

ANALYSIS OF VISUAL REPRESENTATION OF CO-BRANDING THROUGH PACKAGING DESIGN: A CASE STUDY OF DERMIES HELLO GLOW BY ERHA AND TEH BOTOL SOSRO

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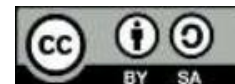
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ABSTRACT

Co - branding has become a popular strategy to create added value through brand collaborations from different industries . In this kind of collaboration , packaging design plays a crucial role in communicating the identity and values of the partnering brands . This study aims to analyze the visual representation of co-branding in the packaging designs of Dermies Hello Glow by ERHA and Teh Botol Sosro . A descriptive qualitative method was used with visual observation and literature review techniques . The analysis focuses on how visual elements such as color , typography , illustration , logo, and imagery contribute to representing the collaboration between the two brands . The findings show that the packaging successfully integrates the visual identities of Dermies Hello Glow and Teh Botol Sosro through the use of tea- themed colors , tea leaf illustrations , and the iconic silhouette of the Teh Botol Sosro bottle . These elements reinforce the co-branding message while supporting the ingredient branding concept . The study concludes that packaging design serves as an effective visual communication medium to express co-branding values and create a unified brand experience .

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INTRODUCTION

The Indonesian beauty industry continues to show strong growth and has become one of the fastest - growing categories within the Fast Moving Consumer Goods (FMCG) and personal care sectors . Kantar (2025) reports that the beauty industry's value growth increased from 12% to 16% annually , while unit growth rose from 5% to 8%. After experiencing a mild downturn during the COVID-19 pandemic in 2021 , the industry recovered quickly thanks to increased consumer demand , wider product accessibility , the expansion of e-commerce platforms, and improvements in distribution systems . (Fajriyani , 2025)This growth has encouraged the emergence of many skincare brands , resulting in increasingly fierce competition where brands are not only required to offer quality products , but also to build a distinctive visual identity .

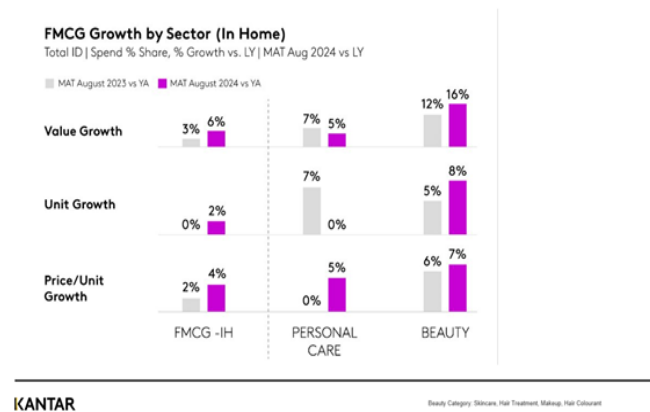


Figure 1. Growth graph of the beauty industry

The increasing demand for beauty products is also supported by the growing purchasing power of Generation Z consumers . According to Sociolla research , Generation Z will account for 54% of total consumers in 2023 , followed by Millennials at 41% and Generation X at 4% . (Half Paris , 2024) As a generation heavily exposed to digital and visual content , Gen Z tends to gravitate towards products with strong aesthetic values and distinctive visual characteristics . Therefore , visual elements can influence consumer perceptions and purchasing decisions . (Husna & Mairita, 2024). In this context , packaging becomes one of the first visual touch points between the brand and the consumer before a purchase is made .

To strengthen brand competitiveness , many companies have adopted a co-branding strategy. According to Kotler (2019)Co-branding is a collaboration between two different brands aimed at creating added value and expanding market reach . Through this strategy , brands are able to combine their respective strengths while maintaining their individual identities . One example is the collaboration between Dermies Hello Glow by ERHA and Teh Botol Sosro , which combines a skincare brand and a beverage brand in one product line . This collaboration presents an interesting case because both brands have strong and easily recognizable visual identities .

Packaging plays an important role in communicating the identity of a co-branded product . Sri Julianti (2014) explains that packaging not only functions to protect the product , but also as a communication medium between producers and consumers .(Anggraini & Nathalia, 2021) further stated that visual communication conveys a message through visual elements that create a mutual understanding between the brand and the audience . In addition , Klimchuk and Krasovec (2006) in Amelia & Oemar (2017) describes packaging as the creative integration of structure , material, color , imagery , typography , and product information into a unified visual system . Therefore , the challenge in co -branding packaging design lies in how two different brand identities can be represented harmoniously without diminishing the characteristics of each brand .



