

## **Brand Image in Cosmetic Packaging Design with a Visual Appeal Approach (Case Study: MS Glow)**

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### **ABSTRACT**

The study identified the brand image of the cosmetic packaging moisturizer MS Glow. MS Glows is a local cosmetics brand in Indonesia, one of its best products is Moisturizers which won the first championship as the best local moisturizer of the year 2022. Qualitative descriptive methods with observation techniques, literature, and documentation are used in this research. The theoretical framework used included a visual appeal approach (Kotler and Amstrong) and brand image (Keller). The results showed that the moisturizer packaging of three variants (yuzu, watermelon, cactus, and grape seed) consists of primary, secondary, and tertiary packaging. Practical shapes, lightweight materials, colors in harmony with product variants, a combination of serif and sans serif letters, illustrations highlighting the main materials, and an asymmetrical layout. Three brand image components, namely the strength of the brand association, the benefits of its association, and the uniqueness of brand associations evaluate the ideal and accurate design of the MS Glow moisturizer packaging so that products spread across the market can be trusted. This study shows that an ideal visual appeal can build relevant packaging and open up opportunities for MS Glow to create products with their distinctive image.

**Keywords:** brand image, packaging, cosmetic, moisturizer, ms glow

## INTRODUCTION

Consumers tend to prioritize brands when choosing from a variety of available product alternatives. Most consumers buy products based on the brand name, some purchase them due to friends' recommendations, and others buy them because of the packaging design. On the other hand, the actual product quality can significantly impact the perceived evaluation of the product by consumers. The brand is one of the very important attributes of a product, the use of which is now widespread for several reasons. One of them is because a product's brand adds value to it (Yunaida, 2017). A brand is not only perceived through the impressions of its users but must occupy a specific position in the mind to truly become a brand. Companies are required to compete competitively in creating and maintaining loyal consumers, one of which is through brand wars (Gede et al., 2015). Brand image is a set of consumer beliefs about a particular brand (Wijayanto & Iriani, 2013). The brand image serves as a differentiator between one product and another in a specific product category. Consumers are more likely to stick with a brand they are comfortable with and trust when they see exceptional packaging design working for them. Companies should not only create high-quality products but also strive to make the products stick in the minds of consumers, and one way to achieve this is through packaging design. Packaging design that is easily recognizable and memorable to consumers is one of the ways to create a positive brand image for the produced product.

Packaging is used as a promotional tool because it not only protects and facilitates the use of the product but can also enhance the sales value and promotion of the product. Good packaging attracts consumers to find out more about the provided product packaging, as stated by (Septiyadi et al., 2021). If consumers understand the message conveyed through the packaging, it surely adds value for them. For example, a product that aligns with its claims and serves as an identity distinguishing it from others can generate consumer interest and purchase. The first thing observed is often the packaging before the content and quality within.

Most people pay attention to their appearance from head to toe to always look attractive. Each person has different needs to appear more attractive. The need for appearance can be fulfilled by using various cosmetic variants. Not only women, but men also are now beginning to pay attention to their appearance. Cosmetics have become a primary need for both women and men. The cosmetic industry is currently a highly profitable business opportunity, cosmetics have become a necessity for women of all ages, both young and elderly. The use of cosmetics is widespread, and to retain current consumers and attract new ones, companies must be adept at creating innovations to compete with other cosmetic brands. The presence of public spaces in cyberspace also stimulates the growth of different behaviors and lifestyles, such as the urban teenage lifestyle that is more driven by desires and the tendency to continuously purchase the latest cultural and industrial products, rather than an idealistic pursuit of interests (Mulyani et al., 2020).

Consumptive lifestyle is the act of purchasing goods without careful consideration, resulting in excessiveness. Lifestyle in using social media also influences the development of cosmetics in Indonesia, in particular (Pramudi, 2015). Social media is a set of new communication and collaboration tools that enable various types of interactions that were previously unavailable to the general public (Liedfray et al., 2022).

