

Designing Product Packaging and Promotional Media through a Wix-based Website for Tempe Tiga Putra Factory, South Sumatra

Ades Yudes Tera¹, Heni Yuvita², Esya Alhadi³, Imas Permatasari⁴, Andriasnyah Bari⁵,
Fernando Africano⁶

[¹yudesteraades@gmail.com](mailto:yudesteraades@gmail.com), [²heni.yuvita@polsri.ac.id](mailto:heni.yuvita@polsri.ac.id), [³esyaaalhadi@polsri.ac.id](mailto:esyaaalhadi@polsri.ac.id),
[⁴imas.permatasari@polsri.ac.id](mailto:imas.permatasari@polsri.ac.id), [⁵andriasnyah@polsri.ac.id](mailto:andriasnyah@polsri.ac.id), [⁶fernando.africano@polsri.ac.id](mailto:fernando.africano@polsri.ac.id)

Abstract

Purpose:

This study aims to design effective promotional media for Pabrik Tempe Tiga Putra in Muara Enim, South Sumatra, through the improvement of product packaging and the creation of a website using the Wix platform. The objective is to enhance the visual appeal of the product and expand its market reach through digital promotion.

Methodology/approach:

This research applies a Research and Development (R&D) method using the ADDIE approach, which includes five stages: Analysis, Design, Development, Implementation, and Evaluation. Data were obtained from interviews with the factory owner, field documentation of production and packaging activities, and literature reviews. The design process was carried out using Canva for packaging and Wix for the website. Feedback from consumers and market respondents was also analyzed to evaluate the effectiveness of the new design and promotional media.

Results/findings:

The redesigned packaging presents a more professional and attractive appearance that strengthens brand identity. Meanwhile, the website serves as a digital catalog and ordering platform, allowing customers to access product information easily. The combination of modern packaging and an interactive website significantly increased consumer interest and improved the product's market image.

Conclusions:

The integration of packaging design and digital promotional media effectively supports the branding and marketing of local SMEs such as Pabrik Tempe Tiga Putra. This strategy demonstrates that visually appealing design combined with accessible online information can improve competitiveness in the digital market era.

Limitations:

This study focuses only on one case study within a local SME, and does not yet measure the long-term sales performance impact after implementation.

Contribution:

This study contributes to the field of business administration and digital marketing by providing a practical model for integrating visual design and online promotion for micro and small enterprises. It serves as a reference for future research and SME practitioners in developing sustainable digital marketing strategies.

Keywords: *Packaging Design, SME Marketing, Product Branding*

1. Introduction

The development of marketing strategies in the modern business environment increasingly depends on the ability of enterprises to communicate their brand identity effectively. Promotion serves as a bridge between products and consumers, allowing potential buyers to understand not only the function and quality of a product but also the emotional and visual appeal associated with it. For small and medium enterprises (SMEs), promotional strategies are essential for survival and growth, especially when faced with intense competition and rapidly changing consumer preferences.

In the digital era, conventional promotional media such as flyers and posters are gradually being replaced by digital tools capable of reaching wider audiences more effectively. As stated by Yasmin et al. (2015), digital promotion offers more interactive and cost-efficient means of communication than traditional methods. This transformation encourages SMEs to adopt creative digital media to enhance brand visibility and consumer engagement.

One of the essential yet often neglected components of marketing communication is packaging design. Packaging does not merely protect a product but also represents its brand image and serves as a silent salesperson on the shelf. Putri and Riofita (2024) emphasized that visually appealing packaging can significantly influence consumer perception, brand recall, and purchase decisions. For local food industries like Pabrik Tempe Tiga Putra, packaging becomes an important element in strengthening identity, especially as competition increases in the local and regional market.

Simultaneously, the digitalization of promotional media—particularly through websites—offers strategic opportunities to showcase product information in an accessible and structured format. According to Adriyana (2020), websites enable enterprises to display detailed information supported by visual elements that reinforce the brand message. Although social media platforms such as Instagram and TikTok are popular for instant promotion, websites provide a more comprehensive and professional medium that builds credibility and long-term consumer trust.

