

## Analysis Of Consumer Purchase Decision Towards Collaborative Packaging Design Products Of Dear Me Beauty And KFC

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**ABSTRACT.** *This research aims to determine the influence of packaging design variables from the collaboration between Dear Me Beauty and KFC on consumer purchasing decisions. Respondents for this study were selected using purposive sampling technique, where the respondents were consumers who purchased and used products resulting from the collaboration between Dear Me Beauty and KFC. A total of 84 respondents were included in the research sample. The data collection method employed in this study involved using a Likert-scale questionnaire. The variables studied in this research are collaborative packaging design (as variable X) and purchasing decisions (as variable Y). This study adopts a quantitative approach, and the questionnaire data are analyzed using descriptive statistics." The results of the study with 84 respondents indicate that the highest percentage for the collaborative packaging design variable (variable X) falls under the 'agree' classification, with a frequency score of 131 and a percentage of 31.19%. This suggests that respondents are attracted to the visual appeal and practicality of the design, leading them to decide to purchase products resulting from the cross-disciplinary collaboration between Dear Me Beauty and KFC. Additionally, for the purchasing decision variable (variable Y), the highest percentage also falls under the 'agree' classification, with a frequency score of 76 and a percentage of 30.16%. This demonstrates that respondents make purchases based on packaging factors and their need for the product."*

**Keywords:** *Packaging design; cosmetics and food collaboration, Purchase decision, Dear Me Beauty X KFC*

**ABSTRAK.** Penelitian ini bertujuan untuk mengetahui pengaruh variabel desain kemasan hasil kerjasama Dear Me Beauty dan KFC terhadap keputusan pembelian konsumen. Responden penelitian ini dipilih dengan menggunakan teknik purposive sampling, dimana respondennya adalah konsumen yang membeli dan menggunakan produk hasil kerjasama antara Dear Me Beauty dan KFC. Sebanyak 84 responden termasuk dalam sampel penelitian. Metode pengumpulan data yang digunakan dalam penelitian ini menggunakan kuesioner skala likert. Variabel yang diteliti dalam penelitian ini adalah desain kemasan kolaboratif (sebagai variabel X) dan keputusan pembelian (sebagai variabel Y). Penelitian ini menggunakan pendekatan kuantitatif, dan data kuesioner dianalisis menggunakan statistik deskriptif." Hasil penelitian dengan 84 responden menunjukkan bahwa persentase tertinggi untuk variabel desain kemasan kolaboratif (variabel X) berada di bawah klasifikasi 'setuju', dengan skor frekuensi 131 dan persentase 31,19%. Hal ini menunjukkan bahwa responden tertarik pada daya tarik visual dan kepraktisan desain, membuat mereka memutuskan untuk membeli produk hasil kolaborasi lintas disiplin antara Dear Me Beauty dan KFC. , untuk variabel keputusan pembelian (variabel Y) persentase tertinggi juga berada pada klasifikasi 'setuju' dengan skor frekuensi 76 dan persentase sebesar 30,16%, hal ini menunjukkan bahwa responden melakukan pembelian berdasarkan faktor kemasan dan kebutuhannya akan produk."

**Kata kunci:** Desain kemasan; kolaborasi kosmetik dan makanan, Keputusan pembelian, Dear Me Beauty X KFC

## **1. INTRODUCTION**

Cosmetics, commonly referred to as makeup, are substances used on the external parts of the human body such as skin, hair, and lips, with the aim of enhancing beauty, fragrance, and even improving appearance. According to the Kamus Besar Bahasa Indonesia (KBBI), cosmetics /kos·me·tik/ kosmétique/ is related to beauty (regarding skin complexion) or a substance used to beautify the face, skin, hair, etc., such as powder and lipstick (KBBI, 2016).

The growth of the cosmetics and skincare industry in Indonesia is currently one of the highest. This is driven by the increasing young population in Indonesia, often referred to as the millennial generation. More and more young people are interested in the field of beauty, both for daily use and business purposes, leading to the emergence of beauty entrepreneurs, beauty vloggers, beauty influencers, and more (Ministry of Industry of the Republic of Indonesia, 2018).

With a population of approximately 250 million people, Indonesia presents a promising market for cosmetic companies. The majority of the cosmetic industry targets women as their primary consumers, and nowadays, there is also innovation in products tailored for men (Ministry of Industry of the Republic of Indonesia, 2021).

