

Interpretation of Packaging Design and Generic Drug Labels Production of PT Kimia Farma (Study from an Art Pragmatic Perspective)

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ABSTRACT

This study discusses the interpretation of the message or meaning conveyed in the packaging design and generic drug labels produced by PT Kimia Farma. PT Kimia Farma is one of the leading companies in Indonesia which still exists to produce pharmaceuticals. This study aims to help the user community quickly understand the message or meaning contained in the drug packaging or label. The transmission of meaning conveyed is generally expressed in written form in the form of a sentence containing, among other things, instructions for drug use and company identity. Besides, it also takes the form of packaging design, for example, cylindrical, cube, etc. The conditions in question function as a place to protect the contents, namely that the drug is kept hygienic. The importance of interpreting the message or meaning from the linguistic side so that the user community does not misinterpret its usage. Because if something goes wrong, it will have a fatal impact on the health side. Moreover, if it is related to a doctor's written code of ethics, for example, the message conveyed is not easy to grasp. The problem raised in this study is how the easiest way to interpret the message contained in the drug's packaging and label. The study was carried out using a qualitative paradigm, which is a single, embedded, descriptive case study. Data is compiled from document/archive sources or libraries. The data validity used data triangulation. The data were analyzed using the pragmatic analysis model. The findings indicate that the messages conveyed in the packaging and drug labels are disclosed in writing, for example, technical instructions for drug storage, deadlines for taking medication, and prohibitions. Even though taking medicine at the pharmacy, the officer had delivered a message in a list manner, helping to interpret the news from a linguistic side in a pragmatic way was very useful. In this case, diagnosing the message or meaning is not just translating it vulgarly, but practical linguistic studies of art are related to its context.

Keywords: Interpretation, Packaging Design, Etiquette, Medicine, Pragmatics.

INTRODUCTION

Human life in this world is filled with various activities, for example working in offices, in companies, worshiping and so on. To fulfill these needs to be fulfilled optimally, the body's condition must be maintained concerning health. Health includes: physically and mentally healthy. Healthy spiritually can be done by keeping in touch with neighbors, friends, and family. Spiritual health can also be done in other ways, namely recreation and worship following the guidelines determined by the religion. While physical health, various methods can be done to maintain stamina, for example, by paying attention to a halal and nutritious diet and exercising (physical exercise) in a sustainable manner according to their abilities. One example is if you are old, you can do sports by doing exercise or walking. This is under the

opinion expressed by the father of medical science, namely Hippocrates, who based his theory on the balance of food and exercise as follows: "The exercises must be many and all kinds; running on the road increasing its speed gradually; wrestling after the body is oiled, starting with light training and gradually becoming strenuous, walking suddenly after training; take a short stroll in the sunshine after lunch; lots of walks early in the morning, slow at the beginning, then increase to speed and end at a moderate pace" (Suma'mur PK, 1986: 22). Especially for someone who works in a company, for example, a worker must pay attention to the type of work. For instance, if someone is painting, their mouth and nose must be closed, and if someone works as a welder, they must cover their nose and mouth with glasses because if the eyes are not protected, the fire rays from

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welding sparks are hazardous. Even in the current era, the world is plagued by the corona/covid 19 outbreak. All activities that tend to crowd are obliged to wear masks, keep their distance, often wash their hands with soap. Besides, under the recommendations of doctors in the world to increase endurance, for example:

1. Every day you have to get enough sleep for a minimum of 7 hours because if it is less than 7 hours, it will experience a decrease in the antibody.
2. I was obliged to eat excellent and halal and nutritious food, especially those containing lots of protein.
3. Avoid foods with lots of sugar because the reaction will stop the formation of white blood cells for 5 hours.
4. It takes a lot of sunbathing to get sunlight to form vitamin D in the blood, 15 minutes between 08.00-10.00 hours; if you don't have time to sunbathe, you can replace it by taking vitamin D tablets regularly and regularly according to the recommended dosage.
5. For example, if you finish an activity coming home from work, immediately rinse your mouths, such as hot water, hot saltwater, Listerine, and green tea.
6. Occasionally taking a hot shower every day, the result is increased body temperature to reduce the risk of infectious diseases.

Especially for someone who is elderly, to avoid corona or copied disease, it is necessary to anticipate, for example: (a) Delaying long trips by plane. (b) Do not eat food installs or stalls, preferably eat food made by yourself, mostly vegetarian food such as local fresh vegetables or fruits. (c) Avoid attending public gatherings such as wedding receptions, including avoiding going to wet markets. (d) Do not travel by bus or train if it is not urgent. (e) Discipline to follow social norms to keep a distance. (f) Avoid contact with people who have coughs and flu. (g) Keep a mask on at all times. (h) Always exercise. (i) Prepare sanitizer or wet tissue at all times.

