

PAPER

Increasing the Sales Value of Kue Balok Lumer through Rebranding and Product Innovation

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ABSTRACT

Kue Balok Lumer, a traditional food, offers a wide market potential, but its marketability can weaken when its appearance, flavor choices, and brand communication do not keep pace with changing consumer preferences. This article discusses the product update of Kue Balok Lumer Next-Level through strengthening the chocolate formula, a soft center texture, topping choices, a tiered menu, and digital promotions. The method used is product development with descriptive analysis of process documentation, menu lists, a single batch production cost report, a seven-day actual sales recap, and screenshots of consumer responses on social media. Cost documents show a total COGS of IDR 64,930 for eight servings or IDR 8,116 per serving. At a reference price of IDR 12,000, the sales value of one batch is projected at IDR 96,000 with an estimated profit of IDR 31,070, equivalent to IDR 3,884 per serving and a margin of 32.4%. The menu list shows a price range of IDR 10,000-IDR 15,000 depending on the topping level. A seven-day actual sales recap recorded 210 servings, a turnover of Rp2,600,000, a gross profit of Rp1,070,000, and a margin of 41.15%. Digital testimonials highlighted the delicious taste, soft texture, and reorder intentions, while promotional posts generated interactions in the form of reactions, comments, shares, and views. The findings indicate an increase in sales performance during the observation period, but a causal relationship with the rebranding cannot be confirmed as promotional factors, location, and sales timing can also influence results. Further development requires COGS per variant, more detailed transaction recording, maturity standardization, and repeat purchase measurement.

KEYWORDS

Block Cake; Product Innovation; Brand Renewal; Cost of Goods Manufactured; Digital Testimonials

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1. INTRODUCTION

Traditional food products not only serve as consumer goods, but also convey regional identity, processing knowledge, and income opportunities for micro-business owners. Food marketing channels are now increasingly diverse, ranging from direct sales, bazaars, delivery services, and social media. This diversity of channels opens market access but also increases comparisons between brands. Consumers consider more than just taste; they also assess product appearance, ease of choice, packaging quality, price, user reviews, and consistency of digital communication. Therefore, the existence of a large market does not automatically make traditional products highly competitive [1], [2].

Kue balok is known for its block-like shape and the baking process in a mold. This product possesses a strong baked aroma, a warm sensation, and a close connection to traditional snacks. However, in a market saturated with melted brownies, lava cakes, premium donuts, and various topped snacks, these basic characteristics can seem less prominent. The issue isn't that the traditional form should be abandoned, but rather that the product's benefits need to be translated into a value proposition that is easily understood by today's consumers. Without a clear differentiator, businesses tend to engage in price competition and struggle to increase transaction value.

Adding toppings is often seen as a quick way to increase selling price. This assumption needs to be critically examined. While toppings can add color, flavor, and photographic appeal, they also increase ingredient costs, service time, stock complexity, and the risk of over-sweetening. Similarly, the term 'melty' may arouse curiosity, but that quality is only valuable when the product is safely and consistently done. Overcooked products lose their characteristic softness, while undercooked products have the potential to reduce acceptance and raise food safety concerns [13]-[15]. Thus, innovation cannot simply be the random addition of ingredients; it must integrate formula, process, menu, packaging, price, and evidence of market response.

Packaging and visual identity act as quality cues before a product is tasted. Color, material, legibility, and design consistency can influence consumers' perceptions of taste, quality, and value for money [3]-[7]. The appearance of the

product on or through the packaging also helps consumers visualize texture and portion size [8]. However, a brand refresh that simply replaces the logo is not enough. Visual changes must directly relate to the product's promise, such as showcasing a soft center, clarifying topping options, and providing ordering information. If the actual experience doesn't match the visual promise, a rebrand can actually increase disappointment.

Food perception is multisensory. The brown color, the aroma of baking, the softness of the center, the taste of the glaze, and the grated cheese all create a simultaneous experience [9], [10]. In Kue Balok Lumer Next-Level, the dough is coated with cocoa powder so that the flavor identity does not depend solely on the topping. Baking is directed to produce a well-baked outer layer with a soft center. Single or mixed toppings are then used as personalization options. The series is expected to expand the consumption experience without eliminating the block shape and baking technique as traditional characteristics.

