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RICE BOWL PACKAGING DESIGN FUNCTIONALITY AS A REPRESENTATION OF THE URBAN LIFESTYLE

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nikensavitri977@gmail.com Abstract Rice bowl is ready-to-eat meals in the form of rice along with side dishes that served in boxes or boxes. These meals have recently become a trend among urban people because of the variety of menus and the practical side of eating it. The Indonesian culture that uses rice as a staple food has contributed to the popularity of this type of meal. Coupled with the rise of restaurants selling these meals on social media or collaborating with food delivery applications such as Go Food and Grab Food, it encourages consumer curiosity to consume it. The development of digital technology has changed people's lifestyles, including the culture of eating. In the life of urban communities in big cities that are so busy and demand high mobility, it indirectly reduces eating to become more practical. This practical value demand the rice bowl packaging design emphasizes its functionality so that it is easy to carry and not inconvenient when consumers eat these meals. This study aims to see the effect of virtual technology advances on changes in eating culture that reduces rice-eating to be more practical in a rice bowl packaging. This study was studied with a qualitative research methodology with a cultural anthropology approach to determine the factors that influence the eating culture of urbanites and their impact on the design of rice bowl packaging as a representation of practical values adopted by urban communities. Keywords: Functionality, rice bowl, urban lifestyle, representation, packaging

1 Introduction

The city is basically a place where all activities and events take place. (Rowley, 1994: 182). The city is a "melting pot" of various interests that melt and mingle into one. The interactions between people represent the complexity of an urban face. The city is also a center for the production-reproduction of culture and symbolic consumption through media, culture, and exchange (Harvey, 1989). Cities are very attractive places to earn a living, and therefore every year urbanization continues to occur in order to get a better income by working in big cities. This has led to the growth of urban society with all forms of social strata and lifestyle. Big city life tends to

be busy forcing them to take into account the efficiency of time, energy and costs.ⁱ Urban society is often defined as a society that is always open to change, developments, and they followed suit. Their mindset is very advanced and open to technology. Therefore, urban society is always associated with modern, new and dynamic. In terms of association, for example, urban people are happy when their existence is recognized. Because of that they like to find new things so that their existence is recognized. High mobility has changed the lifestyle, including the urban diet. Apart from the demands to move fast, technological developments and transportation have also contributed to the changing eating habits of urban communities. In overcoming hunger, people now only need to touch their devices. The development of delivery application services also affects the eating habits of urban communities which demand efficiency of time and energy. Urban life tends to have a high level of movement in fulfilling its activities. They tend to actively move places in carrying out their activities. Traffic jam problems have become a part of their daily lives. In addition, the influence of technological developments increasingly makes urban communities consume various markings to get a positive impression in the eyes of observers. Various facilities through digital technology help urban people to show their existence by consuming products for style. In this case, eating at a restaurant becomes a means to show their existence in their social life. Identification of self-image and social class can be found in eating activities that are not limited to activities to overcome hunger and thirst. Alan Warde and Lydia Martens explained that eating outside the home involves three things, namely for pleasure, entertainment (leisure) and necessity. Fun and entertainment in eating at a restaurant includes a difference in atmosphere with daily conditions at home. In the restaurant they can also socialize, hang out, explore with food, and do other fun things. In addition to fulfilling biological needs, eating is also associated with considering satisfaction and pleasure solely to maintain prestige (Anderson, 2005).ⁱⁱ Furthermore, food can also provide a picture of the identity of the person who consumes it (Foster, 1986). In a life that demands speed, urban people are required to move quickly to make a living in fulfilling their daily needs. Therefore they tend to like things that are fast and instant. For eating

activities, they often prefer fast food to home food. Often they are forced to buy food outside the home instead of cooking at home themselves because they do not have time to prepare food supplies. Many urban communities such as in Jakarta, for example, are migrants from various regions and then work in Jakarta. Some of them do not even live in Jakarta but choose to commute from home to work in the city, so they choose to eat practical and filling food. Buying food outside is a practical solution and saves time and effort. Rice bowl as a contemporary food is now growing as a ready-to-eat food that can fulfill the lifestyle of urban people who want practicality, speed, but can show their existence as modern, "slang" and contemporary individuals.