Concerning the anticipation of physical health, the following are obligations that must be prepared as early as possible, namely: (1) Obligated to check their health periodically, mental condition, and physical abilities to a doctor. (2) Comply with norms regarding medical testing. (3) Prepare and wear protective equipment such as wearing masks. Other factors that can also anticipate one's health, for example, the need for refreshing with one of the things that can be done by listening to music when on the move, setting good lighting in the room, including color decorations, avoiding toxic materials, setting temperature, planning activities structured and programmed.

The connection with this study is when a person is sick and goes to a doctor, and he will be dealing with a prescription from a medicinal house or pharmacy. This is where language plays a role in capturing or translating the messages printed on the packaging and drug labels. This study aims to help drug users to make it easier and more sure to act under applicable regulations.

METHOD

This research's bottom-up use is the use of sequential process design techniques, namely data collection with a qualitative theoretical approach, namely a set of procedures to explore inner meaning, especially in a packaging design and drug labels, especially those produced by PT Kimia Farma. Qualitative findings are essential because the paradigm is interpretive and critical (Schwandt in Denzin and Lincoln, 2011: vi). The data in this study were collected by

literature review. Under the object of data study in packaging design and drug labeling, data is dominated by words. Although there are different numbers, this is under qualitative research characteristics (Miles and Huberman, in Rohidi, 2009: 15). Research findings and previous studies have been analyzed with literature studies to obtain theoretical foundations. Besides, literature analysis materials can be used as a theoretical construction on implementation based on the pragmatic paradigm of art related to art products, namely packaging design and drug labels. Related to this paradigm, the pragmatic paradigm of art is studying language whose influence is felt in society. Under the statement that the types of functional language are based on (1) form of rules (expressions); (2) the meaning of speech (name); and the situation or context (Verhar in Lubis, 1993: 18). The sample of object determination uses the proposed sampling by selecting a sample object that is easily obtained. Data analysis techniques are based on the steps taken in qualitative research, including data collection, data assessment or analysis, and, respectively, concluding.

FINDING AND DISCUSSION

The discussion in this study interpreted or interpreted two groups of study objects, namely: (1) packaging design of generic drugs; and (2) generic drug etiquette, both of which are produced by PT Kimia Farma. The packaging design means the place used to store medicines, usually made of paper or cardboard. Its function is to protect and secure the drug from dust, dirt and control light and weather to maintain it. To find out the characteristics of good packaging, among others; (1) check the packaging is in good condition, not damaged, or dented/infused; (2) see the information on the date of use, whether the drug has expired; (3) please check whether the product already has a distribution license number; (4) Also check its halalness. Meanwhile, drug labels are usually made of sticker paper attached to the drug's surface, which contains a message for drug use for the user. Generic drugs are substances that are used for the prevention and cure of diseases and the recovery and improvement of health for users (source BPOM = Food and Drug Inspection Agency). Generic drugs are usually marked as cheap when compared to patented drugs. A doctor can generally prescribe a doctor. These drugs can also be purchased at various pharmacies.

PT Kimia Farma is one of the first pharmaceutical industrial companies in Indonesia founded by the Dutch East Indies Government in 1817. Based on former Dutch companies' nationalization policy in the early days of independence, in 1958, the Government of the Republic of Indonesia merged several pharmaceutical companies into PNF (State Companies). Pharmacy) Bhinneka Kimia Farma. Then, on August 16, 1971, the PNF legal entity's form was changed to a Limited Liability Company. The company name changed to PT Kimia Farma (source from the Ministry of Health of the Republic of Indonesia).

Armed with decades of experience, the Company has developed into a company with integrated healthcare services in Indonesia. The Company is increasingly being reckoned with for its role in the development and development of the nation, particularly the development of public health in Indonesia.

Based on the approval from the Minister of Law and Human Rights of the Republic of Indonesia with his Decree Number AHU-0017895.AH.01.02 the Year 2020 dated February 28, 2020, and Letter Number AHU-AH.01.03-0115053 dated

February 28 and contained in the Deed of EGMS Number 18 date September 18, 2019, there was a change in the name of the company from PT Kimia Farma (Persero) Tbk to PT Kimia Farma Tbk, effective as of February 28, 2020. PT Kimia Farma has developed its wings and has produced medicines and other products, for example, cosmetic and skincare products, food supplements, toothpaste, powder, facial cleansing soap, and many different types of products.