Available evidence includes menu lists, COGS reports, a seven-day actual sales summary, promotional documentation, and digital testimonials. The menu lists show price levels ranging from the original variant to topping combinations. The COGS report provides a basis for assessing whether the reference price covers production costs, while the sales summary is used to analyze volume, turnover, direct costs, and gross profit during the observation period. Screenshots of conversations and social media posts provide an indication of consumer responses to taste, texture, and ordering intentions. However, digital interactions should not be treated as equivalent to representative surveys, as they can be influenced by account reach, posting time, friendship relationships, and promotional intensity.

The sales volume, turnover, direct costs, and gross profit data in the manuscript are actual data from seven days of business records, not scenario data. This data is analyzed alongside single-batch COGS reports, menu price ranges, interaction metrics in screenshots, and documented testimonials. Despite being actual data, interpretation of sales increases remains limited to the observation period and does not directly prove that all changes were due to the rebranding.

Based on this description, this article aims to: describe the product development and brand renewal of Kue Balok Lumer Next-Level; analyze the menu structure and pricing; calculate the initial feasibility based on the COGS of one batch; analyze actual sales performance over seven days; document testimonials and social media interactions; and identify factors that need to be controlled to maintain sales growth. The innovation's position is not to replace traditional Kue Balok, but rather to expand its relevance through a warm, chocolatey, soft, personalized, and easily communicated digital experience.

2. METHOD

2.1 Design and Data Sources

The study uses a product development approach with descriptive analysis. The focus of the analysis is not to test cause-and-effect relationships, but rather to assess the alignment between the product concept, pricing structure, production costs, sales performance, and documented market response. The information units consist of one production cost report, one menu poster, one seven-day actual sales summary, two screenshots of social media posts, one customer conversation, and visual product documentation. All materials come from the same business activity and are read as an initial case study.

The COGS report lists a production target of eight servings, a total cost of Rp64,930, raw material costs of Rp47,168, a reference selling price of Rp12,000 per serving, and an estimated profit of Rp31,070 per batch. The document lists the calculation date as April 27, 2026, and was recreated on June 9, 2026. The menu poster lists the original price as Rp10,000, single toppings at Rp12,000-Rp13,000, mixed toppings at Rp13,000-Rp15,000, and a choice of four flavors at Rp15,000. A seven-day actual sales recap records 210 servings with a turnover of Rp2,600,000, direct costs of Rp1,530,000, and gross profit of Rp1,070,000. The data is used to analyze actual sales performance, while the COGS report is used to assess cost structure and pricing feasibility.

Digital evidence was analyzed through simple content analysis. Customer comments were grouped into themes of taste, texture, repurchase intention, promotional appeal, and service questions. Phone numbers and personal identities in the conversations were disguised before being entered into the script. The number of reactions, comments, shares, and views was recorded as shown in the screenshots. These numbers only reflect interactions within a specific post and are not used to infer overall consumer satisfaction levels.



Figure 1. Product Development Flow and Market Evidence Evaluation

2.2 Materials, Tools, and Production Process

The production formula uses eggs, sugar, medium-protein wheat flour, cocoa flour, cooking oil, SP, baking powder, baking soda, vanilla, water, glaze topping ingredients, and packaging. Cocoa flour is used to create the main color and flavor in the dough, while the glaze and cheese are personalization elements. The main tools include a mixer, mixing bowl, spatula, cake mold, brazier or heat source, and stove for preparation. The composition follows the list listed in the HPP report and the initial draft.

The production process begins with weighing the ingredients, beating the eggs, sugar, and SP until fluffy, then gradually mixing the dry ingredients. Oil is added slowly to keep the dough stable. The mold is heated and lightly greased with oil before being filled with a uniform volume. Baking is stopped when the surface and edges are firm enough, while the center maintains a soft texture. The term melted should not be interpreted as raw dough; ingredients containing eggs and flour must still be processed safely [14], [15].

2.3 Brand, Menu, and Digital Documentation Updates

The brand update focused on the chocolate-melting identity and consumer-friendly topping selection. The product name, centerpiece photo, menu posters, and social media posts served as communication tools. Pricing was tiered to allow consumers to choose variants based on their budget and desired benefits. The original variant served as the entry-level price point, single toppings were the middle option, and mixed flavors and four-topping packs occupied the premium tier.

