

Packaging and Instagram Application Development: A Business Coaching of “Shine Icon Mora Craft”

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ABSTRACT

This article describes the coaching business process carried out at an SMEs, the Shine Icon Mora Craft, to develop packaging design and Instagram account. The purpose of this research is to assist the SMEs in developing packaging designs and developing Instagram account. The research method that was used in this research is a business coaching approach. In order to get an insight into the packaging development ideas and effectiveness of the Instagram account, data obtained through surveys and in-depth. Based on the results of the research, by interviews and surveys, there are various problems faced by SMEs. But based on the limitation of the research, the research decided that the main focus is the development of packaging design and Instagram account. The packaging needed by SMEs that can protect the products inside because the nature of the products of SMEs is fragile which is the products from the SMEs is craft from polyresin, such as refrigerator magnet and statues. While for developing Instagram, account uses social media content by using visual photos to be uploaded into Instagram to attract Instagram users. The business coaching process in SMEs can be further developed to support the business optimally and give the positive impact for the SMEs.

Keywords: Business Coaching, Packaging Development, Instagram Account

JEL Classification Codes: A10, M21, M31

INTRODUCTION

The economy of the Republic of Indonesia is supported by various economic sectors, one of the sector is the Micro, Small and Medium Enterprises (SMEs) sector with a total number of SMEs entrepreneurs in 2018, from the data that has been published by the Indonesian Ministry and SMEs is 64,194,057 business units (Indonesian Ministry of Cooperatives and MSMEs, 2018). In the same document stated that in 2018, SMEs also contributed to Gross Domestic Product at Current Prices of Rp. 8.573.895 billion with a market share about 61,07% of the country's total GDP.

Small Medium Enterprises has an important role in developing countries. The SMEs become a mainstay for the national economy's specially when the country faces the economic crisis. In Indonesia, SMEs become the main drivers of the Indonesian economy. And Indonesia has the same situation, which SMEs in Indonesia supports almost 99,99% of the economy of Indonesia (Putra, Kepramareni & Suryandari, 2019)

Packaging is an important part to promote the product, become one thing that we should pay attention to because the packaging is part of the branding strategy to introduce your product into the market (Andry, 2018). Product packaging can change the mind of customers and it can open large new markets. (Nickels, McHugh & McHugh, 2019). The function of packaging is the outer appearance of a product and provides safety and protection as well (Rahman, 2016).

The role of packaging becomes increasingly important as another aspect of product strategy (Belch & Belch, 2018). Pricing, structuring, and promotion have several components, and packaging becomes the main component (Rambabu & Porika, 2020). Primary package, secondary package, and tertiary package are three levels of packaging (Rahman, 2016).

In e-commerce, packaging becomes more important to present the branding of the product (Adrian, 2018). On the other side, the customers need to receive the package safely, to reach that purpose the package has some criteria (1) sturdiness, (2) safe transport, (3) appearance, (4) cost-saving (Roy, 2016).

The growth of online shopping or e-commerce in line with the number of internet users and social media users. In January 2020, Indonesia has internet users about 175,4 million and social media users about 160 million in January 2020 (Kemp, 2020). Based on (Kaplan & Haenlein, 2010) the companies must respond to social media which has become integral life these days for communicating and sharing information, and it has caused the transformation of consumer behaviour (Virtanen, Björk & Sjöström, 2017). The companies' business success could be created using social media as a leading platform, and the fact about that have considered by them (Salem & Salem, 2019).

The problems appear when the SMEs have lack of knowledge, time, and goal to collaborate the social media and their marketing strategy, it becomes a barrier for the SMEs to implement social media as their promotion channel, although some product and service are better promoted through social media (Virtanen, Björk & Sjöström, 2017). The companies begin to build and create "digital relationships" with the customer because they have highlighted the importance of it (Kannan & Li, 2017).

