



**JUDUL KARYA :**

**Desain Packaging (Kotak Kue) Delicia Bakery**

**PENCIPTA :**

**Eldiana Tri Narulita, S.Sn,M.Sn.**

**PAMERAN :**

**International Exhibition ISACFA (International Studio For Arts & Culture)**

**Fsrd – Alva**

**ISI Denpasar, Bali, 24 June – 12 July 2013**

**Kriya Hasta Mandala ISI Denpasar**

**FAKULTAS SENI RUPA DAN DESAIN  
INSTITUT SENI INDONESIA DENPASAR**

**2013**

## DESKRIPSI KARYA



**JUDUL :** Desain Packaging (Kotak Kue) Delicia Bakery

**PENCIPTA :** Eldiana Tri Narulita, S.Sn,M.Sn.

**MEDIA :** Kertas Duplek 210 gram

**UKURAN :** 23cm x 15cm x 7cm

**TAHUN :** 2013

**DI PAMERKAN PADA PAMERAN**

**International Exhibition ISACFA (International Studio For Arts & Culture)**

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## Abstrak :

Sumber ide penciptaan yang melatar belakangi konsep desain adalah bentuk roti manis yang diterapkan pada logo. Konsep yang diterapkan dalam perancangan adalah *delicious* (enak) diwujudkan pada ilustrasi foto produk roti manis, kue tart dan donat yang ditata agar terlihat menggugah selera dan berkesan enak. Konsep ini juga dipadukan dengan gaya visual yang mencerminkan usaha dibidang roti dengan menerapkan unsur visual pada ilustrasi teknik fotografi dan ilustrasi gabungan yang berkaitan dengan bidang bakery seperti ilustrasi bentuk dasar roti tawar,roti manis dan pastry. Warna dominan yang digunakan adalah coklat dan oranyeKata

Kunci: Desain kemasan, Delicious.

## Deskripsi Karya

### “Desain Packaging (Kotak Kue) Delicia Bakery”

Delicia bakery mulai berdiri Januari 2011. Usaha yang baru berdiri ini belum memiliki media promosi sama sekali dan untuk menciptakan sebuah *branding* yang kuat bagi perusahaan ini, pemilik meminta penulis sebagai desainer komunikasi visual merancang media promosi untuk Delicia Bakery, salah satunya desain kemasan (*packaging* (kotak kue). Pengertian desain kemasan menurut Klimchuck (2007:33) yakni bisnis kreatif yang mengkaitkan bentuk, struktur, material, warna, citra, tipografi dan elemen-elemen desain dengan informasi produk agar produk dapat dipasarkan. Desain kemasan berlaku untuk membungkus, melindungi, mengirim, mengeluarkan, menyimpan, mengidentifikasi dan membedakan sebuah produk di pasar.Sumber ide penciptaan yang melatar belakangi konsep desain adalah bentuk roti manis yang diterapkan pada logo. Konsep yang diterapkan dalam perancangan adalah *delicious* (enak) diwujudkan pada ilustrasi foto produk roti manis, kue tart dan donat yang ditata agar terlihat menggugah selera dan berkesan enak. Konsep ini juga dipadukan dengan gaya visual yang mencerminkan usaha dibidang roti dengan menerapkan unsur visual pada ilustrasi teknik fotografi dan ilustrasi gabungan yang berkaitan dengan bidang bakery seperti ilustrasi bentuk dasar roti tawar,roti manis dan pastry. Warna dominan yang digunakan adalah coklat dan oranye. Sebab coklat merupakan warna alami roti setelah matang. Selain itu coklat dihubungkan dengan kesederhanaan yang abadi. Coklat sangat identik dengan warna tanah dan warna kayu, sehingga penggunaan warna coklat memberi perasaan dekat dengan lingkungan alam (Dameria, 2007: 46).

