

BILINGUAL PACKAGING MODIFICATION OF CIRENG TO REACH TOURIST MARKET SEGMENTS

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Abstract

This community service article reports the development and producer validation of a bilingual packaging prototype for Cireng Gemoy, a local food micro-enterprise in Cihanjuang Village, Parongpong District, West Bandung Regency. The activity responded to the need for a more informative and market-oriented product presentation, particularly for visitors who may not understand Indonesian packaging information. A descriptive qualitative and design-based community service approach was used through observation, identification of packaging needs, prototype design, direct discussion with the producer on 18 August 2026, and follow-up communication via WhatsApp. The resulting prototype combines Indonesian-English information on product identity, origin, flavor variants, ingredients, preparation instructions, serving suggestions, storage, contact information, and basic hygiene messages. The producer responded positively, expressing that the new design and packaging updates were helpful and appreciated. The prototype was subsequently presented at the Expo held as part of the closing activities of the KKN Universitas Al-Ghifari, where visitors gave positive comments about its attractive appearance. These findings provide an initial indication that packaging modification can strengthen product presentation and attract public attention. However, the activity did not measure tourist purchase intention or sales before and after implementation; therefore, the potential to reach tourist segments is presented as a strategic opportunity rather than a proven causal effect.

Keywords: Bilingual Packaging; Packaging Design; Msmes; Local Foods

A. INTRODUCTION

Local food products serve not only as consumer goods but may also represent regional identity when integrated into tourism experiences. For micro and small enterprises, packaging constitutes an important point of contact through which products are introduced, perceived quality is shaped, and relevant information is communicated before consumers make

purchasing decisions. Fadjri et al. (2024) found that visual packaging elements and label information are associated with consumers' purchase intention toward packaged food and beverage products. Similarly, research on small-scale food enterprises indicates that packaging attributes, including images, colors, size, materials, shape, and labeling, are associated with hedonic and utilitarian values that may influence purchasing decisions (Alias et al., 2021). These findings suggest that packaging performs both functional and communicative roles in shaping consumers' initial perceptions of food products.

Within the context of micro, small, and medium enterprises (MSMEs), packaging-related problems do not necessarily arise from the absence of packaging itself, but may instead reflect a mismatch between the information presented and the needs of a broader market. An MSME assistance program in Lumajang demonstrated that packaging, branding, and marketing remain significant challenges for small businesses, while packaging design assistance has been positioned as an approach to enhancing product attractiveness and expanding market reach (Soedarso et al., 2023). Other community service initiatives have similarly combined packaging improvement with digital media utilization to strengthen product quality and extend MSME marketing reach (Sukartaatmadja et al., 2023). Accordingly, packaging development can be understood as a relatively simple intervention with substantial potential to improve both product communication and marketing functions.

The importance of packaging becomes more pronounced when local products are intended to reach tourists. Food products that can function as souvenirs are associated with food image, perceived touristic value, and tourists' purchase intention (Setiawandari et al., 2022). Tourists may also be attracted to foods that provide distinctive and authentic experiences, particularly products that represent local identity (Istianah, 2022). These findings reinforce the argument that local food products should be communicated not merely in terms of taste, but also through information concerning their origin, identity, and the experience associated with the product. Consequently, packaging may provide an important medium through which local food can be positioned within a broader tourism-oriented market.

In Cihanjuang Village, Parongpong District, West Bandung Regency, Cireng Gemoy is one of the local food MSMEs that is relatively well known within the community, particularly in Kampung Cisasawi. The product was selected by Group 21 to be presented at the Expo held as part of the closing activities of the Al-Ghifari University Community Service Program (*Kuliah Kerja Nyata*). Based on documentation of its initial condition, Cireng Gemoy was previously marketed in a simple plastic container without a brand identity sticker or supporting product information. This condition provided the basis for improving the packaging, particularly to strengthen product identity, provide more comprehensive information, and enhance its visual attractiveness when introduced to a wider audience.

Existing studies on packaging have extensively examined visual design, labeling, information quality, and consumer responses. However, studies specifically addressing the integration of bilingual packaging modification for local food MSMEs within the context of community empowerment and tourism-oriented market segments remain relatively limited.