A. Interpretation of Generic Drug Packaging Designs for PT Kimia Farma.

The packaging is a noun which is usually called the wrapping of something, for example, in the form of goods. Design means a design that has been visualized. In this sense, the packaging design is related to this study's discussion as a drug packaging material. As drug packaging, usually written on the surface, company logos and illustrations are displayed. In the world of art, packaging design includes visual communication design. Other graphic communication designs include banners, billboards, placards, billboards, brochures, bulletin, booklets, posters. In principle, all visual communication design works are a medium for communicating with the public. As a communication medium, graphic communication designs are usually visualized in the form of images and writing. Therefore writing and pictures must be easy to read and understand the messages conveyed to the public. Elements related to the creation of visual communication design (call drug packaging design here) include (1) dominance; (2) compatibility; (3) lyrical; and (4) message content (Ministry of Information, Republic of Indonesia, 1996: 39-40). Dominance is the central theme (the key idea). That is, an image must occupy the space and be more striking. To better attract people's attention, signs, or symbols that lead to the main elements in a balanced way can be added. Match shows the layout of images and writing in a balanced manner, including the composition of shapes and colors.

Usually, the idea is not too full, and the writing should not fill the surface—harmonious, not many variations, quite simple or straightforward. The contents of the message, if there are text and pictures presented, must be made interconnected, meaning that the image must support and clarify the message conveyed.

Visual communication design, including drug packaging design, is part of the advertising field. Advertising noun is a notification about a product delivered to the public published or presented, for example, directly attached to the product. It can also be through mass media such as newspapers, magazines, news on television, the internet, etc. The purpose of advertising is to introduce products. The main thing is how people know and have these products so that they can benefit themselves. There are two types of advertisements, namely commercial and non-commercial advertisements. Non-commercial advertisements are usually delivered by government agencies, while commercial ones are carried out by private companies or BUMN (State-Owned Enterprises).

With the development of times, printing, and technology, since the 20th century, the appearance of the visual form of advertising has increased both in quantity and quality. Initially, advertising designs were only displayed in a series of writings with straightforward typography, almost without a touch of a sense of beauty. Still, advertisements in the current era look like graphic designs that are more complex and artistic pictorial in nature (Kasali, 1992: 80).

Based on the explanation above, PT Kimia Farma intends to present the generic drug packaging design. The labels are designed to adjust the rules that apply to the appearance of the design drawings it makes. However, it may not be under artistic design rules from a cultural perspective, especially in the etiquette design. These may be motivated by the habit of an exact person accustomed to appearing straightforward as it is. Still, he has paid attention to the design work's artistic aesthetic principles for the packaging design.

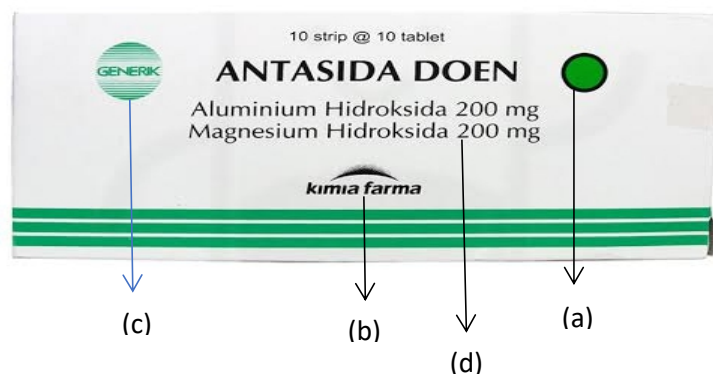


Figure 1. NLEM ANTACID Generic Drug Packaging Design

The dark black outline circle in it is green. Figure 1 (a) means OTC drugs, which means medicines that people can buy freely without using a doctor's prescription. The writing of pharmaceutical chemistry in Figure 1 (b) shows that this drug is the product of PT Kimia Farma. 'GENERIC' in Figure 1 (c) is inside the circle, meaning that this drug is a generic drug, which means it has been described above. The words Aluminum Hydroxide 200 mg and Magnesium Hydroxide 200 mg indicate that this drug's levels contain 200 milligrams. The writing of 10 strips @ ten tablets on the top of this packaging design suggests that it includes ten strips

of 10 film-coated tablets. The aesthetic and artistic aspects of this design have been applied.

