

Branding and Packaging Strategy in Shallot Marketing Strategy at Sumber Agung Group, Nganjuk Regency

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ABSTRACT

This quantitative study is designed to investigate the extent to which the marketing strategy of *brambang products* owned by Sumber Agung Group of Nganjuk Regency is influenced by the determinants of *branding* and *packaging design*. Empirical data collection through the survey method involved 96 respondents who were drawn using *purposive sampling criteria*. The collected data was then processed with SPSS software through the stages of instrument quality testing (validity and reliability), classical assumption test evaluation, to the main test in the form of multiple linear regression combined with t-test and F test. Further processing extracted the regression function $Y = 8.270 + 0.185X_1 + 0.402X_2$. From the aspect of individual (partial) testing, it was found that the *branding strategy* did not have a significant impact on the success of the marketing strategy (Sig. 0.349 > 0.05), which led to the rejection of the first hypothesis. However, the second hypothesis proved to be valid where the packaging factor recorded a significant positive correlation in boosting the performance of marketing strategies (Sig. 0.003 < 0.05). In aggregate (simultaneous), the integration between *the branding* and *packaging variables* successfully proves its significance to the marketing strategy, as reflected in the acquisition of F calculation of 8.981 and a probability number of 0.000 (< 0.05), so that the formulation of the third hypothesis is maintained. Overall, these findings highlight the paradigm that innovation in packaging acts as a key catalyst that dominates marketing effectiveness more than just *branding activities*. Therefore, Sumber Agung Group needs to improve the quality of design, information, and attractiveness of product packaging to strengthen competitiveness in the market.

INTRODUCTION

The stability and sustainability of the economic system in Indonesia is absolutely supported by the contribution of the agricultural sector, especially in rural areas (Anggreani et al., 2023). Horticultural products such as brambang (shallots) have a strategic role both as a food commodity and a high-value trade commodity. Nganjuk Regency is widely recognized as the main axis of agribusiness that dominates the supply of shallot commodities with the most massive production volume in the East Java Province region, contributing significantly to the availability of national shallots (Rahmadhani et al., 2024). However, this great potential has not been fully balanced with a modern planned and structured marketing strategy, especially in the aspects of branding and product packaging.

In an era of increasingly fierce business competition, branding and packaging have transformed significantly from what was originally only interpreted as an additional attribute, now it has become a crucial determinant that dictates competitive capabilities as well as formulates the positioning of a commodity in the market landscape. Strong branding is able to create product differentiation, increase consumer loyalty, and build a positive perception of product quality. Meanwhile, attractive and informative packaging acts as a means of conveying messages that connect the maker of goods with their buyers as well as a protector of the product so that it reaches consumers in optimal conditions. These two elements, branding and packaging, are vital components in the marketing mix that modern business actors cannot ignore (Jahan et al., 2024).

Sumber Agung Group Is part of a business network that actively carries out operations in the field of brambang (shallot) trading business in Nganjuk Regency. As a business actor that has been established for quite a long time and has an extensive distribution network, Sumber Agung Group faces real challenges in terms of brand-based and packaging-based marketing. Most of the shallot products traded still use a bulk system without clear branding, without standard packaging, and without labels that meet the provisions of food product regulations. This condition makes it difficult for Sumber Agung Group's products to compete in more premium market segments, such as supermarkets, modern markets, or exports abroad.

This problem is not only experienced by Sumber Agung Group. In general, agricultural business actors in Indonesia still face similar challenges, namely the lack of understanding and implementation of good branding and packaging strategies (Asmy et al., 2024). In fact, according to research (Ignacia et al., 2025), Proper packaging and branding can significantly increase the selling value of products while helping to expand business reach to potential areas that have never been entered before. Unbranded products tend to be considered low-quality by modern consumers who are increasingly selective in choosing the products they consume (Bakhar et al., 2023).

Today's promotional activities are no longer centered exclusively on the old methods, but have begun to expand their scope to have penetrated into the digital realm that offers a wider reach at a more affordable cost (Ijomah et al.,

2024). The integration of a strong branding strategy, attractive packaging, and effective digital marketing is a successful formula for business people to be able to maintain their existence and advance their business in the midst of an increasingly competitive market situation. Sumber Agung Group has a great opportunity to develop a strong brand identity and standardized packaging system to boost the selling value and competitiveness of its shallot commodity, both at the regional level and in a wider scope.