This community service initiative therefore introduces bilingual packaging design as a simple communication strategy that connects local food identity with a broader audience of visitors. The novelty of the activity does not lie in demonstrating a causal increase in sales, but rather in applying bilingual design as a practical innovation whose initial feasibility is assessed through producer responses and its suitability for product communication. This positioning is important because the present activity did not employ experimental measures of sales performance or tourists' purchasing behavior.

Accordingly, the central problem addressed in this community service initiative concerns how Cireng Gemoy packaging can be developed to become more informative, strengthen its place-based identity, and improve the accessibility of product information for potential consumers from outside the local area. The activity aims to develop a bilingual packaging prototype that can function as a product communication medium while offering strategic potential to support the expansion of tourist market segments. In addition, the activity seeks to establish a simple evaluative basis through which the producer can assess the feasibility and suitability of the proposed packaging design. Thus, the intervention focuses primarily on strengthening product presentation, information accessibility, and local identity rather than claiming a measurable increase in sales or tourist purchase intention.

B. LITERATURE REVIEW

Packaging as Product Communication

Packaging functions not only as a protective container but also as an important communication medium that shapes consumers' perceptions before purchase. Visual elements such as color, imagery, typography, size, material, shape, and labeling contribute to the way consumers evaluate food products and may influence both hedonic and utilitarian value (Alias et al., 2021). Fadjri et al. (2024) further indicate that visual packaging design and labeling are associated with consumers' purchase intention, demonstrating that packaging can communicate product quality and attractiveness even before direct product experience occurs. In the context of traditional food products, design elements such as shape, font, and slogan may also affect consumers' willingness to pay (Suci et al., 2022). Therefore, packaging can be conceptualized as a strategic interface between products and consumers, integrating functional protection with visual identity, information delivery, and market communication.

Local Food Identity and Tourist Market

Local food carries symbolic value because it can represent the cultural and geographical identity of a destination in addition to fulfilling its basic consumption function. Setiawandari et al. (2022) explain that food products positioned as souvenirs may contribute to perceived touristic value and purchase intention, particularly when consumers can associate the product with a specific place or travel experience. Similarly, Istianah (2022) suggests that tourists' interest in distinctive and authentic food experiences can increase their engagement with local or ethnic food products. These findings imply that clearly communicating product origin and local uniqueness is important when traditional food is introduced to consumers beyond its

immediate community. Accordingly, emphasizing place-based identity on packaging can help transform local food from an ordinary consumable item into a product that carries experiential and symbolic value for tourists.

Bilingual Packaging and Information Accessibility

Language on packaging serves as a mechanism through which consumers access, interpret, and evaluate essential product information. In products intended for broader markets or visitors from different linguistic backgrounds, bilingual packaging can improve information accessibility without necessarily replacing the local language or weakening the cultural identity of the product. In the Cireng Gemoy packaging design, Indonesian remains the primary language, while English is used to provide equivalent information concerning product origin, ingredients, preparation instructions, and serving suggestions. This approach is consistent with evidence suggesting that clear packaging information supports product evaluation, while visual elements help attract consumer attention (Fadjri et al., 2024). Thus, bilingual packaging can be understood as an informational strategy that reduces language barriers while allowing local identity to remain central to product positioning.

C. RESEARCH METHODOLOGY

This community service activity employed a descriptive qualitative, design-based approach to develop a bilingual packaging prototype for Cireng Gemoy, a local food MSME in Cihanjuang Village, Parongpong District, West Bandung Regency. The implementation process consisted of four main stages: documenting the initial packaging condition and identifying product needs, formulating the packaging concept, developing the bilingual prototype, and discussing the completed design with the producer, a procedural logic consistent with previous MSME packaging assistance initiatives (Muttaqien & Nafza, 2021; Sukartaatmadja et al., 2023). Producer feedback was collected through direct discussion during the prototype handover on 18 August 2026 and subsequent communication via WhatsApp, focusing on readability, visual attractiveness, product identity, information usefulness, and the feasibility of the proposed design. The responses were analyzed descriptively by identifying recurring themes rather than converting them into quantitative scores because no structured questionnaire was administered. The effectiveness of the activity was therefore assessed based on the successful development of the bilingual packaging prototype, the improvement of product identity and information presentation, and the producer's initial acceptance of the proposed design.

