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## RESEARCH ARTICLE

# THE POWER OF JAWI TYPOGRAPHY ON THE MUSLIM BUMIPUTRA'S SME PRODUCT PACKAGING: A CONCEPTUAL PAPER

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### ABSTRACT

This paper seeks to discuss the need to understand consumer perceptions on the important effect of typography on the Muslim Bumiputra's entrepreneurs product packaging in order to correctly design product packaging. Packaging is now generally regarded as an essential component of our modern life style and the way business is organized. It is an important part of differentiating Muslim Bumiputra's entrepreneurs products. It is also an essential stage in developing product with proper use of typography in order to achieve effective product positioning. Packaging is the enclosing of a physical object, typically a product that will be offered for sale. Packaging is an important part of the branding process as it plays a role in communicating the image and identity of a Muslim Bumiputra's company. A major function of packaging is the communication of the product. A package must communicate what it sells. Muslim Bumiputra's entrepreneurs are still lacking on the knowledge of an effective packaging for their products. Effective packaging elements enable Muslim Bumiputra's entrepreneurs products to compete with other products in the market.

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## INTRODUCTION

In some marketing texts, typography is an ignored element of packaging design. Based on Rogener et al. in Mikaere (2011) describe the fonts used by IBM, Mercedes, Nivea, and Marlboro as directly identifiable worldwide and involve that the significant investment by such companies in design and copyright of trademarked fonts is worthwhile. According to Angelini (2003), in January, 2003, the European Court of Justice granted brands the power to invoke 'unfair advantage' and 'detriment' against other brands using similar fonts and typefaces (typography) in similar product categories. The ruling occurred when luxury goods brand Davidoff sued the Hong Kong based company Gofkid, whose brand Durffee used typeface identical to Davidoff's distinctive cursive-based logo ("Stronger Protection", 2003). The case against the Durffee logo succeeded on the grounds it used the letters 'D' and 'ff' in exactly the same font and positioning as Davidoff, thereby taking advantage of the high prestige appeal associated with the Davidoff brand. Thus it is very important for Muslim Bumiputra's SME entrepreneurs to learn the right way of choosing the suitable typography on the packaging in order to boost up their products sales.

**Problem Statement:** In Malaysia, Muslim Bumiputra SME still facing a lots of problem to market their product internationally because of the packaging problem. According to former Prime Minister of Malaysia YAB Dato Seri Abdullah Ahmad Badawi in his speech in Entrepreneurship Showcase 2003 in PWTC Kuala Lumpur stated that Bumiputra's SME entrepreneurs should focus on making a attractive packaging as well as the effective labeling to attract customers as well as to influence customers' purchase decision to purchase their products. In addition based on Annual SME report 2018 admitted that the marketing ability of SME entrepreneurs is still weak. Program Transformasi Produk dan Penedaran Berkesan by the Business Development Division of the Ministry of Domestic Trade and Consumer Affairs (KPDNHEP). The programme helps SMEs to enhance their product quality in terms of packaging, shelf-life and other criteria required to meet the standards of hypermarkets and supermarkets in Malaysia. During the year, a total of RM3.8 million has been allocated under the Programme. According to Mohd Asri (1999) in Arif S (2009) more than 50% of the SME entrepreneurs especially Muslim Bumiputra's SME acknowledge that they results of low sales income due to a problem to market their products. Apart of the low sales resulting from ineffective packaging elements to attract the customers to purchase the products.

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Based on Malaysia Muslim Consumer Society President, Dato Nadzim Johan in Utusan Malaysia (2019) Islamic text such as Jawi is misused to mislead users into the halal status of a product. Nadzim added that Muslim consumers have long been deluded by advertising, marketing and packaging techniques using symbols and writings (Typography) that are synonymous with Islam such as Jawi inscriptions, mosque symbols and Islamic names as product brands. Therefore, he said, it was time to distinguish between Islamic products and non-Islamic products so that consumers could make smarter choices. He also argued that the average non-Muslim company did not understand the concept of halal and toyyiban which violated the requirements set by the certificate issuer. Yayasan Dakwah Islamiah Malaysia (2019) quoting the statement of Malaysian Islamic Development Department (Jakim) director-general Datuk Mohamad Nordin Ibrahim said Non-Muslim companies that do not have halal certificates but use jawi text on product packaging for the purpose of misleading consumers may be sued under the Trade Descriptions Act 2011 (APD 2011). The ban was already in the law and found guilty could be punished. Thus this study seeks to contribute in terms of educating the right way of choosing suitable typography types and colors to Muslim Bumiputra's SME product packaging since typography is one of the elements in designing the effective product packaging.

