

Designing Shopee E-commerce Packaging Using Sarcasm Quotes as a Cleanliness Campaign Weapon to Increase Awareness

Satria Adiyasa^{1✉}, Iiq Iqoomatussholihah², Ghina Faridah³, Nur Azizah Almarwajiah⁴, Muhammad Ahsanul Mukmin⁵, Hafiluddin Ahmad Jailani⁶, Shella Wardhani Putri⁷, Fajar Ciptandi⁸

^{1,2,3,4,5,6,7,8}Prodi S2 Desain, Fakultas Industri Kreatif, Universitas Telkom

Corresponding Author: satriaadiyasa@student.telkomuniversity.ac.id ✉

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Abstract: The accumulation of waste from e-commerce shopping is increasing among the public, especially in Jakarta. Prefer shopping online because e-commerce purchases are they feel to be more effective, can shorten the time, and the price is more affordable, coupled with restrictions on movement space (PPKM) because the COVID-19 pandemic has made people spend a lot of time at home so that there has been a surge in online shopping trends. From trends, it produces e-commerce waste such as cardboard and plastic packing which needs special handling so as not to cause environmental pollution and natural disasters. This study aims to analyze the campaign strategy needed in developing packaging designs by displaying sarcasm-tinged copywriting wrapped in the Shopee e-commerce waste management program. The analytical method used is qualitative with a target of early adulthood (26-35 years) using data collection through observation, interviews, and literature studies, as well as root cause five why analysis & benchmarking. The urgency of the idea of this journal is to increase public awareness of e-commerce waste and how to manage it properly. The result of this design is to create a campaign about e-commerce waste through Shopee packaging design using sarcasm copywriting to attract consumers' attention.

Keywords:

waste, e-commerce, campaigns, shopee, and sarcasm.

Abstrak: Penumpukan sampah hasil belanja e-commerce semakin meningkat marak terjadi di kalangan masyarakat luas khususnya di area Jakarta lebih memilih belanja secara online karena pembelanjaan e-commerce dirasa lebih efektif dapat mempersingkat waktu dan harganya lebih terjangkau, ditambah lagi dengan adanya pembatasan ruang gerak (PPKM) karena adanya pandemi COVID-19 membuat orang menghabiskan banyak waktunya di rumah sehingga terjadilah lonjakan tren berbelanja online. Dari tren belanja online tersebut, menghasilkan sampah e-commerce berupa packaging kardus dan plastik yang perlu penanganan khusus agar tidak menyebabkan terjadinya pencemaran lingkungan dan bencana alam. Penelitian ini bertujuan menganalisis strategi kampanye yang diperlukan dalam perancangan desain packaging dengan menampilkan copywriting bersifat sarkas yang dikemas dalam program pengolahan sampah e-commerce Shopee. Metode analisis yang digunakan dalam penelitian ini adalah kualitatif dengan target dewasa awal (26-35 tahun) menggunakan pengumpulan data melalui observasi, wawancara, dan studi literatur, serta root cause 5 whys analysis & benchmarking. Urgensi gagasan dari penelitian ini adalah meningkatkan awareness masyarakat terhadap sampah e-



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commerce dan cara pengelolaannya. Hasil perancangan ini adalah membuat campaign mengenai sampah e-commerce melalui desain packaging Shopee menggunakan copywriting sarcasm quotes untuk menarik perhatian konsumen.

INTRODUCTION

In the Covid-19 pandemic era of 2020, Indonesian society underwent significant changes in their daily activities, including shopping. In the past, consumers preferred to shop directly at stores or retailers, but now they have shifted to using e-commerce. According to a survey by Bank DBS (2020), research on consumer interest in using e-commerce showed a sharp increase. Before the pandemic, e-commerce users accounted for 24%, but during the Covid-19 pandemic, it increased to 66% (Alfin, 2021). One of the e-commerce platforms most visited by users during the Covid-19 pandemic was Shopee, which recorded a 130% increase in shopping transactions in 2020 compared to the previous year. Handhika Jahja, the Director of Shopee Indonesia, detailed that there were approximately 260 million transactions on the Shopee e-commerce platform throughout 2020, averaging 2.8 million transactions per day (Purnama & Putri, 2021).