Figure 2. Skincare set product collaboration between Dermies Hello Glow by ERHA and Tehbotol Sosro

Although research on packaging design and co-branding has been widely conducted, research that focuses on the visual representation of co-branding in skincare packaging is still limited. Therefore, this study aims to analyze the visual representation of co-branding in the packaging design of Dermies Hello Glow by ERHA x Teh Botol Sosro Smoothing MoisTEArizer through visual elements such as color, typography, illustration, layout, and shape, as well as graphic design principles that contribute to representing the identities of both brands in one packaging design.

METHOD

This study uses a descriptive qualitative approach with visual analysis to examine the packaging design of Dermies Hello Glow by ERHA x Teh Botol Sosro, focusing on the Smoothing MoisTEArizer variant. The analysis focuses on primary and secondary packaging. Data were collected through packaging observation, documentation, and literature review. The analysis focuses on two main aspects adapted from Wirya (1999) namely visual appeal which includes color, typography, logo, illustration, shape, and layout, as well as functional appeal which includes protection, economy, distribution, communication, ergonomics, identity, promotion, and environment. Data were analyzed descriptively by comparing packaging characteristics with packaging design theory and co-branding concepts, especially the integration of brand identity and ingredient branding. The results of the analysis are presented descriptively and summarized in table form.

RESULTS AND DISCUSSION



Figure 3. Packaging of the Dermies Hello Glow by ERHA x Tehbotol Sosro collaboration moisturizer product

Dermies Hello Glow by ERHA x Teh Botol Sosro Smoothing MoisTEArizer sits at an unusual intersection, combining a skincare brand whose audience skews younger with a beverage brand that most Indonesians are familiar with from childhood, often seen in grocery store refrigerators. The product reaches consumers through Alfamart and lifestyle retailers like Miniso, as well as through Shopee and Tokopedia. Its distribution footprint reflects the brand's intention to reach a broad buyer segment, rather than simply a narrow niche.

Physically, this product comes in two forms of packaging. Inner packaging in the form of a tube is a primary packaging, which is a container that holds and releases the *moisturizer* itself. Around it there is a cardboard box, which is a secondary packaging, which acts partly as a protector and partly as a more complete product communication media such as benefit claims, composition, and usage information. Both are analyzed below based on visual and functional aspects.

Packaging Structure

Primary Packaging



Figure 4. Primary packaging of the Dermies Hello Glow by ERHA x Tehbotol Sosro collaboration product

The primary packaging uses a plastic *tube* measuring 12 cm × 3.5 cm and containing 20 grams of product . *Plastic tubes* are a sensible choice for moisturizers because they keep the formula tightly sealed between uses , allow for easy dispensing without the consumer having to touch the product directly , and provide sufficient control over the amount of product released with each squeeze . There is nothing extraordinary about this category ; the tubes perform their basic function without drawing too much attention .

The product's content , produced by this material , appears to be at the level of perceived quantity . Twenty grams looks and feels very little , and some consumer reviews mention the impression that the product runs out more quickly than expected . Whether this reflects actual usage rate or simply the psychology of small packaging is debatable , but it 's a perception that brands need to manage , especially considering that value for money is a real consideration for the student and young adult segments this product targets .

Secondary Packaging



Figure 5. Secondary packaging of the Dermies Hello Glow by ERHA x Tehbotol Sosro collaboration product

This predominantly brown box is slightly taller than the tube, at 12.5 cm, with a similar width of 3.5 cm. Its primary function is structural, as it encloses the tube during warehouse storage , shipping , and the pre - purchase phase when the product sits on the shelf waiting to be picked up and inspected . Cardboard absorbs impact better than plain plastic , reducing the likelihood of the tube arriving dented or with a broken lid . The box also serves an important communicative function . The narrow circumference of the tube limits how much text can be legibly printed on its surface , so the box must contain mostly written product information , including the ingredients list , instructions for use , batch code , and regulatory markings . In practice , much of this text is printed at a size small enough to require deliberate effort to read , which partly defeats the purpose of the secondary packaging itself .

Visual Appeal

To create a strong impression on consumers, packaging design utilizes graphic elements such as color, typography, illustration, logo, and layout. Each element is considered both individually and as part of the overall design system to which it contributes.