In this context, the Tempe Tiga Putra Factory in Muara Enim, South Sumatra, faces challenges common among local SMEs: limited market reach, dependence on conventional marketing, and less attractive product packaging. The factory, operating since 2006, produces tempe and other soybean-based products but relies mostly on direct selling and word-of-mouth promotion. The packaging, consisting only of clear plastic with a simple printed logo, lacks visual distinction and fails to attract new customers.

Based on these conditions, the present study was conducted to design a more appealing packaging and develop a digital promotional medium through a website using the Wix platform. The integration of these two components is expected to improve the factory's brand image, expand its market coverage, and serve as a model for other SMEs seeking digital transformation.

2. Literature review and hypothesis/es development

2.1 Product and Packaging Design

According to Kotler and Armstrong (2022), a product encompasses everything that can be offered to a market to satisfy a want or need. Packaging design plays a dual role in this context: it protects the product while also serving as a marketing tool that communicates the brand's essence. Oktavia (2020) defines packaging as a protective container that safeguards the product's physical and quality aspects during distribution and storage. Meanwhile, Widiati (2019) highlights packaging as an integral part of a product's marketing identity.

The functions of packaging include protecting the content, serving as an informational medium, and facilitating transportation and storage (Directorate General of Agricultural Product Marketing, 2012).

In the competitive food industry, packaging must combine practicality and aesthetics to create a memorable impression among consumers.

2.2 Design and Visual Communication

Design is a creative process aimed at solving problems through systematic thinking (Nurannisaa, 2021). In marketing, design functions as a persuasive visual tool that influences consumer behavior. Muntazori (2019) suggests that design in business is not only aesthetic but strategic—it connects creativity with market psychology to generate interest and trust.

The principles of layout and composition, such as balance, unity, emphasis, and hierarchy, play key roles in creating attractive visual outputs (Kuswanto, 2017). Consistent use of colors, typography, and visual elements strengthens a brand's recognizability across media platforms.

2.3 Digital Marketing and Promotional Media

Digital marketing, as defined by Kotler and Keller in Larosa (2024), refers to marketing activities conducted through digital channels to reach consumers. Deiss (2024) adds that it involves the use of any electronic device to deliver promotional messages. The use of digital platforms offers interactivity, speed, and wide reach—advantages that are crucial for SMEs seeking visibility beyond local boundaries.

According to Afifah (2023) and Praningsih et al. (2022), integrating digital marketing tools such as websites or e-commerce can increase sales volume by 30–50%. Websites in particular allow businesses to present detailed product information, strengthen customer relationships, and facilitate online orders.

2.4 Wix and Canva in Digital Promotion

Wix is a cloud-based website development platform that enables users to build websites easily through drag-and-drop interfaces (Hamdi, 2022). It provides customizable templates, SEO tools, and integrated e-commerce features, making it ideal for SMEs with limited technical skills. Canva complements this process by offering graphic design tools for packaging and promotional materials without requiring advanced design expertise.

2.5 Research Gap

Previous studies on digital marketing for SMEs often focus solely on social media promotion, overlooking the role of packaging design as a complementary visual tool. This study bridges that gap by integrating both—visual packaging redesign and digital website-based promotion—into a single strategic framework for small-scale food industries.

3. Methodology

This research employed a Research and Development (R&D) method based on the ADDIE model: Analysis, Design, Development, Implementation, and Evaluation (Violadini & Mustika, 2021). The study was conducted at Pabrik Tempe Tiga Putra in Muara Enim, South Sumatra. The goal was to produce tangible outputs—a redesigned product package and a functional promotional website.

Data were gathered through Interviews with the business owner and employees to identify challenges in promotion and packaging; Observation and documentation of production and packaging processes,

literature review focusing on packaging design, digital marketing, and SME promotion strategies. The design process utilized Canva for packaging mockups, logo creation, and visual identity development and Wix for website construction, using available templates and SEO tools to ensure optimal presentation and accessibility.