The high transaction rate on the Shopee e-commerce platform was influenced by consumer-friendly promotional strategies employed by Shopee, such as free shipping vouchers, purchase discounts, and discounts (Andika et al., 2021). This has led to increased consumer consumption and a rise in waste from packaging materials used in e-commerce. A study by LIPI (Indonesian Institute of Sciences) on shopping behavior during social restrictions in the pandemic revealed that e-commerce shopping contributed to as much as 96% of plastic waste. Plastic waste and bubble wrap dominated this waste, primarily used as packaging materials (Fianda et al., 2022).

The accumulation of packaging waste due to a lack of awareness of its environmental impact has resulted in a

growing waste problem. Insufficient knowledge about waste classification can lead to mismanagement of waste. Data shows that non-organic waste is the most prevalent type of waste in Indonesia, with plastic waste accounting for 11.8%. Indonesia generates around 11 million pieces of plastic waste per day, but only 2 million of them are properly managed, leaving 9 million unmanaged (Fianda et al., 2022).

To effectively manage waste, the involvement and collaboration of both users and producers are essential, as mandated by law. According to Law No. 18 of 2008 concerning Waste Management, producers are required to label their packaging and products with information related to waste reduction and management. However, despite existing regulations, improper disposal of waste remains a prevalent issue. Thus, it is crucial to motivate and educate the public on waste management. One effective approach to motivate the public is through impactful waste management campaigns (Anwar et al., 2018).

Campaigns often fail because the messages conveyed do not resonate with the characteristics of the target audience. Therefore, a different approach is needed to communicate the importance of waste management, particularly waste generated by online stores. This campaign will employ sarcasm in its quotes. Sarcasm is a rhetorical device characterized by a mocking tone that may not be well-received by the listener (Anshari & Hafiz, 2018). According to Handono (Ulfatun, 2021), sarcasm can be bitter due to excessive mockery and derogatory language.

Typically, sarcasm is used to belittle or denigrate the other party. The use of sarcasm may offend listeners, making it an unconventional approach. However, this

approach is chosen to capture high attention, especially among netizens who tend to be interested in viral trends, such as sarcastic language or content.

Sarcastic content in the campaign will be distributed through various media channels, including logistics packaging, leaflets, posters, videos, and social media, to convey the message. These media will feature sarcastic writing to grab the audience's attention and encourage them to participate in reducing plastic usage.

Plastic is commonly used by people from various backgrounds, including students, employees, and online shoppers. Therefore, this campaign targets a wide range of individuals, especially online shoppers. Collaboration with various stakeholders, including the government, environmental organizations, companies, online stores, and influencers, is essential to enhance the campaign's effectiveness. The campaign's design aims to increase public awareness of the importance of reducing

plastic usage and promote public participation in waste management, particularly in the context of e-commerce waste.

METHODS

The process of designing Shopee's e-commerce packaging follows a qualitative descriptive approach. The qualitative research aims to understand and interpret the meaning of interaction events in human behavior in specific situations from the researcher's perspective. Another goal is to develop sensitivity to issues arising from information to data collected, deemed satisfactory, and relevant (Imam Gunawan, 2020). The process involves several stages, starting with the initial research phase, followed by ideation, and concluding with prototyping.

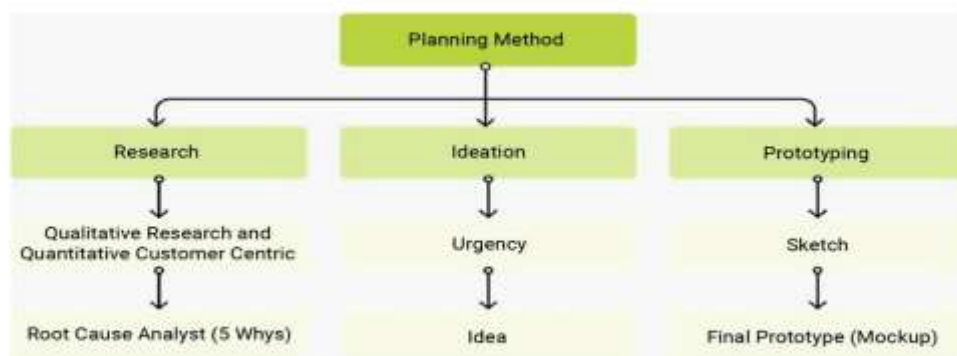


Image 1. Shopee Packaging Design Method
(Image Source: Research team's compilation, 2023)

a. Research Phase

Qualitative and Quantitative Customer-Centric Research: The initial research involves quantitative methods by gathering data related to e-commerce waste. Subsequently, qualitative methods are

employed through interviews with five respondents aged in the early adulthood range (26-35 years) residing in the Jakarta area.