The growing expansion of the cosmetics industry in Indonesia presents new challenges to cosmetic and skincare companies. This is one of the reasons why, by the end of 2021, Dear Me Beauty launched unisex products in collaboration with KFC as their partner. Dear Me Beauty is innovating by introducing products that can compete in the market, both in terms of product quality and packaging.

For Dear Me Beauty, this represents a significant opportunity as well as a challenge. The competition in the cosmetics industry doesn't only come from domestic producers but also from cosmetic products originating abroad. To succeed in such competition, cosmetic and skincare manufacturers must be constantly creative and innovative, focusing on product quality, product design, packaging, and marketing strategies. Therefore, these manufacturers need specific strategies to attract buyers or target audiences (Inten Pertiwi, 2020).

The appearance of a product's packaging influences consumers, as through packaging, they receive messages about the product inside, be it through the written information on the packaging or through the packaging's visual appeal, which creates a distinct image or impression in the eyes of consumers. This ultimately influences their decision to purchase the product.

Based on the aforementioned background, it is evident that Dear Me Beauty continues to innovate and showcase its product excellence through packaging design as the final

representation of its products, collaborating with KFC. Therefore, due to the unique cross-disciplinary collaboration, the author is motivated to analyze whether consumers decide to purchase these collaborative products due to the influence of the packaging design resulting from the collaboration between cosmetic manufacturer Dear Me Beauty and food manufacturer KFC.

## 2. LITERATURE REVIEW

### 2.1 Collaborative Product



**Figure 1.** Collaborative Product Design of Dear Me Beauty and KFC\*\*

Source: Beauty Magazine

The growth of cosmetic products in Indonesia is rapidly increasing in line with the rising market demand. The Ministry of Industry notes that there are 153 new small and medium-sized cosmetic industries, bringing the total number to 760 companies, with approximately 95 percent being Small and Medium Enterprises (SMEs) and the remaining 5 percent being large-scale industries (Ministry of Industry of the Republic of Indonesia, 2018).

Furthermore, during the pandemic when people are required to spend more time at home, the trend of taking care of health and skincare has significantly surged. Based on data from the Central Bureau of Statistics (BPS) for the first quarter of 2020, the chemical, pharmaceutical, and traditional medicine industries, including cosmetics, grew by 5.59%. The growth of the cosmetic market in Indonesia is projected to rise by 7% in 2021 (Ministry of Industry of the Republic of Indonesia, 2020).

The implementation of product sales must be carried out as effectively as possible, including attracting consumer interest to purchase the offered products. One way to achieve this is by creating attractive packaging designs that captivate consumers' hearts and entice them to buy the products offered by the company (Masayu Endang Apriyanti, 2018: 22).

### **2.1.1. Dear Me Beauty**

Dear Me Beauty is a local makeup and skincare manufacturer that was established in 2017. Initially, Dear Me Beauty focused solely on producing matte liquid lipsticks, which were popular at the time. These products received a positive response from Indonesian beauty enthusiasts. Dear Me Beauty's vision is to remind every Indonesian woman and man to have confidence in their own beauty. Nikita Wiradiputri, CEO of Dear Me Beauty, said, "This time, we want to break the assumption that skincare is only for women. And we are truly proud to collaborate with the legendary international brand (KFC) for the first time."

In the current situation, PT Garland Cantik Indonesia, known as Dear Me Beauty, a local beauty product brand, has collaborated with several food products. Dear Me Beauty itself was established in 2017, making it relatively new to the cosmetics industry. However, as a newcomer in the cosmetics world, Dear Me Beauty has gained a strong and relatively rapid presence. Its popularity continues to rise due to the quality of the products offered and their affordability, catering to all segments of society (Najlatusy Syarifah, 2021: 21).

### **2.1.2. KFC**

KFC is a fast-food restaurant chain with outlets located throughout the cities in Indonesia. KFC is well-known among the Indonesian public. It is an American fast-food chain headquartered in Louisville, Kentucky, specializing in fried chicken. It is the second-largest restaurant chain in the world. This means that KFC is a fast-food restaurant, and its original product is fried chicken. KFC was founded by Colonel Harland Sanders around 1952, and its uniqueness lies in the secret recipe of Sanders' 11 herbs and spices. The excellence of KFC's products has made it famous worldwide, and particularly in Indonesia, KFC has become a popular choice for millennials. This has prompted KFC to employ various communication strategies to promote its products (Hasbullah et al., 2021).