The research procedures in this study were structured following the ADDIE model, which consists of five systematic stages: Analysis, Design, Development, Implementation, and Evaluation. In the analysis stage, the researcher identified existing problems in the promotional strategies and product packaging of Pabrik Tempe Tiga Putra, focusing on their limitations in attracting consumer attention and reaching wider markets. The design stage involved developing creative visual concepts for both the redesigned packaging and the website layout, ensuring consistency between brand identity and digital presentation. During the development stage, prototypes were created using Canva for packaging and Wix for the website, integrating essential features such as product descriptions, images, and contact information. The implementation stage consisted of launching the website for public access and printing the redesigned packaging for trial use, allowing the factory to apply the outputs directly in real market conditions. Finally, the evaluation stage gathered feedback from consumers and the business owner to assess the visual appeal, usability, and overall effectiveness of the promotional media. The data collected were analyzed using a qualitative descriptive approach, emphasizing the interpretation of user feedback and visual documentation. This analysis compared the conditions before and after the redesign to determine improvements in brand presentation and promotional impact, thereby validating the effectiveness of the design and development process.

4. Results and discussion

4.1 Packaging Redesign Results

The redesign of the Tempe Tiga Putra packaging brought significant visual and functional improvements compared to the previous version, which merely used transparent plastic with a simple screen-printed logo. The new packaging incorporated a distinctive brand logo and adopted a consistent color scheme of green and white, symbolizing freshness, natural ingredients, and a clean product image. Additional information such as nutritional facts, production date, and halal certification was included to enhance consumer trust and compliance with food labeling standards. The overall layout was refined to create a cleaner and more professional appearance, focusing on product freshness and authenticity. These changes not only improved the packaging's aesthetic quality but also reinforced the brand identity of Pabrik Tempe Tiga Putra as a modern and reliable local producer. Feedback gathered from consumers indicated a stronger perception of product quality and professionalism. Many respondents described the new packaging as more hygienic, visually appealing, and convenient to display, leading to an increased willingness to purchase and recommend the product to others.



4.2 Website Development Results

The website developed using Wix included several key pages: 1) Home Page: Overview of the company's vision, history, and mission; 2) Product Page: Display of product catalog with descriptions and images; 3) About Page: Story of Tempe Tiga Putra and its founders; 4) Contact Page: Integrated

Figure 1. Before- After Designing Tempe Tiga Putra Package

WhatsApp and Google Maps links for direct communication. The design prioritized simplicity, accessibility, and responsive layout. Analytics from Wix showed an increase in visits within the first two weeks after launch, especially from younger consumers and nearby cities such as Palembang and Prabumulih.