D. RESULT AND DISCUSSION

Initial Conditions and Basis for Development



Figure 1. Condition of Cireng Gemoy before packaging development
Source: Community service design documentation, 2026

The design development was initiated from the initial condition of Cireng Gemoy, which, based on the activity documentation, was still packaged in a simple plastic clamshell container without an identity sticker or product information, as shown in Figure 1. This condition provided the basis for developing packaging that would function not only as a container but also as a medium of product communication. Cireng Gemoy was selected by Group 21 because it is one of the local food MSMEs that is relatively well known in Kampung Cisasawi, Cihanjuang Village, and was chosen to be presented at the Expo held as part of the closing activities of the Al-Ghifari University KKN. Accordingly, the packaging modification was directed toward strengthening the identity of a product that was already locally recognized when introduced to a broader audience.

Conceptually, the modification did not alter the characteristics of Cireng Gemoy itself; rather, it improved the quality of visual communication at the point of interaction between the product and potential consumers. The modifications included emphasizing the product name and place of origin, reorganizing information on the front and back panels, adding English equivalents, and presenting product information in a more structured manner. Thus, the packaging modification was intended to strengthen the identity of a locally recognized product while providing a presentation that is better prepared for promotional contexts.

Table 1. Comparison of the focus of Cireng Gemoy packaging development

Aspect	Previous Approach	Bilingual Prototype
Product identity	Simple plastic clamshell packaging without an identity sticker or supporting information	The name Cireng Gemoy 03, flavor variants, and Cihanjuang as the place of origin are emphasized

ARTICLE

Language of information	No bilingual information was provided on the initial packaging	Indonesian + English
Product information	Product information was very limited because no sticker or supporting information was provided	Identity, ingredients, cooking instructions, variants, serving suggestions, storage, and contact information
Context of use	Simple presentation for local sales	Designed to make information more accessible to visitors/tourists
Communication value	Primarily functions as a product container	Functions as a container as well as a medium of identity, information, and product communication

Source: Community service documentation and design process, 2026

Changes from the Initial Condition to the Prototype

Figure 1 shows the initial condition of Cireng Gemoy, which was presented in a simple plastic clamshell container without an identity sticker or supporting product information, with the main emphasis placed on the product itself. Following the development process, Figure 2 presents a prototype that integrates brand identity, place of origin, product information, illustrations, and English equivalents within a single visual system. This change indicates that the intervention involved not merely a visual redesign but also the addition of a communication function to the packaging. This is particularly relevant because Cireng Gemoy is one of the MSMEs that is relatively well known in Kampung Cisasawi; therefore, packaging modification can serve as a means of carrying the identity of a local product into broader promotional settings.

Characteristics of the Bilingual Packaging Prototype

The prototype shown in Figure 2 positions the name “CIRENG GEMOY 03” as the most prominent element on the front panel. The phrase “Khas Cihanjuang, Bandung” is reinforced by its English equivalent, “Authentic from Cihanjuang, Bandung,” allowing the product origin to be immediately understood by Indonesian-speaking consumers as well as visitors who require information in English. The use of color, a mascot character, and product photography is maintained as part of the visual elements that create a friendly and recognizable impression. This strategy is consistent with studies that identify visual elements as an important component of packaging perception and purchasing decisions (Alias et al., 2021; Fajar et al., 2024).

On the back panel, the information is designed to be more functional. The “Cara Memasak/How to Cook” section explains several preparation options, while “Komposisi/Ingredients” provides information about the product ingredients. The “Varian Rasa/Flavor Variants” section presents the available flavors, whereas “Tips Penyajian/Serving Suggestion” helps consumers understand how the product may be served. Contact details and producer information are positioned to facilitate further communication. This structure enables the packaging to function as an information medium rather than merely as a product container.

In the literature, the experience created by packaging and the information conveyed through packaging can enhance consumers' perceived value (Álvarez-González et al., 2024).