### **2.1.3 Collaboration between Dear Me Beauty and KFC**

In this section, we will discuss the collaboration between Dear Me Beauty and KFC. The beauty brand's collaboration with the fast-food giant marks a unique intersection between the beauty and food industries. This collaboration brings together the expertise and consumer bases of both brands, offering a distinctive range of products that combine elements of cosmetics and fast-food culture. The ensuing analysis will explore the implications of this collaboration on consumer perceptions and purchasing behavior, shedding light on the potential synergy between seemingly distinct industries.



**Figure 2:** Dear Me Beauty X KFC Cushion

Source: BJ Beauty Journal

Collaboration is a process of working together to share ideas or concepts and solve problems collectively toward a shared vision. Currently, collaboration is an inevitable aspect of the progress in this era of Industry 4.0. Collaboration can drive innovation, giving rise to unique and appealing new products. Manufacturers can harness their creativity by combining their individual strengths, resulting in excellent products that appeal to consumers. Collaboration can occur within the same field or across different fields. A trend in the beauty world today is the collaboration between cosmetic and food products. It explores how these distinct products can be combined to introduce new colors to the beauty industry. This is exemplified by the cross-disciplinary collaboration between Dear Me Beauty and KFC in the cosmetic field.

Collaboration between the local beauty brand, Dear Me Beauty, and KFC last year seems to have garnered a positive response from beauty enthusiasts. The collaboration, which gave birth to the 'Healthy Skin Combo Package,' didn't stop there. This time, they are continuing their collaboration by launching several makeup products under the 'Beautiful Skin Combo Package.' Cosmetic products are typically targeted towards female consumers. However, the recent collaboration between Dear Me Beauty and KFC breaks this mold. The two cross-disciplinary brands have introduced the Beautiful Skin Combo Package, which is unisex, aimed at challenging the stigma around makeup. "With KFC enthusiasts not limited to just women, we want this collaboration to loudly express that we are challenging the notion that makeup can only be used by women," said Nikita Wiradiputri, CEO of Dear Me Beauty.

Below are the packaging and products resulting from the collaboration between Dear Me Beauty and KFC in the 'Beautiful Skin Combo Package': Primer + Foundation Breathable Cushion SPF46 PA+++, Primer Sunstick, eyebrow color with 2 features (pencil

and mascara), Hydrating Primer Sheet Mask, Skin Barrier Water Cream, 30 Seconds Meltaway Balm Papaya, Secret Recipe Face Palette, and 12hr Long-Lasting Lip Tint.

## **2.2. Packaging Design**

Kotler (2011:332) defines design as the totality of features that affect how a product looks, feels, and functions for consumers. Design offers both functional and aesthetic benefits, appealing to our rational and emotional senses. Packaging, on the other hand, refers to the physical object itself, such as cardboard, containers, or wrappers. Packaging involves the action of wrapping or enclosing a single item or a group of items (Klimchuck, 2006:34).

According to Ketajaya, technology has transformed the role of packaging. In the past, it was said, "Packaging protects what it sells," where packaging protected the contents. Now, "Packaging sells what it protects," as packaging now sells the protected contents (Kertajaya, 2006). This theory is evident in the many packaging developments and changes, both in design and material, especially in the cosmetic industry, aimed at boosting sales (Saepudin et al., 2022: 44-45).

### **2.2.1. Packaging Requirements**

- a) As a Container: This requirement has long been understood.
- b) Attractiveness: As previously mentioned, every company should create appealing packaging.
- c) Protection: Packaging should offer protection.
- d) Practicality: If a company can create practical packaging, it will naturally lead to greater consumer satisfaction.

Visual packaging plays a pivotal role in attracting consumers' attention and interest, creating an impression in their minds. Overall, packaging must be effective and efficient, easy to use, and still captivating. For this reason, the graphic elements of packaging, including color, shape, brand, illustration, typography, and layout, are visual elements that play a significant role in conveying messages visually and influencing consumers' purchasing decisions.

## **2.3. Essential Elements in Packaging Design**

### **2.3.1. Key Elements in Packaging Design**

Good packaging design should reflect the product and be appealing to consumers. According to Wiria (2007:42) as cited in Febriani (2017:26), "consumers only need 2.5 seconds to decide if they like a packaging on supermarket shelves." Attractive packaging is built upon visual and structural elements designed to evoke positive responses from consumers. Visual elements encompass those parts of the packaging that capture consumers' attention at first glance, such as the color, shape, and graphic design, including typography, images, logos, and slogans on the label. Visual elements in packaging include color, shape, brand/logo, illustration, text/typography, and layout (Wirya, 1999: 28-30) as cited in Sudjadi Tjipto & Rossa Dyana (2016:105).