Root Cause Analysis - 5 Whys: A commonly used method to identify the root

causes of problems is the 5-Why analysis method. To find the root cause, this analysis involves asking "why" questions, starting from general to specific questions (Olivier Serrat, 2017). This method is flexible, and

researchers can use fewer or more than 5 layers of "why" questions, depending on how deep the root of the problem can be found in a specific layer.

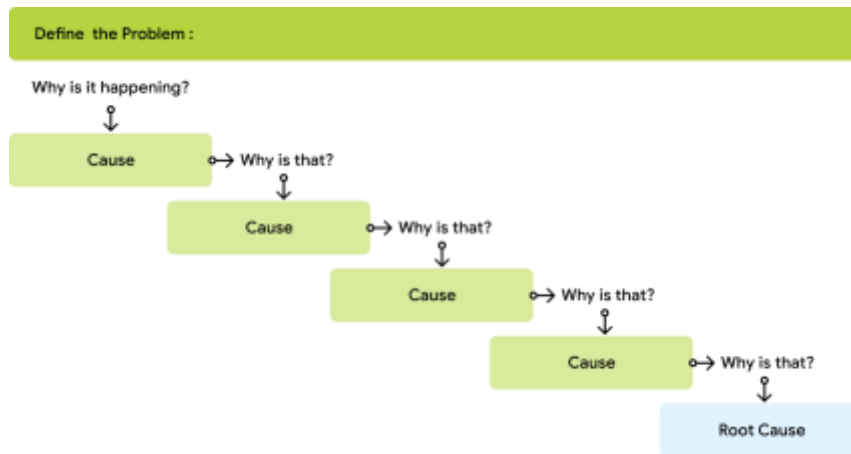


Image 2. Root Cause 5 Whys Analysis Framework
(Image Source: Adapted from Serrat, O., 2017)

By continuously asking "why" questions, researchers can analyze the problem at each layer and uncover the causes of symptoms that appear in each layer, ultimately identifying the root cause.

b. Ideation Phase

In this stage, the urgency and ideas are determined. The urgency identified after collecting data is to increase e-commerce users' awareness of waste. After establishing

urgency, the next step is the ideation process, using brainstorming methods based on the previously determined urgency. Brainstorming is a useful technique for generating ideas, starting with understanding the existing problem, generating ideas through free association, and using the problem and other generated ideas as stimuli to produce one idea that needs to be developed (Hosam, 2018).