Color

The dominant colors used in the packaging are brown and orange. The choice of brown represents the character of the color of tea that is identical to Tehbotol Sosro, while orange becomes a strong visual element because it is the distinctive color of the Tehbotol Sosro brand. The combination of these two colors gives a warm impression and strengthens the product's association with the concept of tea. The use of brown also displays a natural and *earthy* impression, which is in accordance with the concept of skincare made from natural extracts. In addition, the orange color provides contrast so that the packaging looks striking and is easily recognized on the sales shelf. The orange color also gives an energetic and *youthful* impression, which is in accordance with the character of Dermies Hello Glow by ERHA which is known to be close to the Generation Z target market.

Packaging Form

The primary packaging is a slim tube with a small size that gives a practical and easy-to-carry impression. This packaging has an ergonomic shape because it is comfortable to hold and easy to use. *The tube* shape is also effective in keeping the product hygienic because the contents are not directly exposed to air or hands. The secondary packaging is a rectangular box that follows the size of the *tube*. The simple box shape makes it easy to store, display, and distribute products in retail and *e-commerce*.

Logo



Figure 6. Dermies Hello Glow by ERHA logo



Figure 7. Tehbotol Sosro Logo

The packaging displays the Dermies Hello Glow by ERHA logo at the top and the Tehbotol Sosro logo in the center more dominantly. The placement of the logos shows a clear co-branding strategy because both brands are displayed in one main area. The presence of the "x" symbol between the two brand names strengthens the message of collaboration to consumers. The Tehbotol Sosro logo uses a distinctive writing style (*logotype*) that is already iconic and easily recognized. The presence of this logo creates a nostalgic appeal while strengthening the brand equity value of Tehbotol Sosro in skincare packaging.

Illustration

On the front of the packaging, there is a silhouette of a Tehbotol Sosro bottle which is the main visual element. The silhouette is a strong symbol that immediately associates the product with Tehbotol Sosro without needing to read the text in detail. On the back of the bottle silhouette, there is an illustration of small scattered tea leaves. This element strengthens the concept of ingredient branding, which is to display the main ingredient as the product identity. The illustration of tea leaves also adds a natural impression and makes it clear that this collaboration is not only visual, but also has a connection to the product content.

Typography

The typography on the Dermies Hello Glow by ERHA x Tehbotol Sosro packaging shows a *playful* and *youthful* visual character. The typeface used in several text elements has a handwritten *brush/marker* style, with thick, rounded strokes, and resembles handwriting using a marker. This typographic character gives a casual, *fun*, and dynamic impression so that it fits the image of Dermies which targets the younger generation market. In addition, the use of this *brush/marker* typography also strengthens Dermies' visual identity because this typeface style is a typography that is consistently used in various Dermies product variants, not only in the collaboration edition with Tehbotol Sosro. This consistency shows the implementation of a brand identity strategy through typography as a differentiating element.

Layout

The layout on the primary packaging is made centered (*centered layout*) with the main focus on the collaboration brand logo. The visual sequence on the front of the packaging starts from the Dermies Hello Glow by ERHA logo, then the letter x as a symbol of collaboration, then the most dominant Tehbotol Sosro logo, then variant information and product claims at the bottom. This layout is effective because it creates a clear visual hierarchy so that consumers immediately understand that the product is the result of a collaboration between two brands. However, on the secondary packaging, the product information section has problems with readability because the text is made small and thin. This makes the information function on the secondary packaging less than optimal.

Functional Appeal

Practical appeal relates to the effectiveness of packaging in protecting the product and providing ease of use for consumers. According to (Wirya, 1999) Practical appeal encompasses the effectiveness and efficiency of packaging aimed at both consumers and distributors/retailers, including ease of storage, ease of opening and re-closing, and ease of carrying and using the product. Furthermore, functional aspects also encompass convenience of distribution and efficiency of product use in daily activities.

Safety Factor

Primary packaging made from plastic *tubes* is safe for skincare products because it protects the contents from contamination. Secondary packaging made from *ivory* also serves as additional protection against impacts during distribution.

Economic Factors

The use of a small 20-gram tube *can* be understood as a strategy to adjust the price to remain affordable for the target market, particularly students and young consumers. The smaller packaging size allows the product to be marketed at a more affordable price, thereby expanding consumer reach. Furthermore, the travel-size also provides a practical and portable impression, which suits the lifestyle of Dermies' target audience.

Distribution Factors

Narrow tubes and rectangular boxes both handle logistics efficiently . They can be packed tightly , avoiding wasted space in shipping cartons , and stand upright on shelves without the need for special supports . They are equally at home on retail shelves .

Communication Factors

The front packaging is quite communicative , clearly displaying the identities of both brands through the logos and bottle silhouettes . However , communication weaknesses are found in the secondary packaging , as the written information is difficult to read due to the small and thin font size .