This research is relevant considering that there have not been many academic studies that specifically discuss branding and packaging strategies for shallot commodities in Nganjuk Regency, especially at the Sumber Agung Group. This study is expected to provide a comprehensive overview of the condition of branding and packaging, map the current situation, as well as develop a new strategy formula that can be implemented to increase the marketing competitiveness of the Sumber Agung Group's brand. In addition, the output of this research is projected as a reference material for businessmen in similar fields in developing a branding-based marketing concept and packaging design that is much more effective.

Referring to the presentation of the above problem, this research was then formulated with the title: "Branding and Packaging Strategy in Shallot Marketing Strategy at Sumber Agung Group, Nganjuk Regency". This research will examine in depth how the branding and packaging strategies that have been implemented, the obstacles faced, and strategic recommendations that can be provided to optimize the marketing of Sumber Agung Group's brand.

LITERATURE REVIEW

Branding (Brand)

Branding is the process of building and managing a brand that includes the identity, values, and perceptions that you want to communicate to consumers. A brand is not just a name or logo, but the overall experience and association that consumers feel with a product (Aaker, 2014). Consumers respond positively when brand values align with self-brand congruity, as brands help express *their actual self* and *ideal self* and even trigger a sense of self-expansion (Yu et al., 2024). According to (Keller & Swaminathan, 2020), Brand image can be measured through three main indicators:

1. Corporate Image: the consumer's view of the company as an entity that produces products or services.
2. Product Image: consumer assessment of the characteristics and quality of the products offered.
3. User Image: A consumer's description of who uses the product or service.

(Chusnu et al., 2022) Finding that brand love and customer brand engagement are important aspects of consumer purchasing decisions. When customers feel emotionally attached to a *brand*, they will be more likely to be loyal and continue to buy the product. This certainly has a positive impact on the company's survival in the future.

Packaging

Packaging Defined as a wrapping medium that is deliberately designed to protect, store, and market a product. Packaging has a protection, information, and promotion function that synergistically shapes consumer perception of product value (Klimchuk & Krasovec, 2013). Effective packaging design must consider functional, aesthetic, informational, and sustainability aspects in accordance with applicable food product regulations (Thapliyal et al., 2024). Packaging plays an important role in influencing purchase decisions, especially at the point of purchase where most decisions are made impulsively (Riswanto et al., 2025).

(Dhurup et al., 2010) The criteria for assessing the quality of product packaging can be reviewed through the following indicators:

1. Material: The quality of the wrapping material is sturdy and not brittle, thus ensuring the safety of the product during the distribution process.
2. Logos and labels: Communicative placement of logos and labels so that consumers can quickly recognize the manufacturer of the goods they purchase.
3. Color: An attention-grabbing visual stimulus, where the harmony of color gradations is able to create an exclusive and attractive impression of the product.
4. Size: Precise adjustment of packaging volume and capacity based on product characteristics to avoid waste of raw materials
5. Appeal and design: Unique design of shapes and graphics to create an external appeal that sets the product apart from competitors.

Marketing Strategy

Conceptually, marketing strategy is defined as a series of tactical steps to achieve an organization's business goals through three main stages, namely market grouping, setting consumer targets, and placing product positions in the minds of customers (Kotler & Armstrong, 2018). According to (Augustinah et al., 2022), In an increasingly competitive competition, the preparation of a precise marketing strategy formula is the main key, including through SWOT analysis, which is the key to business success both on a large scale and MSMEs. The marketing mix includes four main elements: Product, Price, Place, and Promotion which must be managed in an integrated manner for the marketing strategy to run effectively.

Marketing strategy indicators

(Tjiptono & Chandra, 2012), The marketing strategy is supported by five elements that are interoperable, including:

1. Market selection, the process of determining the target consumer group through the stages of market segment segmentation, in order to select the region or potential audience that is most relevant to the business capacity.
2. Product planning, Portfolio planning and the variety of products offered, where the main focus is on providing total value for consumers (such as physical quality, brand name, guarantees/guarantees, after-sales service, to relational proximity).

3. Pricing, Rules set nominal numbers that accurately represent the value and benefits of the product for consumers.
4. Distribution system, Management of logistics lines from wholesalers to retailers to ensure that products reach the end user efficiently.
5. Marketing communication (promotional), A series of promotional activities such as advertising, direct sales, and public relations to build market awareness.