1.2. Rice bowl trends in the fast food industry

Rice is a staple food in several countries, including in the Asian region, including in Indonesia. The culture of consuming rice as a staple food cannot be separated from the agrarian culture in several Asian countries, including Indonesia. As a companion, rice is consumed along with vegetables and protein sources such as meat, fish, eggs, and soy products. Generally, rice is cooked by steaming, but as a variation, rice can be consumed in other ways, such as fried, sauteed, or baked. Apart from being a staple food, the culture of eating rice is also related to beliefs and rituals. Theravada Buddhists in Burma, Thailand, Laos, and Cambodia, the culture of cooking, and distributing rice to monks every morning is often practiced by housewives. Javanese people generally use rice as a meal at salvation events. Generally, rice is processed into tumpeng with various variations of side dishes. How to eat it can use banana leaves or a plate and eat it with a hand or a spoon. This is very different from European culture which uses spoons and forks as cutlery. Apart from being in the form of a tumpeng, during the celebration of salvation generally also serves boxed rice to guests to take home or send to relatives. In daily activities, this boxed rice is also consumed to take away. To save on packaging, paper is often used to wrap rice, which is known as rice wrap. Wrapped rice is rice that is given a side dish then wrapped in paper or banana leaves. These foods are generally consumed to take out and not to be eaten on the spot. For commercial purposes with consumers who have limited budgets, buying packaged rice at food stalls or simple restaurants is an

option. Consumers only need to choose the side dish they want to eat with rice after that they eat it elsewhere. After they finished eating, they only had to throw away the rice paper and the supplies. Along with the development of the culinary industry, the presentation of food has also begun to change. With more and more competitors offering various menu innovations and food choices, finally a new concept emerged in serving packaged rice, namely the rice bowl. Rice bowl is a contemporary food that is familiar with urban life, especially among workers, students, and students who don't want to bother with eating. Actually, the concept of a rice bowl is the same as packaged rice in general, only the packaging is made more attractive. In accordance with the demands of a dynamic urban lifestyle, rice bowl packaging is designed to present a more modern, unique, contemporary, elegant, luxurious, attractive, practical side so that it looks classy and consumers who consume it will look "slang" and confident. Rice bowl also represents a symbol of consumers who are "hanging out" because of its popularity. The Food and Beverage consulting firm, Bhaum and Whiteman, calls rice bowl a trend that has been gaining ground since 2017.ⁱⁱⁱ Initially, the presentation of the concept of rice with side dishes in a bowl was different in each country. In Korea it is known as bibimbap. This food is in the form of hot rice with side dishes and raw vegetables on top. Before eating, generally the food must be stirred first to ripen the food. Therefore, bibimbap is generally served in a hot bowl made of stone. In Japan, rice bowl is called donburi which means bowl. Donburi is divided into several types depending on the side dish. There are things called oyakodon (side dish of rice with egg and chicken), katsudon (side dish of pork), kaisendon (seafood side dish), gyudon (side dish of meat and tempura), and unadon (side dish of eel). The Japanese generally serve donburi per serving in a bowl because they are very busy and do not have household assistants washing all kinds of buffet dishes. This food is a practical solution in filling the stomach. With advances in information technology, rice bowl has finally entered Indonesia and acculturated with local culture. The menus that are served are varied according to the tastes of the Indonesian people. There is a demand for practicality in eating activities, rice bowl is growing, marked by the increasing number of food outlets

that sell this food at affordable prices. As for the service and how to consume it, this food is simply served in a container or bowl with a composition of rice along with side dishes and vegetables. After that it can be taken home or eaten on the spot. After finishing eating, just throw it in the trash. Very efficient and practical. This increasingly practical lifestyle has disrupted food. For rice consumption, for example, where previously boxed rice appeared in a large size, now it is disrupted with a smaller size and is ergonomic to hold. 2.

Theoretical Basis a. Urban lifestyle Urban ⁴refers to the terminology that describes urban characteristics. (Sapari, 1993). Statement (Raharjo, 1991) in (Sapari, 1993), the term urban comes from the word urbanization and has two meanings. First, urbanization as a process of urbanization, namely the process of urban development of a village. Second, urbanization is the movement of people from villages to cities. As migrants to urban areas, urban people have a complex lifestyle. Lifestyle according to (Engel, Blackwell, and Miniard, 1995) is defined as a pattern in which people live and use their money and time. Meanwhile, according to Chaney (1996: 41), lifestyle is a pattern of actions that differentiates one person from another. The heterogeneity of cultural backgrounds and people's behavior makes urban communities have more complex needs, not only primary needs, but also the need to be recognized for their existence in the community. Therefore, sign consumption is often found in urban life. They consume an object not because it is necessary but can represent a certain meaning. The consumption of this sign can occur in various objects such as fashion, property, technology, to food choices. Culinary culture is one of the things that can show a certain meaning in urban life. Self-image and social class are indicated not only in restaurant choices but also in food choices. According to Baudrillard (2003: 61), a consumption society is a society that consumes not only goods but also objects of value to humans. Its presence has a symbolic value so that consumption activities are not basically due to necessity but rather symbolic reasons, honor, status, and prestige. A commodity object can be bought not because of its function or benefit but because of its value. Roland Barthes (2013: 21) argues that food is a marker because it has a communication system that covers products, techniques (the process of procuring food),