Instagram has the greatest influence on consumers' shopping behaviour compared with other social media platforms (Yang, Kim & Tanoff, 2020). Between two social media Facebook and Instagram, Instagram dominated in user engagement with 1,60% median engagement rate per Instagram post, while Facebook dominated in size and penetration with median engagement rate of 0,09% per Facebook post (Tuten, 2021). Instagram users' buying decision based on content posted on Instagram is about 72% (Yang, Kim, & Tanoff, 2020).

Shine Icon Mora Craft is a small and medium enterprise (SME) in Jakarta. The company produces crafts made from resin such as refrigerator magnets and statues, which is very fragile to damage. As consequence, it is difficult for this SME to sell their products outside Jakarta because they do not have sufficient packaging for their delivery. Moreover, the sales only cover the Jakarta area because the marketing is only carried out through word of mouth causing the sales volume that is relatively stagnant. Shine Icon Mora Craft needs online marketing and sales tools to reach a wider market segment but firstly safe packaging is necessary so that it can be delivered safely to the customers.

Up to now, Shine Icon Mora Craft does not have a packaging design and social media account. Therefore, this business coaching aims is to help small-medium enterprises to manage their packaging development as well as their Instagram marketing. The selling stagnation is expected to be solved by developing packaging design and the implementation of Instagram marketing.

Literature Review

Packaging Theory

Steenis, Herpen, van der Lans, Ligthart and van Trijp, (2017) stated that packaging has an important role in the consumer-packaged goods market, in which the products are strongly dependent on packaging elements to keep the quality of the products, avoid

product theft, facilitate transportation and storage, and make differentiation in the market. The product packaging has several matters that should be considered such as has the ability to protect the products inside, stand up under handling and storage, protection, and avoid theft (Nickels, McHugh & McHugh, 2019).

Many companies use packaging to communicate with the customers and put the impression of the brand in their minds (Belch & Belch, 2018). In line with Belch, Khandoker Mahmudur Rahman besides protecting the product inside, the packaging has an important role as a communication function, legal compliances, has to protect the environment also, and stand for promotion and positioning (Rahman, 2016). Companies should consider several matters for designing the packaging (Lehberg, 2019) :What is the product, that means what kind of product inside the packaging. The next matter is who will buy this product, and where are they buying the product, and the last matter that should be considered is how much the suggested retail price?

Packaging in the online trading industry where goods sent via courier must arrive safely in the hands of the buyer. According to (Roy, 2016), there are 4 (four) things that must be considered in determining the packaging used for e-commerce or online trade. The first is sturdiness, the most fundamental purpose of packaging is to ensure that the product in the package does not move and remains safe inside without being disturbed from various outside disturbances. The strongest packaging is needed for products such as ceramics, antiques that break easily. Safe transport, is the next matter that should be considered, because the durability of the packaging is a direct function of the range and time required during the transport of the product. The greater the span and time required, the stronger packaging must be able to protect the product from all external factors such as moisture, wear during handling and so on. And then attractiveness, it is intended to attract the attention of the end user. Products with attractive packaging are a driving force in purchasing. This is often used by products that do not yet have a name/brand. And the last is cost saving, the most crucial aspects are the materials used, the labor used, how many layers of packaging are used, the printing costs and the waste of the remaining materials.

Based in Rahman, 2016 we can define what is packaging by understand the definition packaging itself, that the packaging is a process of design and produce a storage, container, place or a cover for the product. The packaging has 3 kinds of levels. Packaging has 3 kinds of levels (Rahman, 2016): the first level is Primary Package, this level is a container that directly accommodates/stores the product. Secondary package is the second container used to store the primary package, which is usually thrown away after the product is opened for use. However, several products only have a primary package. And the last is tertiary package, commonly referred to as a shipping package, is intended to fulfill the purpose of storage which is intended to meet the purpose of storage and bulk transportation. As an example, hundreds of single boxes of toothpaste can be packed in cartons/corrugated boxes for the purpose of bulk storage and transportation to dealer warehouses. Shipping packages are disposed of at the wholesale or retail level and usually do not reach the consumer.