### Research Objective

- To proof that impact of colors on font on product packaging is positively influence the customers' perception.
- To proof that impact of types of font use on product packaging is positively influence the customers' perception.

### Research Question

- Does the impact of colors on font on product packaging positively influence the customers' perception?
- Does the impact of types of font use on product packaging positively influence the customers' perception?

### Hypotheses

- H1) The impact of colors on font on product packaging is positively influence the customers' perception.
- H2) The impact of types of font use on product packaging is positively influence the customers' perception.

### Literature Review

**What is typography?:** Generally, typography is "the art or skill of creating meaningful communication by printed word" (Childers & Jass, 2002). The "basic element of typography" (Dair, 1967, p.15) is the individual letter or character. According to Thanaraj (2004) The principal of typography is that different fonts represent different connotations and influences on the readability, assimilation, interpretation, and impact of the words and concepts they represent differently. Typography is the major media in designing the packaging that enables the product communicate with target customers on the brand, function and information to the target audience (Klimchuck dan Krasovec, 2006).

Typography is an important element in designing product packaging because it helps to deliver the information as well as to explain the brand, quality and function of the products to the target customers (Calver, 2007)

According to Klimchuck, Marianne and Krasovec (2006) the typography on the packaging should:

- Easily read base on certain distance.
- Design base on specific scala and design base on 3D packaging structure.
- Information can be understood by the customers easily.
- Credible and informative

The application of typography on the packaging is different because of the packaging shape and design. The factors that differentiate the typography on the packaging are shape and size of the packaging, product description and category of competitors. All the factors will depends on the market environment, shelf space and other relevant requirements.

**Jawi Text Typography:** Since there are very limited studies on Jawi text typography, this paper would like to highlight on the Jawi text development. According to Ayob Jadwat, an Indonesian linguist mentioned that there are 34 languages still using Arabic in the language in the early 20th century, among them Farsi, Turkish, Kurdish and Malay (Abd. Razak Abu Cik, 2006). In Malaysia itself, to this day we still can find many Arabic words have been widely used as words in Malay by using Jawi text. Jawi text is based on the shape of Arabic writing and it has good economic value and potential if Malaysian Muslim products are marketed in Arabic countries. According to Boutros M. (2005), Arabic Calligraphy text consist of several styles. What follows is a brief description of these styles, their historical origins and contemporary uses:

**Naskhi:** One of the earliest cursive scripts, it gained large popularity in the 10th century. Highly readable, it was utilized for copying the Holy Qur'an. Naskhi is characterized by short horizontal stems and its almost equal vertical depth above and below the medial line. The Naskhi style is actively used today for headings, subheadings and copy in newspapers, magazines, books, advertising and promotional materials. It remains the most widely used of all Arabic styles.

**Diwani:** Diwani developed in the 16th century in Turkey and is observably cursive. The decorative version known as Diwani Jali is widely used for ornamental purposes. Riq'a: Can be traced back to the 15th century but did not come to value until the early 19th century. A derivative of a number of cursive scripts, Riq'a was mainly used for secular purposes and is characterized by its thick rounded curves. Presently, it is widely used in Egypt under the name of Egyptian Rokaa. Egyptian Rokaa is broad and more airy than the original.

**Thuluth:** Derived back to the 7th century but did not develop fully until the late 9th century. Thuluth is still point as one of the most important of the ornamental scripts and its fluid. Thin lines are used for calligraphic inscriptions, titles, headings.

**Kufic:** Kufic script achieved a level of perfection in the 8th century, consequent in its application to write down the Holy Qur'an. The script is characterized by its static, rectangular lines and the short vertical strokes and extended horizontal lines.

Kufic was the best Qur'anic script for more than three hundred years. Decorative elements and illuminations were added to Kufic texts and the letters developed into purely ornamental forms. Koenig, McCllough, and Larson (2001) discover religion as an organized system of beliefs, experiences, religious orders, and symbols that defines a spiritual identity to a person. Due to this, in each religion, religious symbol including religious typography is a sign that recalls a particular religion for its addressees guides an individual in a society.


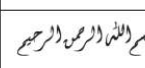

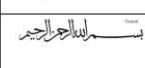

**The Colors on Font:** Color will play a role as the overall density of the ink on the page. The color will be determined specifically by the typeface or fonts, but also by the word spacing, leading and depth of the margins (Eckersley, 1994). Based on the study conducted by Dimitrios Tsonos and Georgios Kouroupetroglou (2008), they found that the right color combination have an impact towards the audience. Their finding also in line with a study conducted by Laarni (2003).