and people's habits. Food as a marker does not only refer to appearance alone, but also to the entire social environment in which the food is located. This means that food can represent the lifestyle of a social group of people. Representation is a "reproduction of reality" that cannot be presented (to present), so that a "model of reality presence" (to represent) is needed through various language models (verbal, visual, image, image). Representation makes reality as its reference and cannot escape from that reference. iv When the form of representation has separated from its reference, there will no longer be a representation. In addition, Mary Douglas (1975) states that food and eating culture can reflect social group categories and can be used to develop social relationships between individuals and a wider social group in a social group relationship. In this case, food can be used as a marker of social class in urban communities to show their self-image. b.

Packaging Design Packaging is the outermost attribute of a product that has a function as a wrapper and protector that has aesthetic value and has a brand or product identity in it. A package should be able to attract consumer attention and be able to display an image that is trusted by consumers. Packaging must function as an aesthetic means to communicate with consumers from various backgrounds and the characteristics of the existing form of the package depend on the design and technology used. v In accordance with the urban lifestyle, which tends to move, the rice bowl packaging design is designed to be functional, practical, and ergonomic. Some indicators and functional elements in a packaging design are as follows: Table 1. Indicators and functional elements in packaging design vi

No	Functional Elements	Functional / structural element factors in the packaging
1	Shape / Shape / Design of the product	a. The form of packaging that attracts attention b. Easy to put packaging form c. Convenient packaging form to carry / hold
2	Materials	a. Eye-catching material b. Unique material compared to other brands c. Eco-friendliness (environmentally friendly) d. Material that reflects good quality
3	Size	a. Packing size according to consumer needs b. The packaging size that triggers purchase intent c. Easy-to-carry packaging size

Practicality in packaging design is related to shape, size, and function as a container, not only seen as a wrapper. Apart from practicality, logo placement

must be considered to provide product identity to consumers. Apart from practicality, visual attractiveness is also needed in attracting consumers' attention. Visual attractiveness refers to visual appearance regarding shapes, use of colors, brands / logos, typography, and layout.

Several things need to be considered in packaging design.

- Clarity & Simplicity There is clarity of products and brands listed in a package.
- Honesty & Authenticity A packaging design should be able to display honesty in communicating the product.
- Extensibility A packaging design must have consistency if the brand is to be developed at a later date.

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- Practicality Practicality relates to a clear shape, size and function, not just as a wrapper.

3. Research Methods The research method is qualitative research with a formalism approach. Formalism is an approach to art that emphasizes the importance of form – rather than content – as a source of subjective appeal to a work. The overall design is structured by considering balance, order and proportion, patterns and rhythms, which can evoke certain responses to the observer. A formal analysis of the artistic composition must consider how each element contributes functionally to the overall impression the work of art creates.

Before examining the formalism aspects of Ricebowl packaging, first review the urban lifestyle, food as a marker of urban lifestyle and its implications for packaging design.

To support this, digital ethnographic research is conducted to collect data online. The research technique used is descriptive analysis. Namely by first describing the rice bowl and its packaging and analyzing how the formalistic design elements form the packaging design functionality so that it is comfortable to use and visually attractive. The formal aspects of a form of packaging are influenced by the urban lifestyle. With activities that are mobile and busy, a practical and easy-to-carry packaging is required. In addition, economic factors also affect the appearance of a rice bowl packaging because the portions are not too big.