For example, an asymmetrical appearance has been seen in this design. On the right and left of the surface are placed a circle shape. Although the area of the circle and the color are different, it shows a harmonious balance composition. Under the surface of the image are three areas of green color, it becomes the attraction. Bright colors generally dominate the character of the design (call it white). These are the identity or particular characteristics of the health color. Associate the white color with a doctor's

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clothes when dealing with patients, including nurses' attire. More, juxtapose white with the color of the hospital buildings and community health centers, almost all of which are white. In this case, a designer seems unable to express himself freely, but he pays attention to the health sector's identity, including the combination of green. If there is a red color, it is solely for accentuating awareness or attractiveness. The prominent writing on the packaging

design is the name or type of medicine in the package. Precisely for this article, only the doctor has the authority to explain it. A pharmacist is not entitled to present. He only provides the drug based on a doctor's prescription. Of course, ordinary people do not know the type of medication. They take medicine according to the instructions recommended by a doctor.

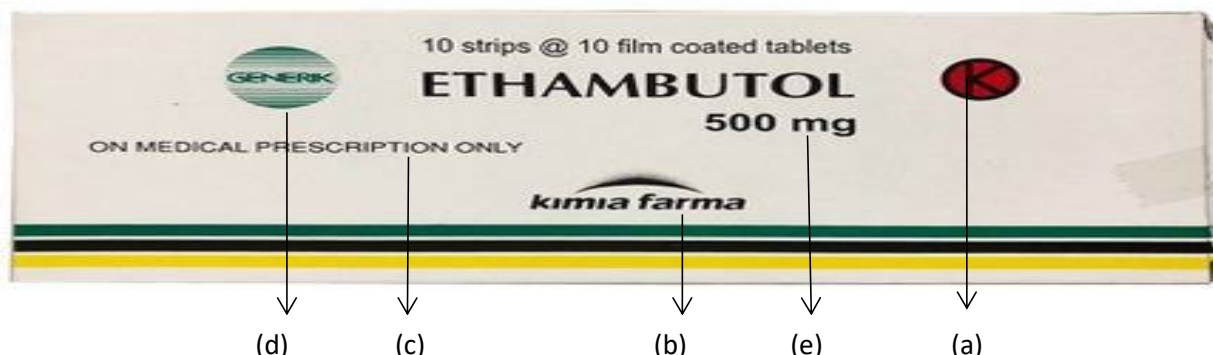
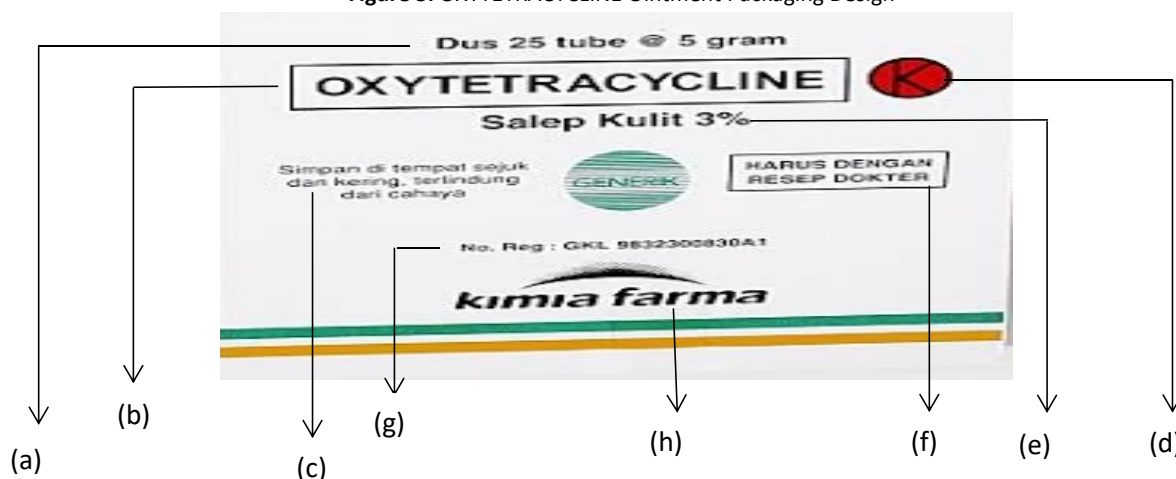