Brambang Commodity (Shallot)

Brambang or shallots (*Allium ascalonicum* L.) is a horticultural commodity with high economic value that functions as a spice for the main culinary cuisine of the archipelago as well as having medical properties. The main center for the cultivation and production of shallot commodities within the scope of East Java Province is in Nganjuk Regency which is a variety of bauji shallots and crown shallot varieties. The main challenges of shallot marketing are perishable properties, high price fluctuations, and the dominance of bulk trade with minimal added value. The implementation of proper branding and packaging can increase the added value of products and open access to premium markets.

Concept Framework

Based on the above theoretical review, the conceptual framework of this research places Branding Strategy (brand identity, brand value, and brand communication) and Packaging Strategy (packaging design, packaging materials, informational functions) as the two main variables that together form the Marketing Strategy of Brambang Sumber Agung Group. These two variables are analyzed using quantitative approaches and SWOT analysis to produce comprehensive strategic recommendations.

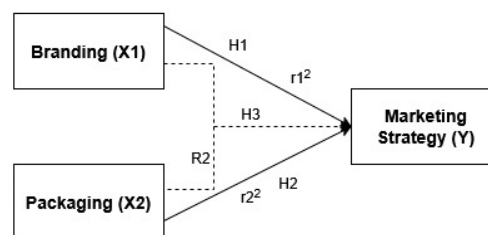


Figure 1. Research Concept Framework
Source: Processed author (2026)

Information

-→ : the influence of the variables X1 and X2 on partial Y
 → : the influence of the variables X1 and X2 on simultaneous Y

Parsial Hypothesis

H1: Branding Strategy has a positive and significant effect on Marketing Strategy.

H2: Packaging has a positive and significant effect on Marketing Strategy.

Simultaneous Hypotheses

H3: Branding and Packaging Strategy simultaneously have a positive and significant effect on Marketing Strategy.

METHODOLOGY

Types of Research

This study uses a quantitative approach. The quantitative approach was chosen because this study aims to gain an in-depth understanding of the branding and packaging strategies applied by Sumber Agung Group in marketing its shallot products.

Research Location and Time

This research was carried out at Sumber Agung Group located in Nganjuk Regency, East Java Province. The selection of this location is based on the consideration that Sumber Agung Group is one of the large brambang trading business actors in Nganjuk Regency, as well as the availability of data and accessibility of the research site. All stages of the study which include initial observation, information collection, analysis, and preparation of draft reports were completed within about three months.

Data Source

Data Primer

The main information for this research was collected directly through in-depth interview techniques with the owners and managers of Sumber Agung Group, employees involved in marketing activities, and distributors and consumers of Sumber Agung Group's brambang products. Other primary data sources are collected through direct field observation methods on the entire series of work processes, packaging systems, and marketing activities carried out by Sumber Agung Group.

Data Seconds

Secondary data was collected from trusted literature, including books, academic journals, government agency publications, and Sumber Agung Group's internal archives. This secondary reference serves as a confirmation tool for field findings as well as a theoretical foundation in dissecting research problems.

Population and Sample

The scope of the population set in this study includes all customers of shallot products at Sumber Agung Group who have made purchases and know the product marketing activities run by the company. This population includes consumers who buy products directly or through online media, so that they can provide an assessment of branding and packaging strategies applied to brambang products. Consumers were chosen as the research population because they are directly related elements while feeling the impact or benefits of the influence of brand appearance, packaging design, and marketing strategies carried out by the company. The qualification to be a respondent in this study is limited to consumers of Sumber Agung Group's shallot products with a minimum age limit of 17 years, and have made at least two repurchases in the last six months, as well as knowing or paying attention to the branding and product packaging elements when making purchases.

This study uses a *purposive sampling* technique (part of *non-probability sampling*) because sampling is based on specific considerations that are appropriate to the data needs, not random. Since the exact total population is unknown, the Cochran formula is used as a reference to determine sample size. The application of this formula serves to keep the studied sample representative in reflecting the characteristics of the entire population.

The Cochran formula is as follows:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Description:

n : number of samples

Z : 95% confidence rate = 1.96

e : error rate = 10% (0.10)

p : chance of success = 0.50

q : chance of failure = 0.50

Using the formula above, the following calculations are obtained:

$$\begin{aligned} n &= \frac{(1,96)^2 \times (0,5) \times (0,5)}{(0,1)^2} \\ n &= \frac{3,8416 \times 0,25}{0,01} \\ n &= \frac{0,9604}{0,01} \\ n &= 96,04 \end{aligned}$$

The results of the application of the formula resulted in a representative sample size, which was 96 respondents.

