

Analisis semiotika desain kemasan produk Gulaku Sugar Sticks = Semiotics analysis of product packaging design of Gulaku Sugar Sticks

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Abstrak

Kompetisi antar merek yang tinggi mendorong pemasar untuk semakin kreatif dalam memaksimalkan strategi pemasaran, salah satunya adalah melalui strategi desain kemasan produk. Elemen-elemen visual pada desain kemasan seperti warna, nama merek, logo, tipografi, dan ilustrasi dapat mengkomunikasikan makna-makna tertentu bagi konsumen. Untuk mengetahui produksi makna di balik elemen visual desain kemasan, peneliti menggunakan analisis semiotika dengan model dyadic Saussure. Paradigma penelitian ini adalah poststrukturalisme dengan unit analisis Gulaku Sugar Sticks Paris dan Bali. Hasil analisis semiotika dalam penelitian ini adalah adanya ekspresi simbolik budaya dalam masing-masing kemasan, yaitu adanya budaya kafe dan asosiasi budaya terhadap Gulaku.

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Strong competition between brands triggers the marketers to be more creative in maximizing marketing strategies, one of them is through product packaging design. Visual elements on product packaging design, such as colors, brand name, logo, typography, and illustrations are each communicating particular meanings to the consumers. This research aims to gain knowledge about the process of meanings productions behind each visual elements on product packaging design using semiotics analysis with Saussures dyadic model. This research uses poststructuralism as paradigm with Gulaku Sugar Sticks Paris and Gulaku Sugar Sticks Bali as unit analysis. The result of this study is that there are symbolical expressions of culture on each packaging of Gulaku Sugar Sticks Paris and Gulaku Sugar Sticks Bali, that is the cafe culture and the cultural associations to Gulaku itself.