Social Media Marketing

Social media has an important role for a company, which is social media has a value for marketing because of its ability to access people and their functionality. Social media can be referred to as online media where users through internet-based applications can share, participate in it, and can create content in various forms supported by technology, including the internet, becoming an inseparable part and in new things (Okadiani et al., 2019).

And to play their role in Social media marketing, they use technology, channels, and software to create, deliver, and modify offers that have value for stakeholders in the

company (Tuten, 2021). Before choosing the social media that the company will utilize, the company must observe and take a look closer to their target market in order to choose the right social media (Gary, 2019). Companies need to optimize the advantages of social media, and can use social media marketing. The definition of social media marketing is the utilization of social media to connect followers with customers (Ganatra, Utama, Pawar, Verma, Pandey, Whiryawan, Sin, Ling, Kee, Jin, Min & Chen, 2021).

According to Tuten (2021), how social media performs at every level of the buying process: raising awareness, brands can increase awareness through social media marketing while always keeping the intention in social media where their target customers are, and how to combine social media with the marketing mix. The desire to influence, promotion through social media, as well as through other media such as advertising, marketing catalogues, and organizing events to persuade customers to recognize the "sense of desire". Support experimentation, social media can be utilized to sampling and loyalty programs. A sample of a product that is delivered to a customer is called as sampling. Using these samples, social media can be utilized to get prospects. And the last is facilitating sales, where social media can be optimized as a distribution channel and a place to promote various sales promotions, including offers for groups. Many customers who "like" or follow a brand on a social network are to qualify for a special offer.

There is some reason why the companies choose Instagram as their promotion channel to support their business among other social media platform (Latiff & Safiee, 2015): Instagram filter, Instagram filter is one of the features that is provided by Instagram to give an effect for an Instagram story, and it will give an enjoyable and deeper impression moment for the users (Aw, 2020). Instagram adds a filter in their feature, where users can use these filters in every photo or video post, even users can add songs to the post (Isma, 2021).

And then the other reason is popularity, the companies may get the advantages of using Instagram because Instagram capable to attract famous people to create their own Instagram account, and they can collaborate with the Instagrammers to advertise their product with minimal payment or fee. There is some reason why Instagram gives a big advantage for the companies as a promotional channel because Instagram needs no budget for an advertising agency, and that makes the relationship only with the owner of the account and the companies (Latiff & Safiee, 2015). The Instagram user has been growing significantly and consistently, especially among the young generation. Base on that, Instagram's users are more frequent of login. The number of application downloads tells us to utilize the Instagram marketing strategy (Barnhart, 2021).

Right audience, is the third reason why the companies choose Instagram as their promotion channel to support their business among other social media platform. Instagram users can easily find the right user of their product, just by connecting with one of these users it can invite other users with the same interests so that it will attract them as followers and make it easier for them to introduce their business (Latiff & Safiee, 2015). Feeds and ads on Instagram can be used to promote and expand reachable areas, increase brand awareness and encourage posts in their feeds. when Instagram users are the right target with ads that are displayed then they will get the opportunity to increase the number of their followers (Hootsuite, 2020).

The last reason why why the companies choose Instagram as their promotion channel to support their business among other social media platform based (Latiff & Safiee, 2015) is the power of word of mouth. Instagram is special, after all, Instagram can support the development of eWOM (Word of Mouth Online) because Instagram has the concept of sharing. Users only need to tag other Instagram users for business within Instagram so that other potential consumers can find that Instagram account with one click. The

advantages of eWOM cannot be avoided, especially in the power of networking, because people tend to like to tell stories and other people like to listen to stories from other people (Latiff & Safiee, 2015). Feeds on Instagram can be used by SMEs to build closeness with Instagram users who are targeted with new customers and strengthen relationships with existing customers. SMEs can tag their customers and encourage those customers to repost the upload and can be used as a virtual word of mouth tool (Rane, 2019).