Data Collection Techniques

This research combines three data collection methods to obtain comprehensive results:

1. In-depth Interview: The direct interaction method uses a semi-structured model to keep the conversation flowing dynamically but still deep. Key informants are selected based on their suitability of position and work track record.
2. Participatory Observation: The involvement of researchers in monitoring the dynamics of commerce, the process of packaging goods, and business routines at Sumber Agung Group. This activity functions as a *cross-check* of oral information from the source.
3. Documentation: Documentation of concrete data in the form of business documents, sales graphics, advertising media, and product packaging visualization owned by Sumber Agung Group related to brand image structuring.

Data Analysis Techniques

This research applied data analysis to test the influence of customer relationship *management* on buyer loyalty at UD Sumber Agung, Nganjuk Regency. The operationalization of the analysis includes the compilation of respondent characteristics, descriptive statistics, data quality testing (validity and reliability test), and the fulfillment of classical assumption tests. To measure the strength of the relationship, the researcher used a simple linear regression analysis equipped with a determination coefficient and significance testing through the t-test.

RESEARCH RESULT

Validity Test

Table 1 Validity Test Results

Variable	Question Items	r _{Count}	r _{Table}	Remarks
Branding (X ₁)	X1.1	1,000	0,2006	Valid
	X1.2	0,317	0,2006	Valid
	X1.3	0,655	0,2006	Valid
Packaging (X ₂)	X2.1	0,459	0,2006	Valid
	X2.2	0,418	0,2006	Valid
	X2.3	0,436	0,2006	Valid
	X2.4	0,446	0,2006	Valid
	X2.5	0,571	0,2006	Valid
Marketing Strategy (Y)	Y.1	0,261	0,2006	Valid
	Y.2	0,256	0,2006	Valid
	Y.3	0,295	0,2006	Valid
	Y.4	0,254	0,2006	Valid
	Y.5	0,282	0,2006	Valid

Source: Primary data processed with SPSS (2026)

Based on the validity test results in Table 1.1, all statement items in the Branding (X₁), Packaging (X₂), and Marketing Strategy (Y) variables were declared valid. This is evidenced by the calculated r_{values}, which were all greater than the r_{table} value of 0.2006. The test results show that the Branding (X₁) variable has a value between 0.317 and 1.000, indicating that all indicators are able to measure the variable optimally. Meanwhile, the Packaging (X₂) variable recorded a score between 0.418 and 0.571, demonstrating the validity of each question item. For the Marketing Strategy (Y) variable, the score ranged from 0.254 to 0.295, remaining above the validity standard, thus being declared

valid. Based on these results, it can be confirmed that all items in the questionnaire instrument have met validity standards and are suitable for use in collecting research data.

Reliability Test

Table 2 Reliability Test Results

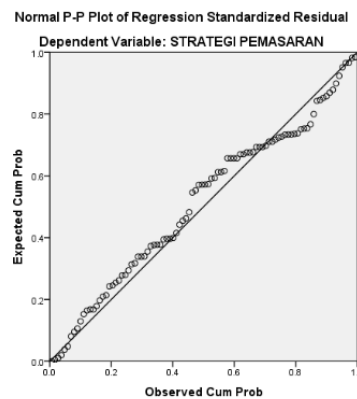
Variable	Cronbach's Alpha	Remarks
Branding (X ₁)	0,680	Reliabel
Packaging (X ₂)	0,922	Reliabel
Marketing Strategy (Y)	0,905	Reliabel

Source: Primary data processed with SPSS (2026)

Referring to the reliability test results in Table 2, all variables in this study were declared reliable because they had a Cronbach's Alpha score above 0.60. Specifically, the Cronbach's Alpha value for the Branding variable (X₁) was 0.680, the Packaging variable (X₂) was 0.922, and the Marketing Strategy variable (Y) reached 0.905. These high numbers demonstrate the respondents' consistent responses. Therefore, this questionnaire proved reliable, capable of producing stable data for repeated measurements, and suitable for use in subsequent analysis stages.

Normality Test (P-Plot)

Figure 2 Normality Test Results (P-Plot)



Source: Primary data processed with SPSS (2026)

Through the display of the *Normal P-P Plot of Regression Standardized Residual graph*, it appears that the distribution of residual points is constricted and moves in the direction of the diagonal line. The lack of deviation away from the line pattern indicates that the residuals in this research have been distributed normally. Therefore, this regression model is proven to meet the assumption of normality and is eligible to proceed to the next stage of regression analysis.