Figure 2. ETHAMBUTOL Generic Drug Packaging Design

The discussion regarding Figure 2 has similarities, but of course, there is a little difference. The letter K in picture 2 (a) is inside a red circle, which means the medicine can only be purchased by the public and must use a doctor's prescription. The red sign inside the process means that this message is vital to know so that it attracts attention for the public so that it is not violated. If it is broken, the impact is hazardous because the choice of medicine is in the doctor's authority. So, people should not arbitrarily buy drugs without a doctor's instructions. In Figure 2 (b), pharmaceutical chemistry writing shows that PT Kima Farma produces this drug. The inscription ON MEDICAL

PRESCRIPTION ONLY in figure 2 (c) shows a statement to clarify and reinforce the warning that this drug can only be purchased by medical prescription. The writing GENERIC in Figure 2 (d) is contained in a circle, meaning that this drug is a generic drug, which means it has been described above. At the same time, 500 mg of writing indicates the drug's contents in the package, namely 500 milligrams. At the top of the report on this drug's packaging design, it reads 10 strips @ 10 film-coated tablets, which means that the medicine in this package contains 10 strips of 10 film-coated tablets.

Figure 3. OXYTETRACYCLINE Ointment Packaging Design



The meaning of packaging design in Figure 3 is almost the same as the meaning in other packaging designs. The striking difference in the packaging design in Figure 3 lies in Figure 3 (c), namely the words "Store in a cool and dry place, protected from light". The writing or message contains elements of an order sentence, meaning that both the buyer and the drug user must order to store the drug in a cool and dry place. A cool place means not in the refrigerator but the shade in a protected room from the sun. Besides, this

packaging design has a strong warning that these drugs' purchase and use must be based on a doctor's recommendation or prescription. Unlike other packaging designs, the packaging design in Figure 3 (e) states that it says "3% skin ointment," meaning that the drug contains 3% levels intended to treat skin diseases such as insect stings, itching, skin fungus, and its kind. Whereas other information is the same as the description on the packaging design in Figure 1 and Figure 2, namely the drug is included in the

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production from PT Kimia Farma (see Figure 3h), and the statement that the drug can only be purchased and used according to the doctor's instructions (see figures 3d and 3f). Likewise, OXYTETRACYCLINE's writings, only a doctor knows the meaning.

B. Interpretation of PT Kimia Farma's Generic Drug Etiquette Design.

In this study, the definition of etiquette is a label made of paper that is affixed to the bottle of a medicinal product containing a stamp, company name, usage rules, and so on. The form used usually has a thickness of 60 grams, the method of sticking is generally using glue, but today's

technological developments are the paper used using sticker paper. Using sticker paper, you don't need glue to attach it, but when the first layer is opened, the second layer can be directly affixed to the bottle's surface.

The etiquette's primary function is to contain information aimed at users to remember ways to use drugs according to doctor's instructions. However, if the drug is used for children, parents must assist in its use. So, children should not be released if they are going to take medicine. Make it a habit to take the medication under the terms of use. Some of the information presented on the label of PT Kimia Farma's medicinal products, in general, is as follows.