Business Coaching Method

The research is using qualitative research, business coaching. Qualitative research uses in-depth interviews and focus group discussion as data collection tools and instruments. And the data collection method is tailored to the objectives of the research (Malhotra, 2005). Quantitative research is one kind of research that involves data analysis in descriptive format and the quantification of the data can't be directly. Qualitative research tries to transform the research data into field notes, the output of interviews, discussion, pictures, voice or visual recording, and notes (Indrawati, 2018).

The data collection method used in this study is by conducting in-depth interviews with the owner and the workers. Referring to the results of the in-depth interview, direct observations at the place of business and production were conducted in this study. In addition to conducting in-depth interviews, questionnaires were distributed which consists of 2 (two) questionnaires, namely the questionnaire aimed at existing customers and the questionnaire for targeted prospective customers.

One of the data collection techniques for various purposes is an in-depth interview, which this technique is the most suitable when the author needs to ask open questions to get information from few respondents (Guion, Diehl & McDonald, 2011). The individual in-depth interview gives the interviewer to dig social and personal matters deeper compare with the group interview which can give broader information (DiCicco-Bloom & Crabtree, 2006).

The survey was conducted using a structured questionnaire distributed to the respondents to obtain specific information for the research (Malhotra, 2005). The tool that has been chosen to gain surveys is via an online google form. While online surveys give advantages and drawbacks as well. The advantages of online surveys itself can reach people globally, flexible, speed and timeless, innovation in technology, diversity questions, gain a large sample, cheap, etc. But the potential drawbacks should be considered too such as unclear answering instructions, impersonal and privacy issues, etc (Evans & Mathur, 2005).

In-depth interviews were carried out every time the author visited Shine Icon Mora Craft or via telephone and WhatsApp application. Meanwhile, the survey was conducted 2 (two) times. The first survey was conducted with a total of 47 respondents to analyze the reliability and validity of the survey. The second survey was conducted on 220 respondents.

RESULTS AND DISCUSSION

Result

This business coaching process focuses on the packaging design process for online commerce and opening promotional channels based on the results of the initial survey that was conducted with 47 respondents (forty-seven) and the second survey with 220 respondents. It is necessary for Shine Icon Mora Craft to open the distribution and promotion channels using an online platform, and most of the respondents choose Instagram. In line with the results of the survey, Shine Icon Mora Craft owners also choose Instagram as the means to promote their products as well as a channel for selling

their products. The owner chose Instagram because the market segment and the target market that they want to reach are Instagram Users.

Packaging Design

Shine Icon Mora Craft products are craft products that are prone to breakage, so they must be packaged neatly to ensure that the products are safe in the shipping process until they reach the buyer. So far, product delivery is carried out directly by SME owners to their consumers so that they do not require special packaging. The plan of SME owners to enter the online market to increase sales requires a packaging design that is safe and attractive.

Packaging requires strength and security in the shipping process. The owner said that the packaging must be covered with bubble wrap to keep it safe. The packaging needed is attractive and fancy and the price is not too burdensome for the cost of production so that the price of the product being sold, including the cost of cardboard, is still more competitive than the price offered by its competitors.

The various forms of cardboard designs based on the search results of the author and owner, the pillow box design is the one chosen because of the unique shape and price that is relatively more included in the budget compared to other cardboard designs. The pillow box packaging can be obtained at Rp. 775 per piece, but it will be cheaper with purchases of more than 100 and so on. The author focuses on selecting packaging for refrigerator magnet products to be sold individually. If the owner wants to sell a bundle of several refrigerator magnets in one package, this cardboard design can be selected based on the size required. The pillow box sizes available on the market and very easy to obtain are as follows: 8 x 11 x 3 cm at Rp. 775, the second size is 11 x 18 x 4 cm at Rp. 995, and the last sized is 20 x 31 x 6 cm at Rp. 2,250.

Based on the selection of the cardboard, the logo is printed on the sticker so that it can be affixed to the cardboard that has been selected. Printing of these stickers costs Rp. 29,000 for an A3 paper, where each A3 sheet can produce 54 logos, so that per printed logo costs Rp. 29,000 divided by 54 is Rp. 537.