One phenomenon observed in 2022 is the dispute between the MS Glow and PS Glow brands. There is a conflict occurring on the Instagram social media platform regarding the similarity in product appearance, variants, and issues related to intellectual property rights registration (HKI - Hak Kekayaan Intelektual). Based on this phenomenon, companies are increasingly aware that a brand is a crucial factor in competition and becomes a valuable asset for the company. MS Glow is a company engaged in the production of cosmetics and beauty clinics based in Indonesia, established in 2013. MS Glow was founded by two female entrepreneurs, Shandy Purnamasari and Kadek Maharani Kemala Dewi. MS Glow operates under the management of PT. KCI (Kosmetika Cantika Indonesia) has obtained certification from BPOM (Badan Pengawas Obat dan Makanan), the Indonesian Food and Drug Authority. In addition to launching various beauty

products for women, MS Glow also offers a variety of products for men. According to product research, MS Glow Moisturizer is the best product, securing the top position as the best local moisturizer at the end of 2022 with a percentage of 21.1%, followed by subsequent rankings such as Wardah, Scarlett, Somethinc, and Whitelab. Moisturizer, according to (Wulaningsih et al., 2023), is one of the essential skincare products to maintain the health and moisture of the skin.

Moisturizer plays three primary roles in skincare, namely as an occlusive, humectant, and emollient. Based on the above background, the author is keen to analyze the packaging design of MS Glow's moisturizer products through the approach of visual appeal theory.

The analysis will focus on three different variants of moisturizers and their relationship to the brand image they create. The packaging design of MS Glow's 3 variant moisturizers (juice) is analyzed using a visual appeal approach to dissect each aspect of the packaging, allowing for a more in-depth evaluation of the brand image. The brand image showcases the attractiveness of the product that other products do not possess, making the visualization presented crucial for analysis.

## **RESEARCH METHOD**

This research discusses the packaging of MS Glow's Moisturizer products. Based on compass data, MS Glow won Champion 1 as the best local moisturizer at the end of 2022. The main products to be examined in this study are Yuzu, Watermelon, and Cactus & Grape (Juice) Moisturizer Packaging. The analysis method used in this research is qualitative, involving an analysis based on relevant theories using literature sources.

According to (Fairus & Syah, 2020), the presentation of qualitative research data can take the form of diagrams, brief descriptions, flowcharts, relationships between categories, and the like. The implementation is carried out through data collection (observation, documentation, literature review) and studying data obtained from various written sources and information related to the issues

discussed in this research. To obtain data, an analysis is conducted regarding the problems or phenomena, then interpreting the data using a descriptive method.

A literature review is conducted to search for information about relevant theories, methods, and concepts related to the issue. Thus, with this information, it can be used as a reference in problem-solving (Sandewi, 2018). The analyzed data for the Moisturizer packaging design include graphic elements such as color, shape, brand or logo, lettering or typography, and layout. Additionally, the effectiveness and efficiency of the product packaging are assessed. The theoretical approach used is the theory of visual appeal, associated with the brand image produced.

## RESULT AND DISCUSSION

MS Glow achieved 15 consecutive accomplishments throughout the year 2022 based on research from Kompas and Markethac. MS Glow holds a unique appeal for each of its products, particularly in terms of product quality.