Ergonomic Factors

The tube is designed for the simplest interaction possible , as you simply twist the cap and squeeze the tube to dispense the product . This makes the packaging effective for everyday use .

Identity Factor

Tehbotol Sosro's identity is clearly visible through its orange color , bottle silhouette , and iconic logo . The Dermies identity also emerges through playful illustrations and typography . This demonstrates the packaging's successful collaboration between two brands with distinct personalities .



Promotion Factors

This packaging serves as a promotional tool because it clearly displays the collaboration concept . The cross- category collaboration between skincare and tea creates a unique experience that can attract consumers .

Environmental Factors

Plastic tubes present environmental limitations , as they are non - biodegradable and difficult to recycle through standard consumer waste systems . Cardboard boxes used as secondary packaging are relatively easy to recycle .

Table 1. Visual Analysis and Practical Power of Dermies Hello Glow By ERHA x Tehbotol Sosro

No	Elements	Primary Packaging	Secondary Packaging
1	Size Product	12 cm x 3.5 cm Weight 20 grams	12,5 cm x 3,5 cm
2	Picture Product	 Figure 8. Primary packaging	 Figure 9. Secondary packaging
3	Packaging Materials	Plastic tube	Ivory box
4	Color	Brown and orange dominate. Brown represents the color of tea, while orange represents Tehbotol Sosro's identity.	

5	Shape	It is shaped like a slim tube practical and ergonomic	Rectangular box shape that is easy to arrange
6	Logo	The Dermies Hello Glow by ERHA logo is at the top. The Tehbotol Sosro logo is dominant in the center. The "x" symbol emphasizes the co-branding concept.	
7	Illustration	A silhouette of a Tehbotol Sosro bottle on the front. An illustration of small tea leaves as a symbol of the ingredient branding.	
8	Typography	Dermies combines playful typography and an iconic logotype. The product variant text has rounded characters and a marker style, while the product information on the secondary packaging uses a sans serif font, which can reduce readability if it's too small.	
9	Layout	A centralized layout with a clear visual hierarchy. The primary focus is on the collaboration between the two brands. However, the detailed information on the secondary packaging is difficult to read due to the small and thin font.	
10	Safety Factor	Plastic tube protects the product contents well	Ivory boxes add protection during distribution.
11	Ergonomic Factors	Easy to use, just twist the cap and press the tube to release the contents.	The box shape is easy to hold, easy to open and close, and practical for storage and display on shelves.
12	Communication Factors	The front visual is strong and attractive, but the text information on the packaging is difficult to read, reducing its informative function.	
13	Distribution Factors	The tube and box shapes make it easy to arrange on shelves and distribute.	
14	Economic Factors	Small size is practical but creates the perception of little content based on consumer reviews.	
15	Identity Factor	Tehbotol Sosro's identity is strongly defined by its orange color and bottle silhouette. Dermies' identity emerges through its illustration and typography.	
16	Promotion Factors	Packaging is effective as a promotional tool because it highlights cross-category collaboration.	
17	Environmental Factors	Plastic tubes are less environmentally friendly	Ivory cardboard box packaging is easier to recycle but adds to packaging waste.

This product is aimed at young consumers , particularly students and young adults , with an affordable price segment . The practical and travel-friendly packaging design, along with strong collaborative visuals , are key attractions to boost consumer purchasing interest .

CONCLUSION

The packaging design of Dermies Hello Glow by ERHA x Tehbotol Sosro successfully builds a collaborative impression through the integration of easily recognizable visual elements , especially the distinctive Tehbotol Sosro symbol that is displayed consistently on the packaging . The packaging also shows an effort to unify the identities of two different brands through the choice of colors , illustrative elements , and typographic styles that reflect the youthful character of Dermies . However , the effectiveness of the packaging as an information medium still needs to be improved , especially in secondary packaging that has low readability . In addition , the small size of the primary packaging can create the perception of limited product content even though it supports the concept of a practical and

affordable product . Thus , this study confirms that the success of co-branding packaging is not only determined by aesthetic appeal , but also by the clarity of information and convenience of use as part of the consumer experience .

Through the results of this analysis , it can be understood that cross- category collaborative packaging design has great potential as a visual differentiation strategy in the skincare industry . Strengthening the readability aspect of information , especially on secondary packaging , will help improve the packaging's function as a consumer education medium . In addition , the balance between aesthetics , brand identity , and comfort of use is an important aspect so that the packaging is not only visually attractive , but also functionally and communicatively effective .

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