Dan oranye merupakan warna yang secara respon psikologis menebarkan energy, menghangatkan hati, sekaligus memancarkan keceriaan. Dari sisi psikologis, orange merupakan lambang persahabatan. Warna ini dapat mencerahkan kekakuan dan menciptakan rasa akrab. (Dameria, 2007:42).

**Kepustakaan:**

Dameria, Anne. 2007. *Color Basic*. Jakarta: Link dan Math Graphic.

Klimchuk, Rosner Marianne dan Krasovec , A. Sandra. Desain kemasan perencanaan merk produk yang berhasil mulai dari konsep sampai penjualan, Terj.Bob Sabran, Jakarta:Erlangga, 2006.

Lampiran :

**Katalog tampak depan**



# Katalog tampak belakang

On Semarang,

Thanks to the Almighty God, the Shang Hwang Wahn Woon, because of His Blessing, the exhibition of (SACFA 2013) program can be conducted on July 11, 2013.

On behalf of my institution, I want like to share my great gratitude to the effort and spirit presented by ALVA-LUNA, especially with a great assistance of Faculty of Fine Arts, with hard work and dedication in conducting SACFA program by giving a chance to ID Denpasar to share the cultural, knowledge and experience.

All the Indonesian spirit and also the values of art, the mutual cooperation which are very kind, tight and various has occurred, especially across the arts development. An artist must build the image with conceptual creation and visual quality, knowledge and technology, history, and other supporting elements which make themselves to another in order to develop and create their great cooperation. Therefore, these aspects could be achieved through knowledge and cultural exchange among Australian University and Indonesian Institute of the Art Denpasar.

The artists of arts is also becoming increased interest of viewing which presented through cultural imaging. The values of both institutions are presented through creative innovation quality of cultural symbols which occurred during the development of Indonesia, Indonesia and international world for future. The identity of ourselves is the improvement of these representation through the form of image. Some self-referential symbols of the symbols also contribute to environment culture. Therefore, Indonesia and students of Fine Arts and Design Faculty very excited to present their masterpiece with great ideas based on the culture development in Bali especially in line with the artworks of students of ALVA-LUNA which are presented on this month.

And on this occasion, I would share my best wishes for the success of the exhibition and once again, congratulations and hopefully the exhibition will have inspiring and constructive.

On Shanti, Shanti, Shanti, On

Dean of Indonesian Institute of the Arts Denpasar  
DR. I Dewa Ayu Sugantha, S.D.Kr., M.Hum

**DEAN'S SPEECH**

On Semarang,

Thanks to the Almighty God, the Shang Hwang Wahn Woon, that Fine Arts and Design Faculty can be presented the annual exhibition of (SACFA 2013) program on July 11, 2013.

On this great opportunity, we expected that the exhibition will become a media of dialog among the artist and art culture and also with wide society, and also to not forget to mention our great appreciation to Asst. Prof Paul Trevail for his cooperation and hard during the program, and also to mention all the members of the program always attended every year.

The relationship between ALVA-LUNA University of Wollongong Australia and Faculty of Fine Arts and Design for more than 4 years has motivated both two sides to share knowledge and to maintain the cooperation. We carried very that the linkage of thought, ideas and harvest from one site, another also contribute the variety, quality and even the result of artworks which are presented during the exhibition. Having the experience of exchanging cultural and ideas with LUNA is a part of great opportunity to show the world that the spectacle of Indonesia art is getting improving which is showed by creativity and innovation in the process of creating artworks.

Based on this, we hope that we can minimize the result of creativity received by ALVA-LUNA students, lecturers and students of Fine Arts and Design Faculty, and hopefully it will keep growing, sharing and improve in the future. At last, we hope that the spirit of Bali will continue to exist a stream from island of arts to give artistic and education to the expanding of cooperation between ALVA-LUNA and FMAD ID Denpasar.

Congratulations and Success

On Shanti, Shanti, Shanti, On

Dean of Fine Arts and Design Faculty  
Indonesian Institute of the Arts Denpasar  
Dr. Ni Made Rita, M.Si

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