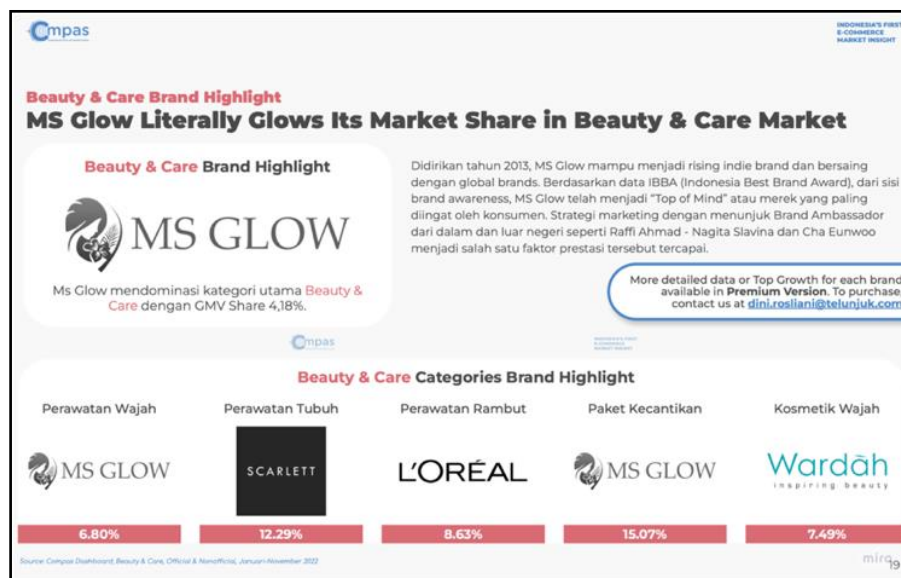


Figure 1. Beauty and Care Brand Highlight  
source: Kompas (2022)

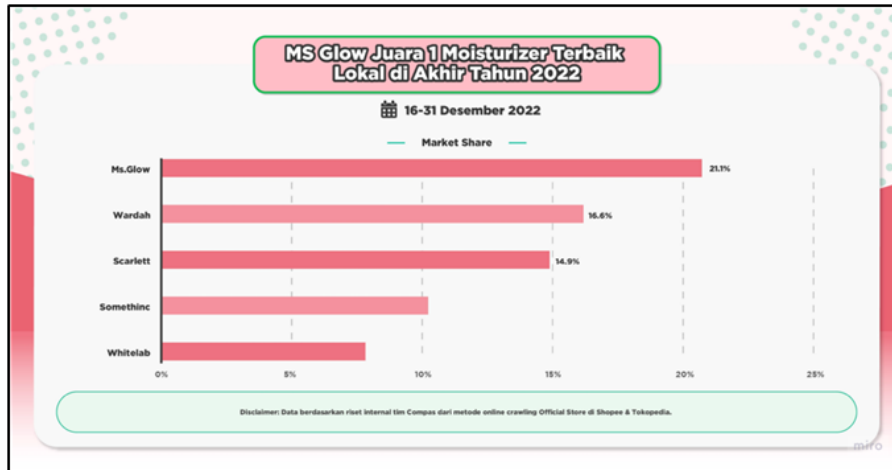


Figure 2. MS Glow Best Moisturizer End of Year 2022  
source: Kompas (2022)

For the Moisturizer product, namely the packaging for Yuzu, Watermelon, and Cactus & Grape (juice) Moisturizers, each type consists of primary, secondary, and tertiary packaging.

The types of packaging according to Kotler and Armstrong (Purbasari & Kristiana, 2021) is divided into several types, namely:

1. The primary Package is the basic layer of packaging that directly touches or wraps the product.

The primary packaging is a crucial element in terms of function. MS Glow creates moisturizer packaging that protects the product from direct sunlight, high or low temperatures, air humidity, impact, and microbial contamination, which pose risks to the product's quality inside.

2. The secondary Package is the protective material for the primary package.
3. The Shipping Package is the packaging required for shipping, storage, transportation, and identification purposes.

The secondary and tertiary packaging of MS Glow serves as protection for the primary packaging when the moisturizer products are distributed to customers, whether on a large scale or individually. This helps expand the marketing reach and safeguards the products over long distances, ensuring the continued preservation of product quality. This moisturizer packaging also serves as a means

of information and advertising by including the website address, factory address, composition, or brand information on the packaging.

If detailed on the primary packaging, it includes label details such as the logo, variant name, main composition, and material illustration. The secondary packaging adds more comprehensive information, including a brief product description, ingredients, instructions for use, storage instructions, quantity, production address, social media, and BPOM QR code. The tertiary packaging includes the batch number, production location (factory), product name, and variant.



Figure 3. Primary and Secondary Packaging Juice Moisturizer  
source: msglowid (2023)



Figure 4. Tertiary Packaging  
source: Industry, Urban Asia (2022)

Assessed based on visual appeal, the design of the moisturizer packaging adapts graphic elements to convey the desired emotional and psychological factors of the product.