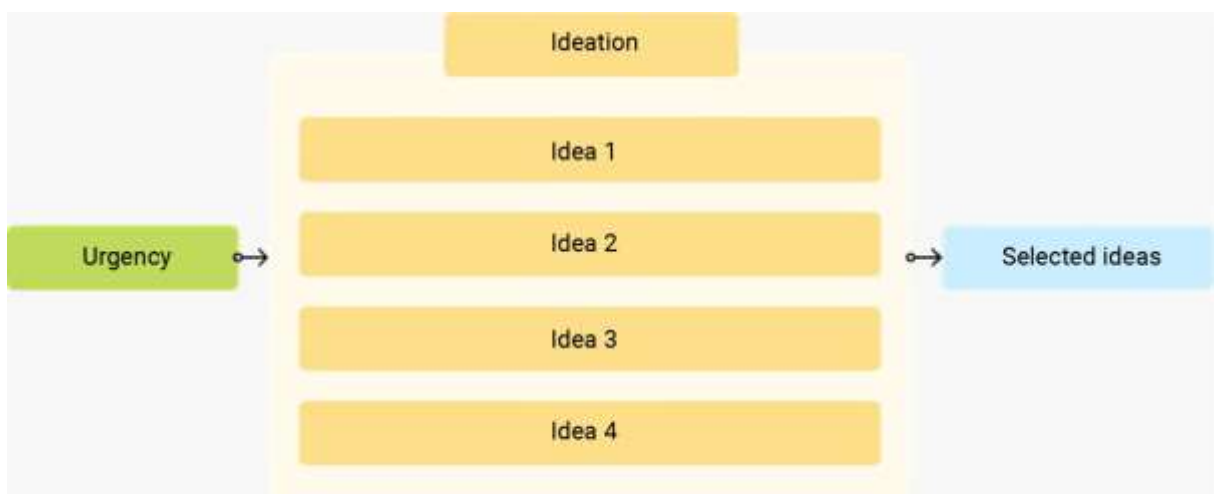


Image 3. Ideation
(Image Source: Adapted from Al-Samarraie.H, 2018)

c. Prototyping Phase

This phase begins with creating initial design sketches manually using paper. It is followed by a second digital sketch using Adobe Illustrator software. The finalization of the digital design prototype is placed into mockup plastic or cardboard packaging.

RESULTS AND DISCUSSION

1. Research/Study

Based on customer-centric research and root cause analysis conducted, several factors were identified as reasons why e-commerce consumers do not pay attention to their packaging waste. These factors

include the absence of motivating programs and tangible forms that consumers can feel. The significant real impact is indeed challenging to prove and requires a considerable amount of time. Meanwhile, the smaller, everyday impacts still do not provide sustained awareness.

Through this analysis, there is a need for an e-commerce packaging design that displays more tangible warnings about the impact of waste. Continuous warnings given at regular intervals can help disseminate these warnings as more and more consumers shop on e-commerce platforms.



Figure 4. Root Cause Analysis with 5 Whys
[Source: Compiled data by the research team, 2023]

2. Ideation/Conceptualization

The delivery of campaigns on packaging design has already been explored, including the use of polite language, invitations, and unique visual elements to

convey messages about waste and the environment. The following inspirations serve as the initial foundation for this e-commerce packaging design (Chaerudin, 2022):



Figure 5. Ideation Process
[Source: Compiled data by the research team, 2023]

However, some of the design concepts above are not widely found in Indonesia and may not be considered acceptable, given the cultural background of Indonesia. Therefore, the Shopee e-commerce packaging design takes into account several design concept aspects:

- a. Using sarcastic quotes or sarcasm quotes as a warning model displayed on the front of the packaging. The use of clear language that can be understood by the general Indonesian population.
- b. Presenting the packaging design in a minimalistic style that prioritizes readability of the text. This is intended to make the warning eye-catching and keep consumers focused on reading the information.
- c. Using contrasting font colors that convey firmness or even a sense of intimidation (in line with the concept of sarcasm quotes).
- d. In addition to warnings, the packaging also provides brief information about managing e-commerce waste.
- e. The design focuses on the types of packaging materials commonly used by e-commerce when shipping their products, specifically plastic with adhesive (poly mailer) and cardboard (box).
- f. Other information includes recycling symbols to indicate that the packaging can be recycled and the name of the e-commerce platform associated with it.



Figure 6. Image Chart for E-Commerce Packaging Design Inspiration
[Source: www.pinterest.com]

3. Prototyping

a. Alternative Sketches

Based on the conceptual design, initial visualization is done through hand sketching

on paper as a conceptual form with a rough visual representation on paper. Some inspirations from the image chart and design concepts above are applied to several

alternative packaging designs, both for plastic and cardboard packaging.