- a) Color: Color is one of the most influential aspects of packaging design, according to Klimchuk and Sandra A. Krasovec (2006; 107) as cited in Sudjadi Tjipto and Rossa Dyana Pramusita (2016:105).
- b) Shape: Simplified and easily portable shapes are often preferred.
- c) Brand: A simple brand that characterizes something is easier for consumers to recognize and remember.
- d) Illustration: Illustration plays a significant role in the communication of packaging, acting as a universal language that bridges language barriers.
- e) Typography: Typography is the art and technique of arranging and selecting font styles, font sizes, letter spacing, kerning in letter applications. According to Wibowo (2013:115) as cited in Fernanda (2019).
- f) Layout: Layout involves designing a concept and arranging graphic elements. According to Rustan (2014:0), layout involves arranging and organizing design compositions within a specific context.

## **2.4 Consumer Purchase Decision**

According to Sutisna (2002:15), "The consumer's decision to purchase a product begins with the awareness of meeting needs and desires, which Assael referred to as need arousal." The Stimulus-Response (SR) theory in packaging design refers to the concept that the visual elements and messages present in product packaging function as stimuli that trigger emotional, cognitive, and even behavioral responses from consumers. In this context, packaging design is intended to stimulate positive responses from consumers, which in turn can influence their purchasing decisions.

### **3. RESEARCH METHOD**

#### **3.1. Research Type**

The design of this research employs a quantitative research method, which, according to Sugiyono (2017:8), is considered quantitative because quantitative research can be defined as a research method based on positivist philosophy. It is used to study a specific population or sample, with data collection using research instruments and quantitative/statistical data analysis, with the aim of testing predetermined hypotheses.

This research employs a quantitative method by testing research hypotheses using a questionnaire. Measurements are then taken using Likert scales to determine the significant influence of the Dear Me Beauty and KFC packaging design collaboration on purchase decisions.

#### **3.2. Population and Sample**

The population in this study consists of all consumers who use Dear Me Beauty products that collaborate with KFC. Sample selection is conducted using purposive sampling. Purposive sampling is a sample selection technique based on specific considerations (Sugiyono, 2017:124). The sample in this study consists of 84 respondents who completed the prepared questionnaire.

#### **3.3. Data Source Type**

In this research, the author utilizes primary quantitative data obtained directly from the questionnaires filled out by consumers of the Dear Me Beauty and KFC collaboration products. The data source in this study is obtained from respondents, with a minimum of 50 individuals who purchased the Dear Me Beauty and KFC collaboration products.

#### **3.4. Instrument and Data Collection Technique**

The instrument used to collect and analyze data related to the impact of the Dear Me Beauty and KFC packaging design collaboration on consumer purchase decisions is a closed-ended questionnaire. The researcher employs a closed-ended questionnaire format where answers are provided, and measurement is carried out using Likert scales.

Data analysis is conducted using descriptive statistics. Descriptive statistics are used to analyze data by describing or depicting the collected data as they are, without intending to make general conclusions or generalizations (Sudaryono, 2018:348).



**Tabel 1 : Likert skala instrumen**

No.	Alternatif jawaban	Skor
1	Sangat Setuju (SS)	1
2	Setuju (S)	2
3	Netral (N)	3
4	Tidak Setuju (TS)	4
5	Sangat Tidak Setuju (STS)	5

Sumber : Sugiyono (2010)

### 3.5. Data Analysis Technique

In research and development, quantitative data analysis is a process that follows the collection of data from all subjects/respondents or other data sources. The activities involved in data analysis include categorizing data based on the variables of respondent types, tabulating data based on variables from all respondents, presenting data for each meticulous variable, performing calculations to address the research questions, and conducting calculations to test the proposed hypotheses.