Digital documentation is used to supplement market records. One post highlights the topping-mixing process with a narrative of a "viral snack," while another introduces a new menu item. Customer conversations feature photos of received products and feedback on taste and texture. Visuals are used as supporting evidence, but the primary analysis relies on legible statements and recorded cost figures.

2.4 Calculation Techniques and Interpretation Limits

The calculation uses the formula $\text{COGS per portion} = \text{total COGS} / \text{number of portions}$; $\text{estimated profit per portion} = \text{selling price} - \text{COGS per portion}$; and $\text{margin} = \text{estimated profit} / \text{sales} \times 100\%$. The sales value of one batch is calculated from the number of portions multiplied by the reference price. Because the calculation of one batch is based on a target capacity of eight portions, the term used in Table 3 is the sales projection of one batch, not the realized turnover. This projection is distinguished from the actual seven-day sales recap analyzed in Table 4.

The analysis did not use hedonic scores or satisfaction percentages as actual evidence because structured questionnaires were not available. The seven-day sales table and comparison of existing products with subsequent products were treated as a summary of actual sales from business activities. The calculations of turnover, gross profit, margin, and growth were based on these figures. However, the descriptive before-after design cannot isolate the rebranding effect from other factors such as promotional intensity, location, sales timing, and novelty effects. Positive evidence on social media was also interpreted as an indication of consumer response, not a representative measure of all consumers.

3. RESULTS AND DISCUSSION

3.1 Product Characteristics and Innovation Value

The final product retains the traditional block shape but transforms the experience. Cocoa flour allows the chocolate color and flavor to be present throughout the dough, not just on the surface. The baking technique creates a contrast between the firmer edges and the soft center. Grated cheese and glaze then add flavor and enhance the presentation. The product photo in Figure 2 shows the cheese-covered surface of the chocolate in an individually wrapped package.

The value of innovation does not solely lie in the number of toppings. A more fundamental differentiator is the order of experience: the consumer looks at the flavor options, smells the roast, cuts or bites into the outside, then discovers the soft center. This layered experience is in line with multisensory thinking that food evaluation is formed through the relationship between visuals, aroma, texture and taste [9], [10]. In the context of digital marketing, a soft center also provides a visual element that is easy to display in photos or videos.

However, the 'next-level' label must be proven by consistency. If the dough size varies, the mold temperature is unstable, or the amount of toppings varies, consumers may experience a different experience with each purchase. When using a brazier, variations in the amount and position of charcoal can be a source of uncertainty. Standardizing the amount per mold hole, mixing time, temperature or heat indicator, baking time, and topping weight is therefore more important than continually adding variations.



Figure 2. Original Melted Block Cake (Without Topping)

3.2 Menu Architecture and Price Positioning

The menu poster in Figure 3 demonstrates a tiered pricing strategy. The original variant is offered for Rp10,000. Single toppings of chocolate, cheese, taro, tiramisu, and strawberry are priced at Rp12,000; crunchy chocolate and matcha are priced at Rp13,000. In the mixed category, most combinations are priced at Rp13,000-Rp14,000, while certain combinations with matcha or crunchy chocolate reach Rp15,000. An 'any topping' option with four different flavors is priced at Rp15,000.

Table 1. Price Structure on The Menu Poster

Category	Selected characters	Price
Original	No additional toppings	Rp. 10,000
Single topping	Chocolate, cheese, taro, tiramisu, strawberry	Rp. 12,000
Premium single topping	Crunchy chocolate, matcha	Rp. 13,000
Standard mixed toppings	Two main flavors	Rp. 13,000-Rp.14,000
Premium mixed toppings	A certain crunchy matcha/chocolate combination	Rp. 14,000-Rp.15,000
Toppings as you wish	Four different flavors in one box	Rp. 15,000

This structure allows for segmentation without eliminating affordable products. Price-sensitive consumers can choose the original, while those seeking visual experience and variety can choose the premium combination. This strategy makes more sense than setting a single, high price for all consumers. However, the optimal price range cannot be determined solely from the poster. Each variant needs to have its own COGS (Cost of Goods Sold) because cheese, matcha, crunchy chocolate, and the number of mix-ins likely incur different costs. Using a single COGS for the entire menu risks hiding variants with too thin margins.