ETHNOGRAPHY
 STUDY Chart 1 Research line of thought Kebutuhan primer Gaya hidup masyarakat urban
 Kemasan rice bowl Unsur-unsur formalistik desain Bentuk Fungsi Estetika Ergonomi
 Material Bentuk Warna Tekstur Material Makna/ Simbol status sosial Praktis Fungsional

Ergonomis Mudah digunakan Simpel Kekinian Elegan Trendy Gaya hidup masyarakat urban
Kemasan rice bowl Gaya hidup masyarakat urban Kemasan rice bowl Kebutuhan primer
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urban Kemasan rice bowl Kebutuhan primer Unsur-unsur formalistik desain Bentuk Makna/
Simbol status sosial Gaya hidup masyarakat urban Kemasan rice bowl Kemasan rice bowl

The data collection techniques used are as follows: Observation Observations were made
by observing the design of rice bowl packaging from several restaurants to measure the
dimensions of the object, observing the materials used, and the use of colors, typography
and colors to display the aesthetic value of the packaging design. In addition, observations
were made on the lifestyle of consumers and how consumers eat using these packages.

Literature study Literature studies were conducted by collecting data on the lifestyle of
urban people in urban areas, their penchant for consuming practical food, and data related
to packaging design in the form of books, e-books, and journals. 4. Problem Analysis

Nowadays, the packaging for rice bowl has many shape and material variants. Apart from
being practical, current food packaging aside from protecting the food it is wrapped in, it
must also be able to sell with an attractive appearance. Good food packaging is food
packaging that is neat, clean, can attract buyers, and is safe to use for food wrapping. With
advances in technology, there are now various variants of shapes and materials that can
be used as needed. In addition, the issue of reducing plastic and stereofoam waste as food
packaging also affects the use of paperbased packaging so that it is easy to recycle. a.

Paper Lunch Box This packaging is made of paper with a laminate inside, making this
packaging widely used as food wrappers. This type of packaging is oil-resistant and leak-
proof so it doesn't damage the appearance of food. Generally, it can be ordered in three
size variations, large, small and medium according to the portion of the food being sold.

Figure 1 Paper lunch box, www.indozone.id b. Paper Bowl Paper Bowl is a food packaging
that is often found in various restaurants. Shaped like a bowl, it is very suitable for use for
rice bowls or soup foods such as chicken noodles or meatball soup. Generally sold with a
volume size of 200 ml to 1000 ml (650 ml, 800 ml, 1000 ml) Figure 2 Paper Bowl,

www.indozone.id dan www.food-detik.com c. Food Pail The food pail is a combination of a paper lunch box and a paper bowl. The basic material is the same as a paper lunch box, which is thick paper with a shape like a paper bowl, only here the basic shape is a square. This packaging is often used to wrap rice bowl. Besides that, it can also be used to wrap noodles, pasta, and so on. The drawback is that this packaging is not suitable for soup because there are still gaps in every corner. But now these shortcomings can be overcome. In addition, the portion that is placed in this package is not as much as the paper bowl. Generally available in three sizes; large, small, and medium. Figure 3 Food pail,

www.indozone.id d. Bento box Bento boxes are generally made from black mica with a transparent plastic cover. This packaging has been used for a long time. Generally, they have a partition to separate the rice from the side dishes. Due to the transparent cover, consumers can see the contents firsthand. Therefore this packaging is often used as a wrapper for ready-to-eat food sold in supermarkets. Figure 4 Box bento, www.indozone.id

Busy urban people with high mobility demand food packaging not to bother them. If they want to bring food home, the packaging should contain elements of simple, clarity, functional, ergonomic, and aesthetic.

a. Simplicity & clarity The simplicity of the rice bowl packaging can be seen from its simple and ergonomic shape. Because generally it is available in printed packaging that already has a certain size template and just needs to be adjusted according to the portion you want to sell. This simple form makes it very easy to consume the food in it. To provide clarity for a certain company brand can also be done easily through the installation of logos, colors, and the use of typography and images. In terms of design, the impression of a rice bowl as a contemporary food is also displayed in its unique packaging with a simple and elegant design. In the past, generally packaged rice was not placed in a food pail. But now the boxed rice is transforming in appearance, not only from the portion but also from its easy-to-open and eco-friendly packaging.

b. Practicality (practically) Practicality can be seen in terms of size and ergonomics, this packaging is not difficult to hold, so it will make it easier for consumers to eat food and in packaging when taken out. After eating food, the packaging only needs to be thrown into

the trash because the material is made of paper. c. Honesty (honesty) A packaging design must display honesty. ²In this case, honesty can be seen from the size of the packaging according to the portion of the food. d. Authentic The authenticity of the rice bowl packaging can be seen from how the restaurant can display its brand so that it is trusted by consumers. e. Extensibility Consistency is needed in packaging design, especially if the restaurant brand has other product variants so that there is the same consistency in a brand