Furthermore Laarni (2003) had summarized the outcome of the colors impact on typography. The findings can be concluded as:

- Red on Green (RG) **color** combinations are the most arousing and less pleasant.
- Black on White (BW) **color** combination has the lowest mean arousal value.
- White on Blue (WU), Green on Yellow (GY) and Black on White (BW) are the most pleasant combinations.

Table 1.

Abbreviation	Font Color	Background Color
YU	Yellow	Blue
WB	White	Black
GY	Green	Yellow
BW	Black	White
BG	Black	Grey
RG	Red	Green
WU	White	Blue

Naskh		Early Kufic	Early Kufic
Diwani		Eastern Kufic	Eastern Kufic
Riqa'a		Foliate Kufic	Foliate Kufic
Thuluth		Knotted Kufic	Knotted Kufic
Muhagaq		Square Kufic	Square Kufic

Early Curvive Calligraphy Styles (Sakkal (1993)

Thus, the right combination of font color and the background color of text can be used on the Muslim Bumiputra's product packaging to attract and influence consumer purchase decision. In addition colors also represent meanings to the customers or audience. Yellow was chosen to represent the meaning of preferable to children but not to adult. Red was a preferable color within a single investigation of adults (Fadzil M.I. et al 2011). According to Singh S. (2006), green represent Islamic color while orange represent Hindu. According to Faridah I et.al (2012) stated that Starbucks typography color with white gives the impression of being pure, clean and luxury.

By using writing which is white on a green background provide a contrasting color give affirmation on the letters and easy to read. Furthermore, in China, white is connected with righteousness while yellow with trustworthiness. In addition the black color represent dullness and stupidity in Indian culture, while red suggests ambition and desire (Omar M.W. et al., 2011)

**Types of Font:** Moreover, Klimchuck, Marianne and Krosavec (2006) also mentioned there are three factors that the Muslim Bumiputra's SME should take into their consideration in applying suitable typography elements on the packaging.

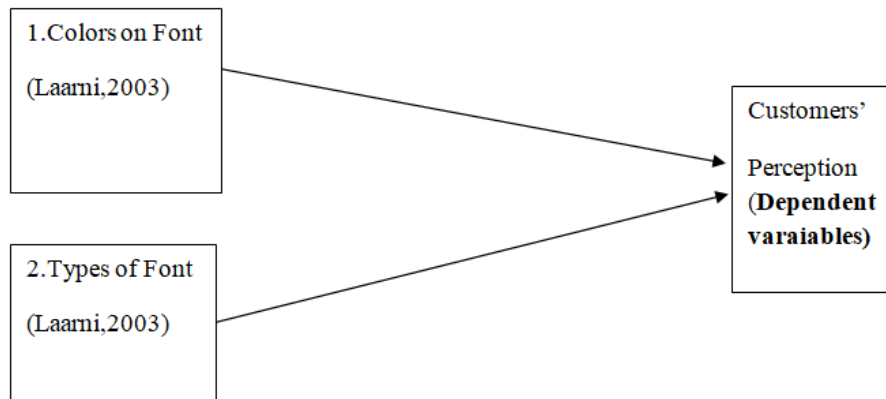
**Message:** The message should be rank from the most important message to the least important message. This will help customers to find the products much easier. The message can be ranked or differentiate between the most important message and the least important message by using different color, size in relation with the packaging design.

**Audience:** Audience is the customers which is targeted to read the information on the packaging. The background or demografic factors of the customers should be taken into consideration by the Muslim Bumiputra's SME Entrepreneurs.

**Format:** Format is the space or surface of the packaging to be used for typography typing. Bumiputra's SME Entrepreneurship should take into their consideration the function, size and shape of the typography. In addition, Old style fonts have a traditional, warm friendly feeling while modern fonts represent business-like and professional appearance" (Tariq, 2004). Based on the statements, it shows that an old style font like jawi text is suitable to be used for cultural traditional products. Mean while, a study conducted by Vila and Ampuero (2006) found that respect to packaging typography, their findings show that packaging for elegant products usually presents bold, large, roman, upper case letters with expanded characters. For example, BMW or KFC. On the other hand, accessible products of reasonable price are linked with serif and sans serif typographies. Furthermore, a study conducted by Faridah I. et.al (2012) to understand the typography of Starbucks revealed that text with quarter of the overall logo size gives an affirmation of Starbucks identity that is proficient cafe in the field of presentation good quality coffee. This type of typography gives a strong meaning and easy to read. Accordingly Starbucks wants to confirm to the audience that they are the best cafe in the world serving coffee. Font used in the contents of the Starbucks logo on the scale wide and 12cm high with 6cm and the font size is 1.5cm surrounding the entire logo section giving it enough space. It is an affirmation to keep the letters simple to read even remotely and provide convenience for audience to identify the location of the cafe Starbucks. The sans serif type of font applied to the logo with a bolded letter to give a clear reading writing on a logo to the consumers.