Heterokedasticity Test (Scatterplot)

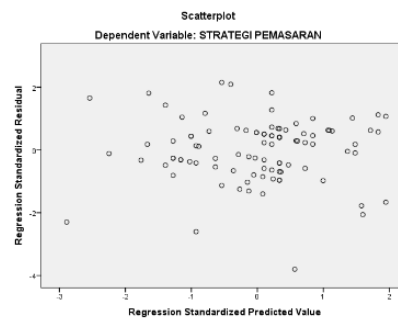


Figure 3 Heterokedasticity Test Results (Scatterplot)

Source: Primary data processed with SPSS (2026)

The results of the heteroscedasticity test using *the scatterplot* diagram show that the residual points are randomly and evenly distributed in the upper and lower areas of the number 0 on the Y axis. The absence of any specific visual patterns—such as wavy, narrow, or widened shapes—indicates that this regression model is free from heteroscedasticity problems. Thus, the fulfillment of the homoscedasticity assumption has been valid and the model is suitable for further testing.

Multicollinearity Test

Coefficients^a

		Collinearity Statistics	
		Tolerance	VIF
1	STRATEGI BRANDING	.749	1.335
	KEMASAN	.749	1.335

a. Dependent Variable: STRATEGI PEMASARAN

Figure 4 Multicollinearity Test Results

Source: Primary data processed with SPSS (2026)

The results of the multicollinearity test show that the Branding (X₁) and Packaging (X₂) variables each recorded a Tolerance index of 0.749 and a VIF of 1.335. This achievement has met the test regulations, namely a Tolerance value of >0.10 and VIF <10.00. This fact confirms that there is no high correlation (multicollinearity) between the independent variables. Thus, the multicollinearity assumption has been met and the regression model is suitable for application in the next stage.

Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.270	2.348		3.522	.001
	STRATEGI BRANDING	.185	.196	.103	.940	.349
	KEMASAN	.402	.129	.341	3.106	.003

a. Dependent Variable: STRATEGI PEMASARAN

Figure 5 Multiple Linear Regression Test Results

Source: Primary data processed with SPSS (2026)

Based on the results of multiple linear regression calculations in the coefficient table, a regression equation model was obtained to predict the bound variables as follows:

$$Y = 8,270 + 0,185X_1 + 0,402X_2$$

Description:

1. Y = Marketing Strategy
2. X_1 = Branding
3. X_2 = Packaging

Interpretation of regression equations:

1. A constant value of 8.270 indicates that if the branding and packaging strategy variables are 0, then the marketing strategy has a value of 8.270.
2. The regression coefficient of the branding strategy of 0.185 means that every increase in the branding strategy by 1 unit will increase the marketing strategy by 0.185 units, assuming other variables are fixed.
3. A packaging regression coefficient of 0.402 means that every 1 unit increase in packaging will increase the marketing strategy by 0.402 units, assuming other variables are fixed.

F Test (Simultaneous)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	240.048	2	120.024	8.981	.000 ^b
	Residual	1242.941	93	13.365		
	Total	1482.990	95			

a. Dependent Variable: STRATEGI PEMASARAN

b. Predictors: (Constant), KEMASAN, STRATEGI BRANDING

Figure 6 F Test Results (Simultaneous)

Source: Primary data processed with SPSS (2026)

Referring to the ANOVA table, the F test yielded a value of 8.981 with a significance of 0.000. Given that the p-value obtained is less than alpha 5% (), it is concluded that simultaneously, $0,000 < 0,05$ branding and packaging strategies have a significant impact on marketing strategies. Thus, the assumption or hypothesis that states the co-influence of the two independent variables is declared proven and accepted.

T test (Partial)

Coefficients ^a					
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	8.270	2.348		3.522
	STRATEGI BRANDING	.185	.196	.103	.940
	KEMASAN	.402	.129	.341	3.106

a. Dependent Variable: STRATEGI PEMASARAN

Figure 7 t-test results (partial)

Source: Primary data processed with SPSS (2026)

Based on the results of the t-test in the coefficients table, the following results were obtained:

1. The branding strategy variable obtained a calculation value of 0.940 with a significance score of 0.349. Given the p-value, the $> 0,05$ branding strategy does not have a real (significant) impact on the marketing strategy. As a result, the hypothesis proposed in this study was rejected.
2. The packaging variable shows a calculated value of 3.106 with a significance level of 0.003. Since the significance value is much smaller than 0.05, it can be concluded that packaging has a positive and significant contribution in strengthening marketing strategies, which means that the hypothesis of this study is successfully accepted.