Figure 3. Menu poster and price range for Kue Balok Lumer

3.3 Cost of Goods Sold and Projected Revenue for One Batch

The COGS report records a total raw material cost of Rp47,168 for eight servings. The largest components are the glaze topping (Rp11,280), eggs (Rp8,000), cocoa powder (Rp7,600), granulated sugar (Rp6,300), and the box (Rp5,280). These five components account for the majority of the material cost and demonstrate that topping and packaging control directly

impact margins. A full breakdown is shown in Table 2.

Table 2. Details of raw material costs for eight portions

Material	Quantity and unit price	Sub-Total
Egg	4 pcs x Rp. 2,000	Rp. 8,000
Flour	0.2 kg x Rp. 10,000	Rp. 2,000
Cooking oil	125 ml x Rp. 18	Rp2,250
Chocolate flour	200 g x Rp38	Rp. 7,600
Sugar	350 g x Rp18	Rp. 6,300
SP	5 g x Rp. 60	Rp. 300
Baking powder	2 g x Rp60	Rp120
Baking soda	3 g x Rp. 60	Rp180
Vanilla	1 pcs x Rp. 1,000	Rp. 1,000
Gallon water	0.5 liters x Rp. 316	Rp158
Cake box	8 pcs x Rp. 660	Rp5,280
Oil for glaze	150 ml x Rp. 18	Rp2,700
Glaze topping	240 g x Rp47	Rp11,280
Total Raw Material		Rp47,168

The document divides the cost components into raw materials (72%), labor (12%), and overhead (15%). The percentages add up to 99% due to rounding. The total COGS to be used remains Rp64,930. With a target of eight servings, the COGS per serving is $\text{Rp}64,930 / 8 = \text{Rp}8,116$ after rounding. At a reference selling price of Rp12,000, the estimated profit per serving is Rp3,884.

Proporsi Komponen Harga Pokok Produksi



Persentase pada dokumen HPP dibulatkan sehingga jumlahnya 99%.

Figure 4. Proportion of COGS Components Based on Cost Reports

Table 3. Sales Projection Report on One Production Batch

Report components	Mark
Production target	8 servings
Total HPP of one batch	Rp64,930
Cost of Goods Sold per portion	Rp8,116
Reference selling price per portion	Rp. 12,000
Sales projection of one batch	Rp96,000
Estimated profit per batch	Rp. 31,070
Estimated profit per serving	Rp3,884
Margin on sales	32.4%

Table 3 should be read as a production capacity-based projection, not a daily revenue summary. The Rp96,000 value represents the potential revenue if all eight portions were sold at Rp12,000. If there is leftover product or sales at Rp10,000, the batch yield will be lower. Conversely, selling the Rp13,000-Rp15,000 variant could generate higher revenue, but the cost of additional toppings must also be factored in. A summary of actual sales for the seven days is presented separately in Table 4.

The 32.4% margin indicates an initial gap between price and COGS, but it doesn't automatically equate to net profit. The strength of the COGS report is that it includes labor and overhead proportionately. However, researchers still need to determine whether this overhead includes equipment depreciation, product damage, promotional costs, delivery costs, platform fees, and administrative time. If some components are not included, the actual economic profit is lower than the estimate. This analysis demonstrates that price increases through toppings should be decided based on COGS per variant, not just the perceived premium.

3.4 Actual Sales Performance

This section uses a seven-day recap of actual sales of Kue Balok Lumer Next-Level based on internal business records. Volume, turnover, direct costs, and gross profit figures are treated as field data, not simulations. The analysis is descriptive to understand sales developments during the observation period.

Table 4. Actual Sales Data for Next-Level Kue Balok Lumer Over Seven Days

Day	Portions sold	Turnover (Rp)	Direct costs (Rp)	Gross profit (Rp)
1	22	260,000	155,000	105,000
2	25	300,000	175,000	125,000
3	27	330,000	195,000	135,000
4	30	370,000	220,000	150,000
5	31	390,000	230,000	160,000
6	35	430,000	255,000	175,000
7	40	520,000	300,000	220,000
Total	210	2,600,000	1,530,000	1,070,000

Based on the actual data in Table 4, total sales reached 210 portions, with a turnover of Rp2,600,000, direct costs of Rp1,530,000, and gross profit of Rp1,070,000. The gross profit margin was recorded at 41.15%. Sales increased from 22 portions on the first day to 40 portions on the seventh day. This trend indicates positive growth during the observation period, but the seven-day period is still too short to conclude that the pattern will continue in the long term.