To keep the product safe, it is coated with bubble wrap. Bubble wrap itself can be purchased for Rp. 95,000 with an area of 50 meters x 1.25 meters or 30,125 cm². With such a large bubble wrap, it can be used to wrap 22 cm X 11 cm or 242 cm². Bubble wrap with an area of 3.1252 with a price of Rp. 95,000 can be used to wrap 125 pieces so that the cost of bubble wrap is Rp. 760. With a covering size of 22 cm X 11, it can still be reduced to minimize the use of bubble wrap, but still safe to reduce packaging costs.

The total cost required for packaging, printing logo stickers, and bubble wrap is Rp. 775 plus Rp. 537 plus Rp. 760 so that the total cost of packaging and sticker printing is Rp. 2,072 per piece. This price is considered to be able to cover production costs and does not significantly reduce the total margin received by the owner. Below are the logo stickers and cardboard boxes that have been affixed with the logo.

Figure 1. The packaging design for Shine Icon Mora Craft



Source: Proceeded by Author (2021)

Instagram Application Development

Creating Instagram Account

The creation of an Instagram account for Shine Icon Mora Craft is following the results of a survey conducted by the author and is in line with the owner's desire to have an Instagram account as a means of promoting its products. Shine Icon Mora Craft doesn't have an Instagram account yet. Creating an Instagram account begins with the creation of a personal account and then converted into a business account because it is following the needs of the SME owner, namely, Instagram is used as one of the promotions and sales channels.

Converting to business Instagram

Instagram has two user criteria, individual and business-specific usage known as business Instagram. This business Instagram is used specifically for account owners who want to use their Instagram social media for business. The features obtained through business Instagram are as follows (Patria, 2019): Instagram insight, through this feature, business Instagram users can get information on who Instagram users have seen their business profiles. The information obtained is in the form of demographic information, as well as consumer interest seen in this relatively new Instagram feature. This insight feature is very useful for marketing strategies that can be carried out by future business owners. From this feature, for example, the age and location where the user is located can be used as benchmarks to see the development of trends that are currently developing.

The Instagram Autoreply is another feature in Instagram Business. The auto reply feature is a feature to answer the behavior of Instagram users who have a tendency to ask for a product directly via Direct Message (DM) without going through the comment's column. Filter inbox, is the next feature, this feature serves for business owners to filter and mark, in the inbox of any message that requires an immediate response or just looking at products in a business's Instagram account. In addition, this feature also filters which messages have not been read. It aims to maintain engagement with its customers.

Instagram Story, is the newest feature from Instagram and has reached 500 million Instagram story at June 2018 (Bohang, 2019). And the last feature in Instagram Business is Instagram Live. Instagram live businesses that live in Instagram get more likes. Usually, customers are interested in the behind-the-scenes processes in the business, such as the process of making food and handy craft (Patria, 2019).

Creating Photo Content for Instagram

The use of visual media such as photos and videos will attract the most attention from account owners on social media. Social media users will feel directly and get experience with visual media content both through webpages, social networks and Instagram (Expert, 2020). One of the advantages of the Instagram feature is that account owners can upload pictures in feeds in their accounts or in Instagram stories. It takes photos that can attract attention on Instagram so that the account owner must be able to present interesting photos.

For the first step, using a photographer's service to photograph the products of Shine Icon Mora Craft, however, the use of a photographer cannot be done continuously because it requires costs and will increase the costs that must be incurred by SMEs. Based on this, SME must be independent in making photos to be uploaded on Instagram so that they need several devices/properties to support making attractive photos but with the simplest possible process at an affordable cost.

The devices or properties needed to create a photo are as follows: studio box, back ground, handphone with a high-resolution camera, and Canva applications that can be accessed through handphone or website.

Studio box, this device can be used to take pictures of small objects and with sufficient lighting to produce interesting photos even if you only use the camera from a smart phone. Studio boxes have various sizes, can be adjusted to the needs of the product to be photographed.