Table 2 Analysis of packaging design functionality

Brand	Shape/Form/ Packaging Design Material/ Size Aesthetics	Conclusion
Eatlah	The basic form of a food pail. Easy and convenient to use	Easy and comfortable to hold Paper Brown Medium, easy to carry / stack / put in a bag Use brown color with typography with clear legibility Simple form, contemporary, functional, ergonomic, There is brand clarity
Dailybox	The basic form of a food pail. Easy and convenient to use	Easy and comfortable to hold Thick paper Medium, easy to carry / stack / put in a bag Using black with logos and typography has clear legibility Simple shape, functional, elegant impression, ergonomic, the clarity of the brand
KunKun Bowl	Using a paper bowl with a circular base shape	Paper Medium, easy to carry / stack / put in a bag Using a white base color with a logo with a yellow accent background
Limau Bowl	Using a bowl with a circular base shape	Paper Medium, easy to carry / stack / put in a bag Use a dark green base color with logos and typography with a clear legibility Simple shape, functional, ergonomic, safe, the clarity of the brand
Shake a Bowl	Using a bowl with a circular base shape	Paper Medium, easy to carry / stack / put in a bag Using a yellow base color, with a clear logo and graphic image and typography Simple shape, functional, ergonomic, safe, the clarity of the brand

5. Conclusion ³The lifestyle of urban people that demands practicality and meaning about their self-image can be accommodated in their culinary style. Consuming trending foods such as rice bowl is ²one of the choices where rice bowl has practicality in how to consume it and can also show the consumer's self-image through its simple, contemporary, elegant, and modern packaging. Although currently rice bowl packaging already uses printed packaging products from the industry, in logo design,

typography, colors that represent the company's brand must be able to show a good image of the brand. In addition, a good brand can convince consumers of the quality of the product so that consumers trust and can increase their confidence as a modern society because they eat rice bowl. In terms of shape, the rice bowl packaging features a simple shape, available in various sizes so that it can be adjusted according to the portion being sold. This packaging is also easy to use and practical so that after finishing eating the packaging can be immediately thrown away. The material used is mostly paper-based so it is quite safe to use. In addition, the uniqueness of each brand must be seen through the logo design, typography, and the colors used to differentiate it from similar products. i Refers to Y.Martinus Pasaribu (2011) ii Refers to Nur Lailatul Mufidah (2006) iii Refers to wanitawirausaha.com/Trifitria Nuragustina, Rice Bowl bisnis menjual kepraktisan, diakses 24 November 2020 iv Refers to Yasraf Amir Piliang (2012) v Refers to Klimchuck, Rosner & Kravosec, A. Sandra (2006) vi Refers to Yosef Richo (2017) vii Refers to Irwan Wirya (1999) viii Refers to Tjetjep Rohendi Rohidi (2011) REFERENCES Counihan, Carol & Van Esterik, Penny (2013), Food and Culture, Routledge, New York and London Chaney, David (1996), Lifestyle, Routledge, London Irwan Wirya (1999), Kemasan yang menjual, Gramedia Pustaka Utama, Jakarta Klimchuck, Rosner & Kravosec, A. Sandra (2006), Packaging design successful product branding from concept to shelf atau Desain kemasan perencanaan merek produk yang berhasil mulai dari konsep sampai penjualan, Erlangga, Jakarta Nur Lailatul Mufidah (2006), Pola konsumsi masyarakat perkotaan: studi deskriptif pemanfaatan foodcourt oleh keluarga, Jurnal BioKultur Vol.1 (2), hal.160 Saefu Zaman (2017), Pola konsumtif masyarakat urban dalam perspektif semiotik dan budaya, Paradigma Jurnal Kajian Budaya Vol 7 (1) hal. 40-49 Tjetjep Rohendi Rohidi (2011), Metodologi Penelitian Seni, Cipta Prima Nusantara Semarang Van Esterik, Penny (2008), Food Culture in South East Asia, Greenwood Press, USA Warde, Alan & Martens, Lydia (2003), Eating Out; Social Differentiation, Consumption, and Pleasure, Cambridge University Press, Australia Y. Martinus Pasaribu, Desain dan Dinamika Gaya Hidup Urban; Membaca dan mempengaruhi transisi sosial melalui desain, Seminar Nasional Lifestyle and Architecture, Scan#2:2011

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