The actual sales mix consisted of 40 servings of the base variant priced at Rp10,000, 60 servings of chocolate glaze priced at Rp12,000, 60 servings of flavored glaze priced at Rp13,000, and 50 servings of mixed cheese priced at Rp14,000. This mix shows that the topping variant contributes significantly to revenue and increases the average transaction price. However, the profit contribution of each variant still needs to be calculated using different COGS for each topping type.

Table 5. Comparison of the Performance of Old Products and Next-Level Products

Indicator	Old product	Next-level products	Change
Sales volume	126 servings	210 servings	+66.67%
Turnover	Rp1,008,000	Rp2,600,000	+157.94%
Gross profit	Rp. 352,800	Rp1,070,000	+203.29%
Gross profit margin	35.00%	41.15%	+6.15 percentage points
Average price per portion	Rp. 8,000	Rp12,381	+54.76%

Table 5 shows an actual increase in volume of 66.67%, turnover of 157.94%, gross profit of 203.29%, and margin of 6.15 percentage points. Mathematically, the higher increase in turnover than volume occurred because the average price per portion increased from Rp8,000 to Rp12,381. However, before-after comparisons are susceptible to the effects of novelty, differences in promotional intensity, location conditions, and sales timing. Therefore, the data demonstrates an increase during the recorded period, but it is not sufficient to conclude that the rebranding was the sole cause of the increase.

3.5 Consumer Testimonials and Social Media Interactions

Customer conversation evidence shows a photo of the product received, along with statements that the cake tasted delicious and soft and that there was an intention to reorder. In this text, this content is paraphrased as: consumers rated the taste and softness of the product positively and expressed a tendency to repurchase. This statement is relevant because it touches on two key elements of the value proposition: sensory quality and potential customer retention. Identity and phone numbers have been disguised in Figure 5.

In the promotional video post, the screenshot shows 28 reactions, 11 comments, and 2 shares. Another menu post shows 10 reactions, 2 comments, 6 shares, and 719 views. One comment praises the taste, while another inquires about the availability of drop-off or delivery services. These service questions are important: market interest is shaped not only by taste but also by ease of access. The multiple shares of the post also indicate that the menu has sufficient informational value to be shared with others.

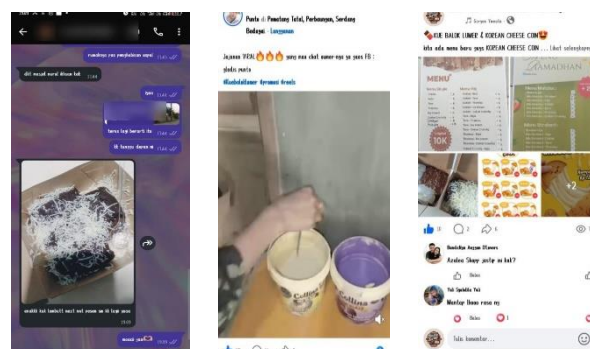


Figure 5. Documentation of Testimonials and Digital Promotions (Personal Identities are Disguised or Cropped)

Table 6. Summary of Digital Response Evidence

Source of evidence	Observation	Limited interpretation
Customer conversations	Great taste, soft texture, and plan to order again	Indications of sensory acceptance and repurchase intention
Promotional video	28 reactions, 11 comments, 2 shares	Indication of attention and conversation on the post
Menu uploads and customer testimonials	10 reactions, 2 comments, 6 shares, 719 views	Indication of coverage; there are service inquiries and positive comments

The evidence supports the conclusion that the product has initial traction, but the power of digital evidence remains limited. A single positive testimonial can't translate into a satisfaction percentage, and post metrics don't directly measure purchases. Reactions can come from friends of an account, impressions don't necessarily lead to transactions, and shares can be driven by menu design, not taste. A skeptical evaluator might ask for conversion data: how many people saw the post, contacted the seller, purchased, and returned. Without that data chain, digital responses can't be used to prove that social media promotion caused an actual increase in sales.

