

CHAPTER I

INTRODUCTION

1.1. Background of the Project

Chocolate is one of the most well known food products around the world. Most people in the world know what chocolate is and how it tastes. Chocolate is made of cacao beans. Up until now, there are many different kinds of chocolate with different kinds of brand.

Chocolate is often used as a gift for someone special in several events, as mentioned in this website. 'We know that people often give chocolate to someone special on special events, for example on birthday, or just simple occasions, such as giving a gift on graduation days or anniversary' (translated,<http://www.swa.co.id>). We know that chocolate plays an important role in relationship among people as a gift as it reflects many aspects, 'A gift of chocolate will express your passion, affection and friendship' ([http:// www. giveChocolate.com](http://www.giveChocolate.com)). Moreover, chocolate is also known as the symbol of Valentine's Day. 'Chocolate and Valentine's are two things that cannot be separated' (translated,<http://www.dapurcokelat.com/news/new06.htm>)

It has been a custom for someone to give his or her beloved one a box of chocolate on Valentine's Day. 'Chocolate is one of the most favorite gift on Valentine's Day' (<http://www.kompas.co.id/kompascetak/0602/10/muda/2424775.htm>). That is the reason why the selling of chocolate always increases during this season.

Indonesian people also celebrate Valentine's Day every year on February 14th, and giving chocolate has also become a tradition on this special day. Therefore according to Ir. H .Setra Yuhana, Kasubudin Bina Program Dinas Indag Agro Jabar, the fact mentioned above provides us with a promising business opportunity (<http://www.pikiranrakyat.com/cetak/2005/0105/04/0606.htm>). The target market of this chocolate on Valentine will be girls and women. I focus on them, because more girls and women buy chocolate for their beloved ones than men do. 'Around 85 percent of all Valentines are purchased by women'. (<http://people.howstuffworks.com/valentine.htm>). However, this does not mean that men should not buy this particular product.

One of the most famous chocolate brands in Indonesia is SilverQueen. 'From 85 customers' opinion on the most favorite chocolate in Indonesia, 50 correspondents answered SilverQueen as their favorite one'. (http://www.pintunet.com/produk.php?vproduk_id=mcokelat13&vpid=88010304). SilverQueen becomes the correspondents' favorite because of its original taste and the cashew nuts inside the chocolate bars. However, during Valentine's Day, SilverQueen has never made any Valentine's edition package. Thus, I want to create a new packaging

design for SilverQueen product in order to present something new in the appearance of SilverQueen. 'Packaging is the activities of designing and producing the container for the product' (Kotler, 2003: 436). Moreover, 'Packaging is the science, art and technology of enclosing or protecting products for distribution, storage, sale and use' ([http://en.wikipedia.org/wiki/Packaging and labeling](http://en.wikipedia.org/wiki/Packaging_and_labeling)). Therefore, I intend to make the package as attractive as possible so that the purpose of presenting something new for the customers can be achieved.

1.2. Project Identification

For this SilverQueen's Valentine's Day packaging design, I intend to put some Valentine's attribute to attract more customers. The design will include pink colors, heart shapes and cartoon drawings.

The chocolate SilverQueen will be put in its package and the words of "Limited edition" are written on the package, as this product is only available during Valentine's Day. The sign that this product is consumable by everyone can be seen from the note "Halal". In addition, the ingredients such as sugar, cashew, milk solids, cocoa mass, cocoa butter, emulsifier, salt, and flavor are also important to list to make the buyers know the content of the product.

1.3. Objectives

- To create something new in appearance of SilverQueen during Valentine's Day.

- To attract the customers' interest in SilverQueen in its limited Valentine's Day edition.

1.4. Layout of the Thesis

This thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which acknowledgements are given to those contributing and involved in the work. After that is the Table of Contents and the Appendices, followed by its three chapters:

Chapter I is the introduction to the analysis

Chapter II contains the literary research

Chapter III deals with the performance of the innovative project

In the final part, I present alphabetically the Bibliography.