**a. Shape**

In the research conducted by (Maulani et al., 2021) it is mentioned that even though consumers may feel that the content or volume of the product is not appropriate or less than the packaging size, it does not alter their perception of using the packaging as a reference in determining the content of the product inside.

The concept used for the moisturizer packaging is a minimalist and "just enough" practical concept, easy to carry and fit in a bag due to its compact size. The size of the primary packaging is a 30mL volume jar. It's not too deep or flat, and the product fits well in the container, preventing spills and making it easy to close. The secondary packaging has a precise cube shape, and the primary packaging occupies a good position without protruding when closed.

**b. Material**

The primary packaging is a 30mL volume jar made of acrylic material. The secondary packaging is made of 260g art paper with a matte lamination and features embossed printing on the variant illustration. The tertiary packaging is a cardboard box made of wood fiber or recycled paper waste, with double-wall durability. The chosen materials are suitable to protect the product, ensuring its quality is maintained, and it reaches the consumer safely.

**c. Color**

According to Zaichkowsky (Dewi et al., 2019) different elements can provide various perceptions for consumers of brands in the market and help differentiate competing brands. Color is far more memorable than shape, and color is the first point in identifying a brand.



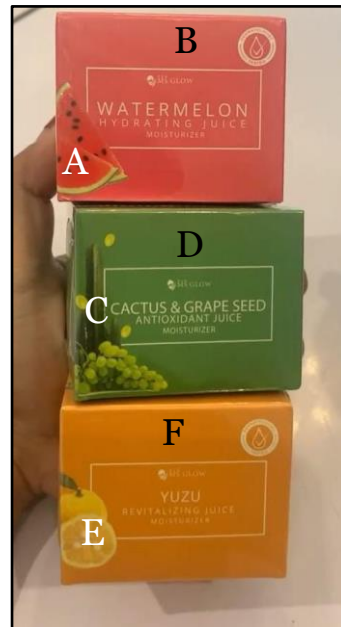


Figure 5. Color Design  
source: author's documentation (2024)

MS Glow Moisturizer (juice) product comes in three variants, featuring main ingredients yuzu (Japanese citrus), watermelon, and cactus & grape seed. The characteristic fresh colors of the product offer a sense of novelty in harmony with the ingredients used. The transparent matte ice primary packaging displays the product's color, making it easily recognizable even if the secondary packaging or label is damaged. The secondary packaging utilizes a combination of bright dark colors that are harmonious (A and B, C and D, E and F), with yellow as the primary color and shades above and below, and green and red with soft tones that are not overly contrasting. The dominant color does not interfere with the text color, ensuring readability. The tertiary packaging uses a standard box color, brown cardboard with clear and large black text to facilitate product identification when stored in the warehouse.

#### d. Typography

In the primary, secondary, and tertiary packaging of the 3 variants of moisturizers, two types of fonts are used: serif fonts (with hooks/feet/blue highlight) and sans-serif fonts (without hooks/feet/green highlight). When compared, more detailed text tends to use sans-serif fonts, enhancing

readability. According to (Yazidi et al., 2017) Gilliland suggests that readability is related to three factors: ease, attractiveness, and comprehensibility. Ease of reading is associated with the form of writing, such as letter size and spacing; this ease is related to the speed of word recognition, error rates, the number of eye fixations per second, and the clarity of writing.



Figure 6. Font Type  
source: beautynesia.id (2020)

Attractiveness is related to reader interest, idea density, and the beauty of writing style. Comprehensibility is related to word and sentence characteristics, such as length, frequency of word or sentence usage, sentence structure, and paragraph arrangement. Examining its comprehensibility, the use of two font types and relatively short sentences maintains the attractiveness of reading interest.

#### **e. Illustration**

Illustrations used should align with the product's image to highlight its unique features and capture consumer attention. The illustrations displayed on the moisturizer packaging are not excessive. They highlight the uniqueness of the product and capture the consumer's attention with variants (red highlight) showcasing the objects of Japanese citrus, watermelon, cactus, and green grapes.



