.
2. Analyze the effectiveness of the *Aneka Keripik* packaging form in attracting consumer buying interest.
3. Identification of factors that influence the effectiveness of the *Pisang Lumer* and *aneka keripik* logo and packging designs.

1.4 Significance of the Study

Based on the background of the problem, it is hoped that the results of this study will provide benefits for:

1. Theoretical Benefits

This research can contribute to the development of marketing theory, particularly in relation to branding and packaging design. The results of this research can enrich our understanding of how visual elements such as logos and packaging influence consumer perceptions and purchasing decisions.

2. Practical Benefits

The results of this study can provide practical guidance for MSMEs in designing more effective logos and packaging. MSMEs can understand which design elements are most attractive to consumers and how to communicate product value through visuals. With more effective logos and packaging, SMEs can increase the competitiveness of their products in an increasingly competitive market. This can have a positive impact on sales and business growth. By understanding the factors that influence the effectiveness of logos and packaging, SMEs can allocate their marketing budgets more efficiently. They can focus on the most impactful design elements and avoid wasting money on less effective elements.

1.5 Scope and Limitation of the Problem

The scope of this study is limited to *Pisang Lumer* products and *Aneka Keripik do'a ibu* produced by MSMEs and marketed at the Polbeng Business Expo. The study will focus on the effectiveness of logos and packaging in attracting visitors' attention, increasing buying interest, and influencing consumer perceptions, taking into account aspects of visual design and product information. However, there are several limitations that need to be considered. The research was only conducted during the expo period, so the results may not apply to other market conditions or events. The limited location of the research at the Polbeng Business Expo also limits the generalization of the results to other areas. In addition, the research sample only involved expo visitors and participating MSMEs, so it may not represent the general consumer population. The research method used and contextual factors such as promotion and price may also influence the research results. Therefore, the interpretation of the research results needs to be done carefully, given the existing limitations.

1.6 Writing System

CHAPTER I : INTRODUCTION

Introduction which contains the background of the problem, problem identification, problem formulation, problem boundaries, research objectives, and research benefits.

CHAPTER II : LITERATURE REVIEW

Contains literature review, relevant studies that is for previous research, framework of thought, research hypotheses

CHAPTER III : METHODOLOGY OF RESEARCH

The research method includes research variables, operational definitions of variables, types and sources of data, data collection methods, and data analysis methods.

CHAPTER IV : RESULT AND DISCUSSION

Results and Discussion, describes the results of research, discussing the research results obtained and the limitations of the research conducted. research conducted

CHAPTER V : CONCLUSIONS AND SUGGESTION

Conclusions and Suggestions, explains about the conclusions and suggestions from the research conducted.

REFERENCES

APPENDICES

WRITER BIOGRAPHY