DISCUSSION

Based on the instrument evaluation series, all indicators for the Branding (X₁), Packaging (X₂), and Marketing Strategy (Y) variables were valid because the calculated r_"coefficient" was all above the critical value of 0.2006. The consistency of the questionnaire was also proven reliable, with Cronbach's Alpha values of 0.680 (Branding), 0.922 (Packaging), and 0.905 (Marketing Strategy), all exceeding the minimum standard of 0.60. Furthermore, the classical assumption test demonstrated ideal results: the residual data were normally distributed (as evidenced by the points following the diagonal line of the Normal P-P Plot), free from heteroscedasticity (as evidenced by the random distribution of the scatterplot), and free from multicollinearity thanks to the Tolerance value > 0.10 and VIF < 10 (Tolerance = 0.749 and VIF = 1.335). In conclusion, this regression model is highly suitable for further statistical analysis.

The results of multiple linear regression analysis yield the equation:

$$Y = 8,270 + 0,185X_1 + 0,402X_2$$

From these equations, it is known that *branding* and packaging have a positive contribution to the development of marketing strategies. This contribution is shown by the value of the *branding* coefficient of 0.185, which indicates that an increase of one unit in the *branding variable* will be followed by an increase in marketing strategy of 0.185 units. Meanwhile, the packaging variable has a coefficient of 0.402, which means that improving the quality of packaging per unit has the potential to increase the value of the marketing strategy by 0.402 units.

The results of the t-test showed that branding obtained a t-value of 0.940 with a significance level of 0.349. This value is greater than 0.05 so branding does not have a significant effect on marketing strategy. These findings indicate that consumers of Sumber Agung Group's brambang products have not made brand identity the main factor in purchasing decisions. This condition can occur because products are still widely marketed in the form of agricultural commodities that emphasize the physical quality of the product rather than the strength of the brand.

In contrast, the packaging variable obtained a t-value of 3.106 with a significance level of 0.003. These results show that packaging has a positive and significant effect on marketing strategies. Good packaging is able to increase the perception of product quality, provide clear information to consumers, and increase the attractiveness of products in the market. Therefore, packaging is a more dominant factor than branding in supporting the marketing strategy of the Sumber Agung Group.

Through simultaneous testing (F test), a score of 8.981 was obtained with a significance level of 0.000. Since this significance value is below the 0.05 limit, it can be concluded that F_{hitung} *branding* and packaging elements collectively have a real impact on marketing strategies. These findings confirm that the effectiveness of marketing strategies does not rely on a single variable, but rather the result of a combination of various marketing instruments that reinforce each other.

CONCLUSIONS AND RECOMMENDATIONS

The results of the evaluation of the influence of *branding* and packaging on the marketing strategy of the brambang commodity at Sumber Agung Group, Nganjuk Regency proved that all questionnaire items were tested to be valid and reliable as a measuring tool. The quality of this analysis model is also strengthened by the fulfillment of the classical assumption test, which shows a normal residual data distribution, a fulfilled homocedasticity condition, and the absence of extreme correlation (multicollinearity) between independent variables.

Partially, the branding variable has no significant effect on marketing strategy. This shows that the existence of the brand has not been the main consideration of consumers in buying Sumber Agung Group's brambang products. Consumers tend to pay more attention to product quality and consumption needs than the brand identity inherent in the product. Thus, the

first hypothesis that branding has a positive and significant effect on marketing strategy is rejected.

On the other hand, the packaging variable has been proven to have a positive and significant effect on marketing strategies. These results show that packaging has an important role in increasing product appeal, providing the information consumers need, and creating a better perception of quality. The better the quality of the packaging used, the higher the effectiveness of the marketing strategy that can be achieved. Therefore, the second hypothesis is accepted.

Simultaneously, branding and packaging have been proven to have a significant effect on marketing strategies. These results indicate that these two variables together are able to support the increase in the effectiveness of marketing brambang products. Although branding has not made a significant impact individually, its existence still contributes when combined with good packaging in forming a more effective marketing strategy. Thus, the third hypothesis is accepted.

Based on the research findings, Sumber Agung Group is advised to prioritize the development of product packaging that is attractive, informative, and in accordance with the needs of the modern market. In addition, companies also need to start building a stronger and consistent brand identity so that brambang products have added value, are able to compete with similar products, and have a greater opportunity to enter the modern market as well as the wider regional market.

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