3.6 Strategic Discussion and Limitations

The key strength of innovation is the coherence between product and communication. The chocolate color of the dough, the visuals of the toppings, the name of the melt, and the menu poster convey the same message. This coherence is important because the packaging and appearance serve as implicit communication about quality [4]-[8]. The product is not simply given a new logo; the promised benefits are evident in the formula, texture, topping choices, and promotional materials. This makes the brand update more substantive than a cosmetic change.

From an economic perspective, the reference price of IDR 12,000 provides a difference of IDR 3,884 to the COGS per portion. This value is sufficient as an initial signal of feasibility, but is highly sensitive to toppings. Glaze topping represents the largest ingredient cost. Providing glaze without standard measurements can reduce margins even when sales are high. Therefore, measuring spoons or standard weights per portion should be part of the recipe. Packaging also contributes IDR 5,280 per batch. Packaging changes should not be solely focused on appearance; strength, ventilation, size, and cost must be assessed together [18].

A price structure of Rp10,000-Rp15,000 has the potential to accommodate multiple segments. However, the Rp10,000 original variant should not be valued using the COGS of the glaze variant if the ingredients and toppings are different. Conversely, the Rp15,000 variant is not automatically the most profitable if it uses four flavors in large quantities. A more accurate approach is to create COGS cards for each group: original, single, standard mix, premium mix, and four toppings. This way, promotional decisions can be based on margin contribution, not just order quantity.

Digital testimonials indicate that soft texture is a readily recognizable attribute for consumers. This supports the focus on sensory experience [9], [10]. However, soft-melt products face safety and shelf-life challenges. Doneness must be established through measurable indicators, not just visual estimates. Furthermore, products packaged while too hot can produce steam that turns the surface moist. Instructions for consumption or reheating times should be considered for orders that are not consumed immediately.

The primary limitation of this study lies not in the status of the sales data, as Tables 4 and 5 use actual data from business records, but rather in its scope and level of detail. The observation period was only seven days, and the document does not yet display transaction details per calendar date, payment method, discounts, remaining or returned products, and variant identities for each day. These limitations do not render the data a simulation, but rather limit the researcher's ability to conduct re-audits at the transaction level and test the stability of long-term trends.

The second limitation is bias in testimonials. Customers who post photos and compliments may have a more positive experience than the average consumer. Business owners also tend to retain posts that generate positive feedback. To reduce confirmation bias, subsequent records should include complaints, returns, failed products, requests for less sweet flavors, and reasons for not repurchasing. Consistent criticism is often more useful for development than general praise.

Recording of existing sales should be continued for at least 30 days in a more detailed format. Each transaction is recorded by variant and sales channel, then compared to the actual cost of materials used. Order links or codes from social media can be used to determine post conversions. Repeat purchases should be measured using anonymized order or customer card numbers. This follow-up data will help test whether increases in volume, average transaction value, margins, and repeat purchase frequency can be sustained.

4. CONCLUSION

The Next-Level Kue Balok Lumer update demonstrates a coherent effort to enhance the selling value of traditional foods through changes to the formula, textural experience, topping options, menu structure, and digital communication. Chocolate flour enhances the flavor identity of the dough, while the soft center and diverse toppings create visual and sensory differentiation. The menu poster positions the product in the Rp10,000-Rp15,000 price range, offering options ranging from the original to premium combinations. Based on the COGS report, producing eight servings requires a total cost of Rp64,930, or Rp8,116 per serving. At a reference price of Rp12,000, sales of the entire batch are projected at

Rp96,000, with an estimated profit of Rp31,070, a profit of Rp3,884 per serving, and a margin of 32.4%. Actual sales data for seven days recorded 210 servings, a turnover of Rp2,600,000, a gross profit of Rp1,070,000, and a margin of 41.15%. Compared to the old product, volume increased by 66.67%, turnover by 157.94%, and gross profit by 203.29%. Customer testimonials supported the positive reception of the taste and tenderness and indicated interest in reordering. Social media posts also generated reactions, comments, shares, and views, indicating interest in the product and menu. Therefore, the increase in sales performance during the observation period represents actual results, not a scenario. However, a descriptive before-after design cannot prove that the entire increase was due to the rebranding alone, as promotional intensity, location, sales timing, and the novelty effect can all contribute. Further development requires establishing the COGS per variant, establishing topping measurements and doneness indicators, continuing detailed transaction recording, linking digital promotions to order conversions, and documenting both positive and negative responses.

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