

UNIVERSITI TEKNOLOGI MARA

**UNIFICATION OF VISUAL
RHETORIC WITHIN DESIGN
ELEMENTS IN PACKAGING
DESIGN FOR SMES IN MALAYSIA**

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Thesis submitted in fulfilment
of the requirements for the degree of
Doctor of Philosophy
(Art and Design)

College of Creative Arts

June 2022

ABSTRACT

Malaysia is still heading towards achieving as a developed nation as envisioned in 2020. Small and Medium Enterprises (SMEs) are known as the largest contributor to the country's economic growth (GDP) and can be used as a platform to promote Malaysia through its food products; envisioned for to be among the players in exporting food products to the global market. However, some SMEs still face difficulties in penetrating certain markets due to poor packaging and branding which is said to also reflect product quality. Packaging design has been significantly discussed for centuries and is recognized as one of the important components in the marketing industry. Food products must be equipped with good packaging design as part of their marketing strategy and as a national brand. Various products have been worked on for export to ASEAN markets; however, after examining various categories of high potential products, the scope of this study will only discuss and measure the packaging design of Keropok Lekor products. This study may be limited due to government policy, rule of law and legislation where some packaging design criteria and guidelines are bound to restrictions that have been outlined. Due to time constraints and high population density, data collection was only conducted in the Klang Valley where it is believed to have a sufficient population to represent the entire population of Malaysia. The objective of this study is to identify the relevance of visual rhetoric approach in packaging design as well as determine persuasive ways in visual rhetoric approach, then build a novel framework for new product development in order to improve product development process for food products from SMEs. This research was conducted using a mixed method where it is believed its ability to collect sufficient data to achieve its objectives is very accurate. Next, visual analysis was performed based on the validation of the analytical data and it has met the objectives of the study significantly. Conclusively, this study has identified important elements in the visual rhetoric approach as key factors in producing packaging design, and as a result, built a novel career framework for new product development for SMEs' food products referring to new product development (NPD) designed by Philip Kotler (1997) where it is believed to have confirmed all the hypotheses in this study.

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim,

All praises and thanks be to Allah SWT, the Almighty, because with His permission and blessings, I have successfully completed this research.

I would like to thank my research supervisor, Professor Ts. Dr. Hj. Ruslan Abdul Rahim, for his guidance throughout this research process. It is a great privilege and honour to conduct this research under his guidance. I would like to thank him for his concern, understanding and encouragement that have always motivated me in this research.

Thanks also to Dr. Rosita Tajuddin, as my co-supervisor, for her guidance and assistance during my critical time in conducting this research.

I would also like to thank all my friends and colleagues from the Faculty of Art and Design who have always been supportive and also to all the staff at Universiti Teknologi MARA who have helped me a lot throughout the research process from the beginning.

My deepest appreciation and thanks to my beloved husband, Haji Mohamed Fakharudden Ahmad Nasir, for his love and support, tolerance, words of encouragement and always assist me in any difficulties. To my mother, To' Puan Hajjah Rabiah Hj Anu for her blessings and prayers, my in-laws, my family, and not to forget, deepest gratitude to my children, Saif Fazren, Shazmeen Fiqa, Saif Fareez Ashraf and Shazleen Fadhiya, at their young age, they are very mature to comprehend and always support me where this gives me the strength to complete this research. Alhamdulillah.

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CHAPTER ONE

INTRODUCTION

1.1 Overview

Malaysia is still striving to achieve the vision that was launched in 1991, which the vision 2020's objective is to make Malaysia as a developed and competitive industrial nation. Although Malaysia has not yet fully achieved vision 2020, it is undeniable that since its launched, we can see major changes where the industry in Malaysia has grown rapidly making it as a high-income country and hopes to be one of the drivers of the world's economy in the future. Various strategies have been done by the government in ensuring Malaysia towards a developed and competitive country in the world. The Government has planned a New Economic Model (NEM) in 2015 (Plan 2015) which has begun to transform local businesses into a competitive and strong company in demanding businesses targeting Small and Medium Enterprises (SMEs). The sectors from Small and Medium Enterprises (SMEs) are seen as an important factor that plays a critical role as the largest contributor to Malaysia's Domestic Product (GDP) Growth. Small and Medium Enterprises (SMEs) have been recognised as supporting sources of growth and establishing the substructure for the fast economic growth and development of the country (Madanchian et al, 2016) These Small and Medium Enterprises (SMEs) have also been survived to compete in the business arena among established local and international companies and it has increasingly risen. The census results showed that there were 907, 065 businesses operating in Malaysia, mainly from the Small and Medium Enterprises (SMEs) that were divided into three categories, which are micro (76.5 percent), small (21.2 percent) and medium businesses (2.3 percent). From this category, 89.2 percent were from the services sector, 5.3 percent were from the manufacturing, 4.3 percent were from the construction, 1.1 percent were from the agriculture and 0.1 percent were from the mining and quarrying. Each sector has its importance values in contributing to the nation's economy (www.smeinfo.com.my, May 27, 2020). Not only has it grown in the domestic market but also many of the Small and Medium Enterprises (SMEs) have stepped into the global market. There are various products available in the ASEAN market exported from small companies in Malaysia and manufactured goods are the most demanded to be exported bringing billions (Ringgit Malaysia) to the nation's capital (Department of