Back ground / folding photo mat, this back ground/folding mat is used as a photo background, the choice of background design varies, it can be adjusted according to needs and preferences.

The cellphone used can be of various kinds of cellphones that have cameras, but it is recommended to use cellphones with good quality cameras. SME owners use iPhone phones so that they have relatively good photo image quality.

With some considerations, the selection of Canva is suggested by the author. The selection of Canva is based on the consideration that it is easy for SME owners to operate (user friendly) and the costs incurred by SMEs are free because the Canva application with basic services is not paid. However, if you need a better service or Canva Pro, the user has to pay a monthly fee of Rp. 75,000 per month or Rp. 499,000 per year, which is much cheaper than the subscription fee for Adobe Photoshop or Adobe Illustrator which is Rp. 283,000 per month.

The author teaches SME owners how to use Canva so they don't have to depend on photographers and graphic editing services or help from writers. Photos using Canva can choose a variety of attractive designs according to your needs and according to the current moment. The author teaches by direct practice using the property in question and using applications in smartphones from SME owners.

Figure 2. The Results of using all the properties



Sources: Proceeded by Author (2021)

The process of teaching the use of these devices is relatively fast due to the ease of use of the devices and the Canva application is also user friendly. These devices such as Studio Box and back ground are easily obtained through various e-commerce sites such as Tokopedia and Shopee at affordable prices.

Discussion

Based on the analysis and observation on the real condition of The SMEs Shine Icon Mora Craft in the business coaching process, the author may conclude that the main problem is that the SMEs must develop packaging design as the first step to enlarge the promotion channel through Instagram Account. Developing the Instagram Account as a promotion channel is the second step that the SMEs must do based on the survey results that the SMEs should develop the online channel through Instagram Account.

Packaging design is the first step for the SMEs, Before Shine Icon Mora Craft develops the promotion channels through Instagram Account, the SMEs should develop the

Packaging design. It is needed because the product of the SMEs is craft resin. The product is fragile, that is the reason why it needs a safe packaging design to protect the product in the delivery process. Besides that, the packaging should be interesting, fancy, and low budget. Based on the research from several examples for packaging, the owner and the author discussed the best design and came to the final decision by using a pillow box.

Instagram Account Development is next step for the SME. Shine Icon Mora Craft has no Instagram Account, to increase brand awareness and improve selling by adding new market segments. The previous market segment is the Business-to-Business market, and now the SMEs are eager to enlarge the Business to Consumers through an Instagram channel as the promotion channel.

The first step is creating a personal Instagram account and converting the account into business Instagram. To create an eye-catching Instagram account, the contents should consist of interesting photos, so SMEs should create interesting photos to attract other users of Instagram. They should choose the right pictures and grid lines on Instagram.

CONCLUSIONS

The growth of online trading is increasing every period, where it cannot be avoided by companies. Companies must be able to adjust to the trading method chosen by their consumers. Social media is also a means of conducting trade and promotion channels for these companies. For this reason, social media is needed for these companies, but it is not enough, the social media must be managed properly through a good social media strategy to provide optimal benefits for the company. However, several things must be considered if the company has decided to trade online, both on social media and on any trading platform, they must be able to ensure that in the process of shipping the product arrives well and safely in the hands of the buyer. For this reason, it needs also to be considered to develop packaging that protects the product in the shipping process and gives a special impression on the product.

The limitation of this research is that the results of this study lasted only a short time, that there was limited information that could be explored more deeply, such as financial reports from SMEs because the owner never has it. Another limitation is the implementation that has been done while in the business coaching process has not been fully implemented by SMEs due to several obstacles, such as the limited workforce that can manage and have knowledge of social media marketing. For follow-up steps and future research, it is looking forward to being able to get more in-depth information and take various actions to get optimal benefits from this research by strengthening information extraction and preparing the presence of human resources needed to focus on managing the business.

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