

APPENDIX

Appendix 1. PACKAGING DESIGN

LABEL

Front Label



Back Label

Nutrition Facts	
2 servings per container	
Serving size	1 roll (250g)
Amount Per Serving	
Calories	430
	<small>% Daily Value*</small>
Total Fat 22g	28%
Saturated Fat 3.68g	18%
Trans Fat 0g	
Sodium 510mu	22%
Total Carbohydrate 15g	5%
Dietary Fiber 3g	11%
Total Sugars 0g	
Includes <1g Added Sugars	1%
Protein 42g	84%
<small>*Percent Daily Values are based on a diet of delicious food.</small>	
<small>*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used as a general guide to diet.</small>	
Ingredients	
Milkfish, tofu, sea lion, carrot, seaweed, egg, tapioca flour, oyster sauce, soy sauce, sugar, sesame oil, vegetable oil.	
Best Before	
!!	8 12315 67755 0
Customer Service - 081 368 717 181 Connect with us @BakKienMantoel	

Picture 24. Front Label

Picture 25. Back Label

MOOD BOARD



Picture 26. Mood board



FONT

Aclonica Regular ——— Title

Open Sans ——— Body

Picture 27. Color Palette

Appendix 2. SUPPLIER LIST

1. Fortune Toko Bahan Kue, located at JL. Mayor Jend. D.I Panjaitan No.15, Miroto, Kec. Semarang Tengah, Kota Semarang, Jawa Tengah.
 - a) Tapioca flour
 - b) Sugar
 - c) Cooking oil
2. Kiko Mart located at Ruko Peterongan Plaza A11, JL. MT Haryono No. 719, Wonodori, Semarang Selatan, Semarang City, Central Java
 - a) Sesame oil
 - b) Light soy sauce
 - c) Oyster sauce
 - d) Sushi seaweed
 - e) Five spices powder
3. Pasar Ikan Hasil Laut (TPI) located at JL. Tambak Mulyo, Tj.Mas, Kec. Semarang Utara, Kota Semarang, Jawa Tengah
 - a) Milkfish
4. Pasar Sayur Semarang at Gayamsari, Semarang Tengah, Semarang
 - a) Tofu
 - b) Scallion
 - c) Garlic
 - d) Egg
 - e) Carrot
5. Garuda Digital Printing located at JL. Kedungmundu Raya No. 88 A (Sebelah Pemancingan Jowo Ndeles, Semarang)
 - a) Label sticker

Appendix 3. PRODUCT LOGO



Picture 28. Logo

a) Unpacked Product



Picture 29. Unpacked Product

b) Packed Product



Picture 30. Packed product