**Customer's Perception:** The perceptions of how consumers see the product as competitive offerings will affect his or her buying decisions. As for this, effective packaging formula should be given proper attention to anticipate the demand for perceived value from the consumers. This research is conducted based on how typography on product packaging will influence consumers' perception. The Theory of Plan Behavior is widely known to be used in understanding customers' perception.

## Theoretical Framework



This theory is often used as the basis for supporting the relationship between the concept of halal perception Muslim consumers towards halal products (Teguh Widodo, 2013; Endang, 2010; Aziz et al., 2012; Khairi et al., 2012). According to this theory, there are three important components that influence the user behavior, namely attitude, subjective values and behavioral control (Ajzen, 1991). Attitude is psychological tendency to judge whether something is liked or disliked. It's one of positive or negative individual assessments of the performance of specific behaviors. Subjective norms explain an individual's perception of social pressure about what to do or not to do. At this stage, the living culture of the living community can control their behavior. While perceptions behavior control is an individual's perception of a particular behavioral control. So far where an individual understands and adheres to his religion is a perception that can be controlled their behavior. All three components of the TPB provide guidance for forecasting human social behavior (Aziz et al., 2012). The most important component of TPB is its upward attitude behavior, which is the attitude that comes from trusting in collective behavior (Teguh Widodo, 2013).

## RESEARCH METHODOLOGY

Probability sampling is chosen in this research. A probability sampling technique will be employed for sample selection to minimize the errors in sampling methodology. A systematic sampling strategy is deemed appropriate, where a sample of an interval of 10 respondents who visited the expo will be chosen as our respondent. The place to collect the sample is in Bumiputra's SME Entrepreneurship Expo in Penang on March 2020. This expo is chosen as the place to collect the data because of its strategic location.

This expo is located in the middle between Kedah and North of Perak. This location can signify the sample of northern sample. Based on the statistic from Department of Statistic of Malaysia year 2018, the population density of Penang is 1.7 millions while Kedah recorded 2.1 millions and Perak recorded 2.5 millions. 200 Questionnaires will be distributed to the respondents at the expo. In order to determine the sample size for this study, sample size selected were based on the criteria set according to Roscoe's rule of thumb. Sample size must be larger than 30 and less than 500 are appropriate conducted. All data that have been collected through all the questionnaires from the target respondents will be analyzed using SPSS software.

## Elements of Typography (Independent Variables)

### Theoretical Framework

### Elements of Typography (Independent Variables)

**Significance of the Study:** This study is significance in assisting Muslim Bumiputra's SME entrepreneurs especially in Malaysia as proven in 2018 Annual SME report on the large budgeting used to enhance this group of entrepreneurs. The limited studies on the typography aspect especially for Muslim Bumiputra's SME to be guided in making effective product packaging is a significance factor for this study to be completed. In addition, this study is also significance due to the not competitive sales recorded by most of Muslim Bumiputra's SME product. The appropriate types of typography used on product packaging is very important for Muslim Bumiputra's SME to increase their sales return. Recently, this study become an important issue because without an effective packaging focusing on the right typography would contribute to the difficulty for Muslim Bumiputra's SME to gain high sales as well as to get into international market.

### Conclusion

The knowledge about consumer psychology is important to enable Muslim Bumiputra's SME understand the consumer response to their packaging elements especially the typography aspect. Besides that there is no particular standard of product packaging for Muslim Bumiputra's SME to be guided. The use of suitable Jawi text on the product packaging could represent and display of Muslim Bumiputra products' identity. The failure in designing an effective packaging will become a major obstacle to expand the business for new market penetration. In addition, each independent variable of the typography in this study is significant in order to assist Muslim Bumiputra's SME to create their product packaging that focusing on the right typography combination elements. The expectation of this study is to provides a proper guideline in designing effective typography aspect on product packaging. Muslim Bumiputra's SME should be more committed to enhance their knowledge in product packaging as it could assist them to be more creative in understanding Malaysian product packaging elements.

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