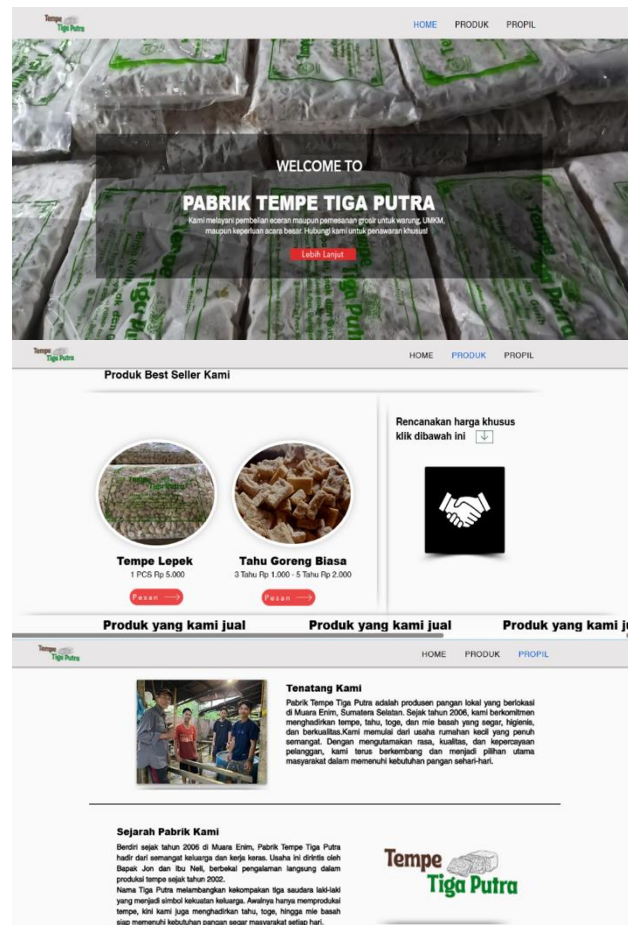


Figure 2. Profil and Home Page Tempe Tiga Putra Website

In parallel, the development of the website using the Wix platform was designed to strengthen the factory's digital presence and serve as an accessible promotional medium. The website comprised several key sections, including a Home Page providing an overview of the company's vision, mission, and history; a Product Page presenting a detailed catalog with product images and descriptions; an About Page telling the story of Tempe Tiga Putra and its founders; and a Contact Page equipped with WhatsApp integration and Google Maps for direct customer communication. The overall design emphasized simplicity, responsiveness, and user-friendly navigation to ensure accessibility across various devices. Early analytics from Wix demonstrated a positive impact, showing a noticeable increase in website traffic within the first two weeks after its launch. Most visits were recorded from younger consumers and nearby cities such as Palembang and Prabumulih, indicating that the digital platform effectively expanded the market reach of Pabrik Tempe Tiga Putra beyond its local area.

4.3 Discussion

The integration of packaging redesign and website promotion demonstrates the synergy between visual communication and digital marketing. Packaging strengthens offline brand perception, while the website ensures digital accessibility. Together, they create a consistent brand identity that enhances consumer trust.

These results align with findings by Kusumasari & Supriono (2015) and Irawan et al. (2024), which confirm that visual improvements in packaging and online presence significantly boost brand awareness and sales. The combination of Canva and Wix proved effective for non-technical SME users, enabling professional outcomes at low cost.

From a marketing perspective, the transformation reflects a shift from product-oriented to consumer-oriented promotion, where design aesthetics and ease of digital access shape purchasing decisions. The Tempe Tiga Putra case provides evidence that adopting simple yet systematic digital branding strategies can produce measurable business improvements.

5. Conclusion.

5.1. Conclusion

This study concludes that packaging design serves as a vital element in shaping consumer perception and reinforcing brand identity. An attractive and informative packaging not only protects the product but also communicates the brand's values, quality, and authenticity, thereby influencing purchasing decisions. Meanwhile, the adoption of digital promotional media, particularly through a dedicated website, has proven effective in enhancing product visibility, accessibility, and credibility. By integrating these two strategies—visual packaging redesign and online promotional media—Pabrik Tempe Tiga Putra successfully increased its market appeal and competitiveness within the local business landscape. The results demonstrate that small enterprises can significantly improve their branding and consumer engagement through creative design and digital innovation. Overall, the redesigned packaging and the newly developed website have transformed Tempe Tiga Putra from a conventional local manufacturer into a digitally adaptive small enterprise with the potential to reach a wider audience.

5.2. Limitation

Despite the positive outcomes, this study has several limitations that should be acknowledged. The research focuses solely on one small and medium enterprise, Pabrik Tempe Tiga Putra, which limits the generalizability of the findings to other business contexts. Additionally, the evaluation primarily relied on qualitative feedback from consumers and business owners, without incorporating quantitative measurements such as post-implementation sales performance or website traffic analytics over an extended period. Time constraints during the implementation phase also restricted the ability to monitor long-term effects, particularly regarding sustained consumer engagement and profitability.

5.3. Suggestion

Future research could expand the scope of this study by examining the long-term impact of digital promotional media on sales performance and consumer loyalty. Comparative studies between website-based and social-media-based promotional strategies could provide deeper insights into the relative effectiveness of different digital marketing tools for small businesses. Furthermore, subsequent research may focus on developing an integrated e-commerce system that enables direct online transactions, order tracking, and digital payment options for local food industries. Such advancements would further strengthen the competitiveness of SMEs and support their transition toward sustainable digital entrepreneurship.

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