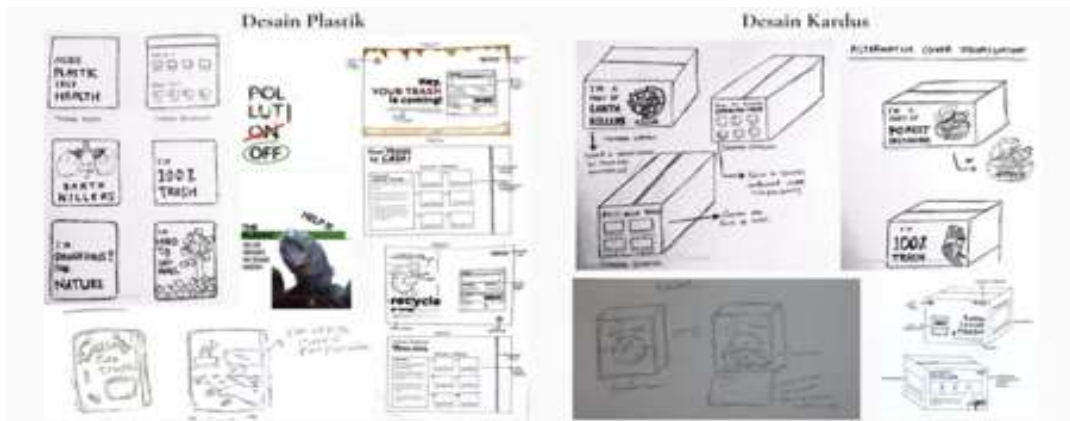


Figure 7. Alternative E-Commerce Packaging Designs
[Source: Research team's design, 2023]

b. 2D Visual Concept

After refining the conceptual design ideas, a 2D design concept is created. This is achieved through digital sketching and the

application of colors that align with the design concept. The hand sketches are translated into a clear and easily interpretable digital 2D visualization.



Figure 8. 2D Visual Concept for E-Commerce Packaging Design
[Source: Research team's design, 2023]

The visualization above demonstrates the design concept, focusing on clarity of text

readability with various sarcasm quotes as covers. The use of large font size aims to

make the text firm and easily legible, aligning with the packaging's character and message (Marlitta Stefia, 2022).

c. Dielines

Dielines are designed in a two-dimensional (2D) format using flat template

illustrations tailored to the packaging design pattern. Applying visual design elements to the flat surface provides a more realistic glimpse of the packaging design concept, using appropriate colors and textures for cardboard and plastic materials.



Figure 9. Two-Dimensional Visuals for Cardboard and Plastic E-Commerce Packaging [Source: Research team's design, 2023]

The displayed design sizes are in a 1:1 scale, corresponding to the actual proportions of the packaging. The plastic design in this representation measures 25 cm in length and 30 cm in width, while the cardboard design measures 35 cm in length, 20 cm in width, and 24 cm in height. The scale of this series can be applied to various packaging sizes. The dielines illustrating the folding parts of the cardboard packaging are indicated with dashed lines. The front and back views determine the cover layout on

various sides and the placement of information about waste management.

d. 3D Visual Concept (Prototyping)

The 3D visual concept involves creating sketches in three-dimensional space to give objects volume, length, and height. The application of 3D visualization aims to provide a realistic representation of how visual and design elements are applied to the packaging design. Two types of packaging, plastic and cardboard, are visualized in 3D.



Figure 10. Three-Dimensional Visual for Plastic E-Commerce Packaging (Front View)
[Source: Research team's design, 2023]



Figure 11. Three-Dimensional Visual for Cardboard E-Commerce Packaging (Front View)
[Source: Research team's design, 2023]



Figure 12. Three-Dimensional Visual for Plastic and Cardboard E-Commerce Packaging (Back View)
[Source: Research team's design, 2023]

The 3D visualization shows details such as the smooth and waterproof texture of plastic, the rectangular shape of the plastic, its thinness, white color, and various text colors. The text colors convey different meanings, with red and black colors used to

convey firmness and sarcasm aimed at the reader. Green color elements are drawn from environmental aspects.

CONCLUSION

Waste is a byproduct of daily human activities. It often refers to unwanted or useless materials left behind by people after use. Humans have caused damage to the Earth's ecosystem by releasing waste into the environment without proper management. Some people do not even consider how to manage waste. This issue is particularly prevalent in Jakarta, which contributes the most e-commerce waste in Indonesia. E-commerce is an online business model, and the waste generated from online shopping mainly consists of plastic and cardboard. Therefore, the researchers aim to raise awareness about e-commerce waste management (plastic and cardboard) by conducting a campaign using sarcastic copywriting that directly impacts consumers and is applied to the packaging design. However, ethical considerations, the placement of receipts, and waste management information are still taken into account in the design of the packaging.

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