## 4. RESULTS AND DISCUSSION

Based on the data obtained from the tabulation of responses collected from 84 participants, all the data correspond to the criteria. The research data includes categorical data, and the interpretation of the research results is based on the respondents' answer scores. The analysis is focused on both variables under study using the average response scores. The breakdown of these scores is as follows:

### 4.1. Description of Purchase Decision (Y)

A description of the purchase decision can be observed in the following table:

**Table 2. Frequency Distribution and Percentage (%) of Purchase Decision for the Collaborative Products of Dear Me Beauty and KFC (Y) Based on Categories (n=84)**

P	SS		S		N		TS		STS		TOTAL		Rata-rata
	F	%	F	%	F	%	F	%	F	%	F	%	
P1	1	17.8	2	34.5	2	29.7	10	11.90	5	5.95	8	10	2.53
	5	6	9	2	5	6					4	0	
P2	3	40.4	2	25.0	2	27.3	4	4.76	2	2.38	8	10	2.02
	4	8	1	0	3	8					4	0	
P3	1	15.4	2	30.9	2	30.9	14	16.67	5	5.95	8	10	2.65
	3	8	6	5	6	5					4	0	

From the table above, it can be described that for indicator P1, in the "Strongly Agree" classification, there are 15 respondents with a percentage of 17.86%. In the "Agree" classification, there are 29 respondents with a percentage of 34.52%. In the "Neutral" classification, there are 25 respondents with a percentage of 29.76%. In the "Disagree" classification, there are 10 respondents with a percentage of 11.90%. Then, in the "Strongly Disagree" classification, there are 5 respondents with a percentage of 5.95%. Based on the classification results of respondent answers, which mostly fall into the "Agree" classification, it means that consumers who make purchasing decisions for the collaborative packaging design product of Dear Me Beauty and KFC mostly buy the product due to the collaboration and positive perception of the product.

Indicator P2, with a frequency of "Strongly Agree" classification, has 34 respondents with a percentage of 40.48%. This indicates that many respondents agree with the campaign promoted by Dear Me Beauty X KFC about skincare not only for women but also for men. This makes these respondents purchase the product. In the "Agree" classification, with 21 respondents and a percentage of 25.00%. Then, in the "Neutral" classification, with 23 respondents and a percentage of 27.38%, we can see that there are still quite a number of men and women who are hesitant to normalize skincare for men. In the "Disagree" classification, there are 4 respondents with a frequency of 4.76%. Meanwhile, in the "Strongly Disagree" classification, there are 2 respondents with a percentage of 2.38%.

For P3 (third question), in the "Strongly Agree" classification, there are 13 respondents with a percentage of 15.48%, which is a relatively small number from the sample who are fans of the collaborative partner Dear Me Beauty, namely KFC. In the "Agree" classification, with 26 respondents and a percentage of 30.95%, meaning more than a third of the sample are fans of KFC. Meanwhile, in the "Neutral" classification, there are also 26 respondents with a percentage of 30.95%, indicating another third who like KFC but are not hardcore fans. Then, in the "Disagree" classification, with 14 respondents and a percentage of 16.67%, it shows that some of the samples are not fans of KFC. Furthermore, in the "Strongly Disagree" classification, there are 5 respondents with a percentage of 5.95%, meaning 5 out of 84 samples do not like KFC at all.

#### 4.2 Description of Packaging Design (X)

The description regarding the brand can be observed in the following table:

**Table 3. Frequency Distribution and Percentage of Collaborative Packaging Design of Dear Me Beauty and KFC (X) Based on Categories (n=84)**

P	SS		S		N		TS		STS		TOTAL		Rata-rata
	F	%	F	%	F	%	F	%	F	%	F	%	
Saya membeli Make up d	1	19.0	2	34.5	2	27.3	12	14.29	4	4.76	8	10	2.53
	6	5	9	2	3	8					4	0	
Saya dapat membaca de	2	29.7	2	28.5	2	32.1	7	8.33	1	1.19	8	10	2.23
	5	6	4	7	7	4					4	0	
Kemasan pada produk ko	1	22.6	3	36.9	2	29.7	8	9.52	1	1.19	8	10	2.29
	9	2	1	0	5	6					4	0	
Warna desain kemasanny	2	29.7	2	23.8	2	26.1	16	19.05	1	1.19	8	10	2.40
	5	6	0	1	2	9					4	0	
Saya suka karena kemasannya aman dan mudah dibawa	2	25.0	2	32.1	2	32.1	9	10.71	0	0.00	8	10	2.29
	1	0	7	4	7	4					4	0	

Out of the total sample of 84 consumers, the results of P1 (variable X) yielded the following classifications:

- In the "Strongly Agree" classification, there were 16 respondents with a percentage of 19.05%. This means that 16 out of 84 consumer samples really liked the chicken illustration on the packaging.
- In the "Agree" classification, there were 29 respondents with a percentage of 34.52%. This indicates that respondents liked the unique chicken illustration on the makeup and skincare packaging.
- In the "Neutral" classification, there were 23 respondents with a percentage of 27.38%. This suggests that 23 respondents liked the KFC chicken illustration on the packaging, but it wasn't an issue if the chicken illustration was absent.
- In the "Disagree" classification, there were 12 respondents with a percentage of 14.29%. This implies that 12 out of 84 sample individuals did not like the chicken

illustration on the packaging. Some of them mentioned during interviews that they disliked the chicken illustration because it made them feel hungry and reminded them of the aroma of KFC.