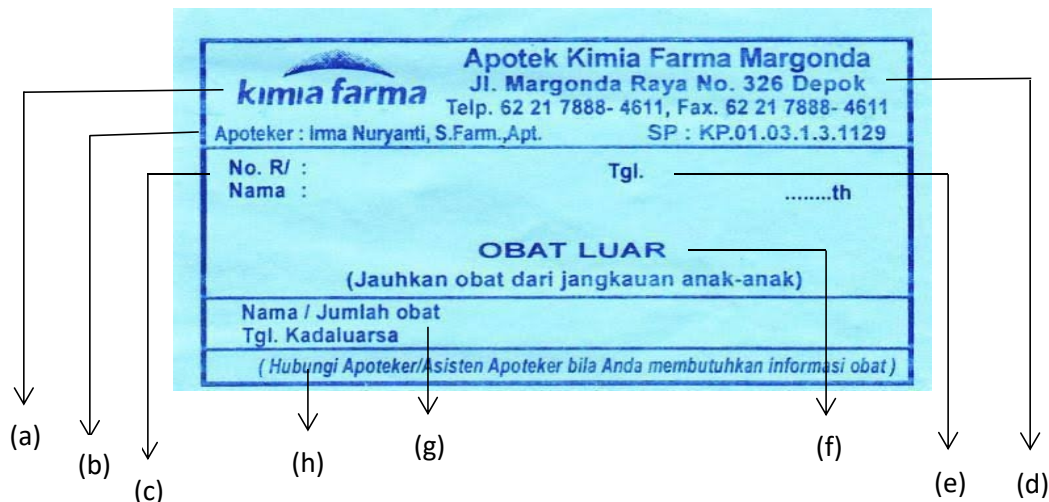


Figure 4. Generic Drug Etiquette Design for Kimia Farma Margonda Pharmacy

The generic drug product etiquette presented by PT Kimia Farma in Figure 4 shows that the design display is divided into four columns from top to bottom. On the left, the top column is the stamp or name of the issuing company, namely PT Kimia Farma (Figure 4a). At the same time, on the right, it states that the drug is sold at one of the Margonda pharmacies on Jalan Margonda Raya No. 326 Depok Jakarta and also submitted SP (Letter of Practice) and KP number (Decree). At the bottom of the top column, it is stated that the person in charge of the pharmacy is a pharmacist named Ima Nuryanti, Bachelor of Pharmacy, Pharmacist.

The column below, namely, the second column, is the patient's registration number and name. On the right, the date, month, and year of purchase of the drug are listed. In the column, a command sentence that reads OUTSIDE DRUG was also conveyed (figure 4f). This prohibition means that the drug should not be placed anywhere, especially if it is out of reach of children's hands.

The third column states the drug's name and the amount according to the doctor's prescription and the expiration date. The expiration date means that the drug's use must not exceed the time limit determined by the doctor, usually the provision of taking the medication for three days. If the medicine is born and has run out for three days, but if the health condition has not yet recovered, then the patient must go to the doctor again.

In the fourth column or the lowest column, there is information that if there is something related to payment transactions, you can contact the pharmacy.

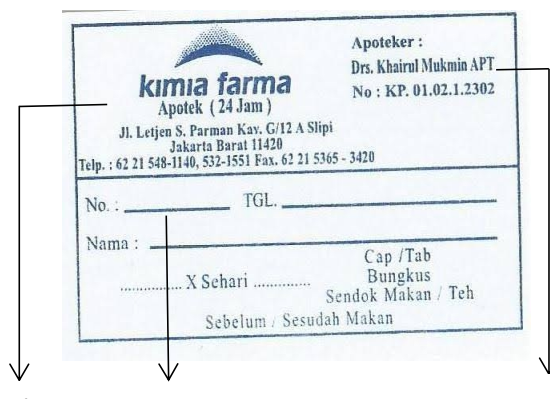


Figure 5. Generic drug etiquette design for Kimia Farma Slipi Pharmacy

It has been mentioned above that the appearance of the label design for generic drug products issued by pharmaceutical chemical pharmacies is generally almost the same. Still, there are slight differences, for example, in Figure 5 below. The similarity is that all dispensaries must have the pharmacy name, address, contact number, practice and decision letter number, and the patient's name written in that column. Besides, there is also information on the number, date, month, and year of purchase of the pharmacy drug. In the label of Figure 5, the data is accompanied by a description of the rules for taking medicine. For example, the rules for taking medication a day how many times the patient has to take medication. Usually, if the drug is taken

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three times a day, the time is determined in the morning, afternoon, and evening. If the medicine is in powder form, you need to drink it with water poured on a tablespoon or teaspoon. Another rule is that taking medication is done before eating or after eating; this must be under a recommendation or a prescription from a doctor. Suppose the medicine must be taken 2 x 1 tablet a day. In that case, it means that the drug is taken twice a day (for example, in the morning and at night) according to the doctor's instructions, that is, every time you take one tablet of medicine, it cannot be reduced or added.

CONCLUSION

The message conveyed by PT Kimia Farma through pharmacy both via packaging design and etiquette always show its existence by including the name of the company. The packaging design and etiquette presented by Kimia Farma functions as well as a place to protect medicines and as part of publications between the company and the public. Although Kimia Farma is a leading drug manufacturing company in Indonesia, this publication is the company's responsibility.

The use of words or sentences in both packaging design and drug labeling uses straightforward and short words. For example, the company is written as PT; the number is written no. meal, tablespoon / tea. If there is a prohibition, it is written in capital letters, for example, OUTDOOR MEDICINE.

The messages conveyed by each packaging design generally the same, for example; in the form of information on the company name, type of drug, registration number, content, and drug content, signs as generic drugs, criteria for medicines that can be purchased freely and must use a doctor's prescription, and instructions on storing them. Likewise, the etiquette design generally states the pharmacy's name and the address, contact number, and character of the pharmacist, practice letter, and decision. Besides, it also contains the date and year that designates the time of purchase and states the patient's name who will take the drug. The rules for taking medicine have been noted in the drug label.

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