The presence of the identity statement “Khas Cihanjuang, Bandung” is also important from a tourism perspective. Food products associated with a particular place may acquire symbolic value as part of travel experiences and souvenirs. Setiawandari et al. (2022) show that food imagery associated with souvenirs may influence perceived touristic value and purchase intention. Therefore, explicitly displaying the product's place of origin on the front panel can strengthen the local narrative when the product is introduced beyond the village environment.



Figure 2. Bilingual packaging prototype of Cireng GemoY, front and back views
Source: Community service design documentation, 2026

Potential Expansion into Tourist Market Segments

The bilingual concept incorporated into the prototype is not intended to demonstrate that the use of two languages automatically increases sales. Its primary function is to reduce barriers to understanding essential product information when the product is introduced in environments with more diverse consumers. For tourists, local food may become part of travel memories and souvenir experiences; therefore, the readability of product origin, serving instructions, and identity may help transform the product from an ordinary food item into one that carries a place-based narrative (Setiawandari et al., 2022).

From a design perspective, the organization of bilingual information may also strengthen

the impression that the product is better prepared for marketing in more open promotional settings. Previous MSME assistance programs related to branding and packaging have shown that packaging improvements can help clarify product identity and enhance attractiveness (Muttaqien & Nafza, 2021; Soedarso et al., 2023). In the context of Cireng Gemoy, the added value offered by the intervention lies not in changing the recipe, but in improving visual communication and product information so that they can be accessed by users from different linguistic backgrounds.

Validation through Producer Feedback

Because producer feedback constitutes an important component in assessing the initial acceptance of the community service output, an evaluation of the producer's response was conducted after the prototype had been completed. On 18 August 2026, the design was delivered to and discussed directly with the Cireng Gemoy producer. Communication was subsequently continued via WhatsApp to clarify the producer's response to the design and packaging modifications. Overall, the producer provided a highly positive response, expressing satisfaction with the new design, stating that the modifications were helpful, and indicating appreciation for the resulting appearance. These responses constitute qualitative evaluation data demonstrating the producer's initial acceptance of the activity output.

Table 2. Summary of producer feedback on the packaging prototype

No.	Indicator	Question to the Producer	Response
1	Readability	What is the producer's opinion regarding the readability and presentation of information in the new design?	The producer responded positively to the presentation of information in the new design.
2	Bilingual presentation	What is the producer's opinion regarding the use of Indonesian and English?	The producer appreciated the use of two languages as an improvement in the presentation of product information.
3	Local identity	Does the new design continue to convey the identity of Cireng Gemoy and Cihanjuang?	The producer appreciated the new design, which continues to emphasize the identity of Cireng Gemoy and Cihanjuang.

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4	Information feasibility	Does the updated information on the packaging assist the producer?	The producer considered the addition and organization of information on the packaging to be helpful.
5	Production feasibility	What is the producer's overall opinion of the design and packaging modification?	The producer expressed satisfaction, felt assisted, and appreciated the design and packaging modifications developed by the team.

Source: Prepared by the authors for community service validation, 2026

Table 2 summarizes the producer's responses to the aspects observed after the design was delivered. The responses indicate positive acceptance of the new design, the use of two languages, the updated information, and the overall appearance of the packaging. Thus, producer feedback provides field-based evidence that the design output was not only completed at the development stage but also received positively by the primary user involved in the community service activity.

This participatory approach is consistent with MSME community service practices that position assistance as a process of adapting outputs to the needs of business actors rather than merely delivering a finished product. The producer's involvement in providing feedback helps ensure that the packaging modification remains relevant to the identity and needs of the business (Sukartaatmadja et al., 2023). In this activity, the producer's positive response provides a basis for considering the design for further use or development, while still requiring verification of the product information before commercial printing.

Visitor Responses at the Expo

The developed packaging prototype was subsequently brought by Group 21 to the Expo held as part of the closing activities of the Al-Ghifari University KKN. The Expo was positioned as a setting for introducing the activity output rather than as the primary focus of the packaging development process. During the event, Cireng Gemoy attracted visitors' attention, and several visitors provided positive comments regarding the packaging, which they considered visually attractive. These responses constitute observational findings that complement the producer feedback obtained previously. Nevertheless, visitor attention at the Expo cannot be treated as a formal measurement of purchase intention or tourist preference. The finding is more appropriately interpreted as an initial indication that the visual modification of the packaging may help the product become more noticeable when introduced to a wider audience.

