

## Making Label Agricultural Processed Product Packaging

### Author

<sup>1</sup>Rahmah Utami Budiandari (Orcid ID. 0009-0007-4208-6956)

<sup>2</sup>Bangkit Ibn Muezzin (Orcid ID. 0000-0002-5496-8813)

### Correspondence

<sup>1</sup>Fakultas Sains dan Teknologi, Universitas Muhammadiyah Sidoarjo

<sup>2</sup>PT. MAXXI AGRI INDONESIA, Jombang, East Java

E-Mail: gilangputut@gmail.com

### Abstract:

The label is a part of the product that provides information about the product. According to Tjipton, a label is a component of a product that furnishes information about it and can function as a sign identifier (tags) attached to the product's packaging. Simultaneously, Kotler revealed that labels are primarily a presentation of the product through pictures, effectively designed as an integral part of packaging. Labels typically contain only the brand name and information about the product. The solution is to create a visually attractive label design for a product that aligns with its characteristics. This way, packaging becomes a factor in increasing sales power. The label-making process goes through several specific stages to ensure it is suitable and in accordance with the product's characteristics, making it widely accepted by the community. This process involves tracking the product, the process of making this label goes through several other stages such as the product tracking.

**Keywords:** Label, Product Packaging, Agricultural

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### Introduction

Universitas Muhammadiyah Gresik is higher education plays a very important role important in determining success development source Power man Which reflected in his vision to make a better and independent Islamic University, And mission, generally known to provide education quality, research and devotion to public through education which actualized in University with combining The Realistic Education Integrated University, in its implementation not only done And become obligation for lecturer just, but also on his students.

Labeling is part of the product in the form of a description consisting of images and Suite say, Which Act become source info for product. Label usually includes some info about the product brand, its ingredients, content, information nutrition, date expired, fill in and legality product.

Label on duty as place delivery information, as well as advertisement, branding A product from Kotler, its function is as following: label introduce brand product, define category the product, information about product, promotion product with aesthetic picture, to provide information about the contents of goods.

labeled without open wrap, as a a place of communication between producers and consumers about information product, especially matter which seen by eyes of costumers, an advertisement.

Provisions regarding product labeling are included in Law no. 7 of 1996, labels is a description of the product in the form of images, words and their combination into the form other which there is in product, And attached on packaging.

### Method

#### A. Preparation

Preparation can done with method looking for information about the products and what design and packaging that fit.

#### B. Planning

**Table 1.** Planning Activity

Type Activity	Date	Results
Looking for References	08 August 2022	Get some References about label product
Label making	03 September 2022	Finished in making label
Label instalation on product	09 September 2022	Doing label instalation on product

## Results and discussions

This step is done to determine characteristics product, analyze uniqueness and difference products other, label is the core of the product so that convey info about product in one packaging usually only contains information about brand, choose certain letters to match the theme or draft for verbal communication, choose a number of color for communication visual which in accordance with theme and draft, style design, align the aesthetics of the theme or draft, Designing with a layout or composition that adheres to the rules about design.

We create personalized label designs for free using Canva's impressively easy to use online. It's free online label maker to create beautiful custom labels.

There are requirements to present a product:

### a. Statement of Identity

The statement of identity refers to the brand and the product identity. This information is present in the primary display panel. For example, when you pick up a bag of Lays Potato chips, right in front, you get the branding, as well as the product identity, the flavoring, and more. This is the statement of identity.

### b. Manufacturer Details

The information panel, which is located on a side, or the back of the packaging has information regarding the manufacturer's office, the address of the office, and contact details. It also contains the address of the manufacturing plant. For products that are imported, there is also an "imported by" section.

### c. Country of Origin

Every product must mention the country where it was manufactured separately.

### d. Product batch number

Every product needs to have some information to add traceability. For most FMCG products, a batch number is used. In some cases, a serial number is also added. These codes make it easier to manage inventory and detect fraudulent products in the market.

### e. Warnings

The product should contain warnings if any part of it can cause harm to the user. For example, liquor packaging comes with a health warning.

### f. Regulatory markings

Products need to have a marking showing that they meet the regulatory compliances. For example, the veg/non-veg mark for food products is an example. The "fortified" logo is also added to a food product that comes with fortified nutrients.

### g. Product Quantity and Contents

Every product label must contain the quantity of the packaging. Depending on the product type, this information may be present on the principal display panel but is always there in the information panel



Figure 1. Label making

## Conclusion

From this label design, it can be concluded that labels play an important role in a product because label can reflect image product and own connection which is closely related to advertising a product. Labels are useful for supporting promotional activities sale Good in sale stare advance nor sale on line, Because it can increase consumer trust in the product And increase loyalty product.

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