- In the "Strongly Disagree" classification, there were 4 respondents with a percentage of 4.76%. These respondents believed that the skincare and makeup packaging from Dear Me Beauty would be more elegant without the chicken illustration.

In category P2:

- In the "Strongly Agree" classification, there were 25 respondents with a percentage of 29.76%. This means that more than a quarter of the sample could read the ingredients and usage instructions on the packaging very well.
- In the "Agree" classification, with a frequency of 24 individuals and a percentage of 28.57%.
- In the "Neutral" classification, there were 27 respondents with a percentage of 32.14%, expressing that there was nothing particularly special about reading the ingredients on the Dear Me Beauty X KFC collaborative packaging. It was similar to skincare packaging in general.
- In the "Disagree" classification, there were 7 individuals with a percentage of 8.33%. In the "Strongly Disagree" classification, there was 1 individual with a percentage of 1.19%. Respondents in both classifications mentioned that the ingredient text on the packaging was too crowded and close together, and there was also information inside the packaging. If consumers were not aware of this, they wouldn't read it or pay attention to it.

In category P3, in the "Strongly Agree" classification, there were 19 respondents with a percentage of 22.62%. In the "Agree" classification, there were 31 respondents with a percentage of 36.90%, indicating that many respondents agreed that the product packaging provides clear information about the skincare being used. This further supports the answers from the questionnaire in category P2. Then, in the "Neutral" classification, there were 25 respondents who answered that it's not an issue, which means that the packaging adequately explains the product or other conveniences. This is evident from the percentage, which is 29.76%. In the "Disagree" classification, there were 8 consumers with a percentage of 9.52%, and in the "Strongly Disagree" classification, there was 1 consumer with a percentage of 1.19%.

For P4, 25 respondents strongly agreed with a percentage of 22.62%. In the "Agree" classification, there were 20 individuals with a percentage of 26.19%. This indicates that color has a significant impact on visual appeal, as if it's calling consumers to buy it. On the other hand, in the "Neutral" category, there were 22 respondents with a percentage of 26.19%, meaning 22 individuals bought the product because they needed it, and they were enticed by the attractive color, which made them more inclined to purchase it. In the "Disagree" classification, there were 16 individuals with a percentage of 19.05%, and in the "Strongly Disagree" classification, there was 1 individual with a percentage of 1.19%. They believed that the basic skincare ingredients from chicken with the distinctive red color of KFC made them hungry.

In summary of the statistical data in category P5:

- In the "Strongly Agree" classification, there were 21 instances with a percentage of 25.00%. This indicates that respondents strongly agreed that the collaborative product packaging of Dear Me Beauty and KFC is very safe and easy to carry around, highly practical compared to some similar products out there.
- In the "Agree" classification, there were 27 instances with a percentage of 32.14%. Respondents agreed that the product packaging is easy to carry and safe, meeting the standards of skincare and makeup packaging in general.
- In the "Neutral" classification, there were 27 respondents who answered neutrally, with a percentage of 32.14%. They believed that there's nothing special about the physical packaging of this collaborative product, as other manufacturers also use similar packaging types.
- In the "Disagree" classification, there were 9 respondents who disagreed because not all nine products released by this collaboration had packaging that was safe to carry around. Based on their experience, some of the products had spilled inside their bags.

## **5. CONCLUSION**

The conclusion drawn from this research, with a total of 84 respondents using the collaborative products of Dear Me Beauty and KFC, is as follows:

In the variable "purchase decision" (Y), the highest frequency score was 76, with a percentage of 30.16%, falling under the "Agree" (High) category. Furthermore, in the variable "collaborative packaging design" (X), the highest frequency score was also in the "Agree" classification, with a frequency score of 131 and a percentage of 31.19%. Therefore, it can be

concluded that the collaborative packaging design of Dear Me Beauty and KFC does indeed influence consumer purchasing decisions.

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