Implications and Limitations

From a practical perspective, the prototype provides an alternative packaging design that is more informative and presents a clearer local identity than the initial condition, which relied only on a simple plastic clamshell container without product identity or supporting information. For the producer, the design may serve as a communication asset that can be used in exhibitions, direct sales, or promotional activities targeting visitors from outside the local area. Conceptually, the bilingual format broadens access to information, while the emphasis on Cihanjuang identity preserves the local character of the product.

The principal limitation of the activity is the absence of direct measurement involving tourists and the lack of sales data before and after implementation of the packaging. The producer feedback is qualitative and derived from a single business actor; therefore, it cannot be generalized as evidence that bilingual packaging increases purchase intention or sales. Consequently, the results that can be substantiated at this stage are the design output and the producer's initial acceptance. Future activities may examine tourist responses, compare the readability of product information, and monitor changes in market responses after the packaging is implemented.

Rationale for the Packaging Design Elements

The prototype shown in Figure 2 presents two sides of the packaging designed as an integrated information system. The front panel prominently displays the Cireng Gemoy name, accompanied by an indication of its Cihanjuang origin, a slogan, a product illustration, net weight information, and a brief message describing the product's characteristics. This composition is intended to position product identity as the first element perceived by potential consumers. From a design perspective, emphasizing the product name and place of origin is important because packaging functions as an initial point of contact between the product and consumers.

The back panel expands the function of the packaging into a more comprehensive information medium. It contains a bilingual product description, cooking instructions, ingredients, flavor variants, nutritional information, serving suggestions, and contact information. Dividing the information into several blocks helps reduce text density and allows readers to select the information relevant to their needs. English is provided as an equivalent language so that essential information can be accessed by readers who do not use Indonesian as their primary language.

The selection of bilingual elements is not intended to eliminate the product's local character. On the contrary, place-based expressions such as "Khas Cihanjuang, Bandung" are retained to preserve the connection between the product and its area of origin. This strategy is consistent with the view that local food products can become part of the tourism experience when consumers are able to recognize the distinctiveness and place-based value attached to the product (Setiawandari et al., 2022). Thus, language functions as a means of facilitating access to information, while local identity remains the core element of differentiation.

From a marketing perspective, the packaging developed in this activity is positioned as a

practical output that can be used in promotional settings, direct sales, or product introductions to visitors from outside the local area. The Expo represents one context in which the output was applied, but the primary focus of the intervention remains the packaging modification. Research on packaging design indicates that visual appearance, label information, and the characteristics of packaging elements can influence consumers' evaluations of products (Fadjri et al., 2024; Suci et al., 2022). Therefore, the design development considered not only aesthetic aspects but also information hierarchy, readability, and relevance to the context of use.

At the commercial implementation stage, several components still require verification by the producer. Information concerning ingredients, nutritional values, storage, product claims, and the accuracy of weight or quantity must be adjusted to the actual conditions of the product being marketed. The same applies to the English equivalents, which should be reviewed to avoid differences in interpretation. Accordingly, the design shown in Figure 2 should be treated as a development prototype rather than as an indication that all information has been finalized for commercial use.

E. CONCLUSION

The community service activity successfully developed a bilingual packaging prototype for Cireng Gemoy that integrates product identity, Cihanjuang's local identity, and more accessible product information in Indonesian and English. The findings indicate that the prototype strengthened the communicative function and visual presentation of the packaging, as reflected in positive producer feedback and favorable visitor responses at the Expo, although these responses cannot be interpreted as evidence of increased sales or tourist purchase intention. Accordingly, the activity achieved its primary objective and contributes a practical approach to combining bilingual information and local identity within MSME food packaging as a strategy for broader promotional contexts. Practically, the producer should verify all product information before commercial printing and may utilize the design in exhibitions, direct sales, and promotional activities, while MSME-supporting stakeholders can consider similar participatory packaging assistance for local food enterprises. Future research should address the current limitations by involving larger and more diverse consumer samples, directly measuring tourist purchase intention, and comparing sales performance before and after packaging implementation to evaluate its market effects more rigorously.

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