Figure 7. Variant Moisturizer and Logo  
source: msglowid (2024)

Additionally, the brand name or logo is featured, displaying the MS Glow logo (purple highlight) with its distinctive combined logo, incorporating both text and images. The illustrations strengthen the desired image of the product by introducing newly formulated variants.

#### f. Layout

The design elements are arranged systematically and purposefully to guide the consumer's eyes in reading or viewing quickly; (a) shows shape variant, (c) shows color variant, (d) shows typography type, (e) shows illustrations, (f) shows layout composition. In general, the design of the moisturizer packaging is created asymmetrically. The text spacing with minimalist packaging does not disrupt the composition.



Figure 8. Design Elements  
Source: author's documentation (2024)

The analysis of visual appeal for the MS Glow Moisturizer (juice) with three variants states the components of the brand image. According to Rangkuti (2009), as cited in (Wijayanto & Iriani, 2013), brand image is a set of brand associations formed in the minds of consumers who are accustomed to using a particular brand, which tends to have consistency toward the brand image or is also referred to as brand personality. Brand image is the perception and beliefs held by consumers, as reflected in the associations that occur in the consumer's memory (Kotler and Keller, 2007:346).

According to Keller (2003:71-73), there are three components of brand image that consumers can evaluate, namely: (1) strength of brand associations, (2) benefit of brand associations, and (3) uniqueness of brand associations.

**1. Strength of brand associations**

With the described packaging design, the MS Glow moisturizer design meets the criteria for assisting consumers in adjusting to the purchasing process with the information provided on the packaging. The packaging creates a positive impression and aligns with the product's goals or benefits.

**2. The benefit of brand associations**

With the ability to create packaging designs that fit the ideal criteria, consumers will form a positive perception to understand the product more deeply. This can lead to product recommendations or the creation of more similar or additional variants in the future.

**3. Uniqueness of brand associations**

Displaying products with good quality and packaging them according to the target audience can make the moisturizer endure, and distributors also place regular orders (without interruption). The unique definition for this MS Glow product is quite interesting, as the new variants of moisturizers, not yet developed by other brands, can "maintain" their position in the market, considering the achievements and the sustained number of orders to date compared to other products.

Brand image is the perception and beliefs about a set of brand associations that occur in the consumer's mind. The close relationship between brand associations

and brand image, where the associations formed around a brand contribute to shaping its brand image. Brand associations encompass everything related to the memories of a brand, like the visual appeal of the design elements. The brand image on the design of cosmetic packaging shown by the moisturizer MS Glow becomes a clue that will be applied by the customer to evaluate the product when the customer does not have a basic understanding of the product concerned such as the basic logo appearance, shape, variant name, color, illustration or product layout, by bringing a good brand image can be one of the customer's choices to choose the product they are interested in.

## **CONCLUSION**

The packaging design of MS Glow Moisturizer (juice) with 3 variants has an ideal visual appeal as the packaging with a brand image that can endure and present a positive image in the market. The ideal definition is outlined through the selection of packaging design (shape, material, color, typography, illustration, and layout) in line with the product concept, made from fruits, fresh, and with benefits capable of providing a positive touch in the market. The dissection of visual appeal in the packaging design can evaluate the components of the brand image produced by the MS Glow brand. MS Glow has a brand image consistent with the packaging design scattered in the market (strengths, benefits, and uniqueness), resulting in a trustworthy product. MS Glow needs to pay attention to main elements such as illustrations to avoid similarities with other products, a consistent level of design, not changing within a short period, as well as correct color calibration and placement of several visual elements so that they do not interfere with readability and information can be conveyed.

This research can be a review for graphic designers who work in the field of packaging design, especially cosmetic packaging design, and can also be an evaluation of MS Glow as a brand so that brand disputes previously occurred do not repeat. MS Glow was able to form a strong characteristic. MS Glow Competitor (local cosmetics), can add creative ideas by looking at many similar references according to consumer convenience. For future researchers, there are many

limitations or shortcomings in this research, hopefully, it can be used as a comparison for next year, for more in-depth research that not only discusses local cosmetics but also international products. So that local products are not only superior in quality but also have an attractive appearance as part of the brand image.

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