COLLABORATION BETWEEN DESIGNERS AND MARKETERS IN DEVELOPING A NEW PRODUCT DEVELOPMENT

by Yosef Richo

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Abstract

Collaboration development pattern in current industry is effect on organizational performance, one of the collaboration between Designer and Marketer, both sides them have the same goal: "how their products can be sold on the market", further is how to facilitate future product for sales strategy, ease communicating the product before bought for the consumer (pre buying), easy use for consumer when product have purchased (buying) and ease for selling back the products after consumers buy it (Post Buying). But many companies that don't have any strategy to connecting between designers and marketers when so have not maximal conclusion in sales and product development for they consumer. For this article below discusses the role of collaborating between designers and marketers as well as how to define a collaborative product design on development strategy, in this study shows that the process by using RDE (Rule Developing Experimentation) collaboration system in designing packaging products is very influential to accelerate the process of collaboration between marketing, desiccers and technology as well that it can add benefit to attract the consumer purchases.

Keywords: *Designer, Marketer, Product Design and Development*.

I.   Introduction

The product can be sold as the result that is expected of all companies. The company conducted various strategies on every organization to produce a line of products that can be sold immediately and favored by consumers, more consumers then buy back the product on ongoing basis so that the company can keep move on.

But in development have many challenges facing the company, so that its products can compete with our rivals, apart from the external factors such as: the increasing rapidly technology competition, uncertainly social and economic conditions, the globalitation industrial market, the increasing number of competitors offering similar products but have advantage of each diverse and increasingly savvy consumers for selecting and getting lots of options provided.

In addition above determine that factors, its also needs to be noted from internal factor of the enterprise, which in this part is the initial seed from the company before the product issued to consumer, so that so important to observe the beginning of the process design and developing product in a company, one observing its performance from both designers and marketers *(salespeople)*.

Both these have same objective is how products can well communicate to consumers so can immediately bought and continue to buy (retention), but in conceptually, processes and performance of both these parties are really different but need each other.

Designers more dwelling on the development of aesthetic the product, so that it can attract attention for consumer *(inside process)*, while the marketers tasked to develop communications products out to consumers, so that marketing is more directly related to consumers *(Outside Process)*.

II.   Design

Design according Palgunandi is planning to produce something for scientific, the beginning was a derivative of art which is then due to demands of the modern market of the value of art to expressions of the soul and aesthetics can collaborate with other variety disciplines as well as the desires of consumers so that formed branch science of design.[1]

Scientific Design in basic tracing to the arts, it's just that there are a few additional attributes to be included so that the arts can suit the needs of industries such as science production, marketing, psychology, technology, communications, engineering and others. and the market so that the resulting artwork Designer is a unique combination between the expression of the soul of an artist combined with the demands of the market and consumers.

Furthermore, Design evolved into various branches to meet the demands market, such as: product design, Visual communication design, Interior design, Fashion design, etc, one of the designs that are closely related to the products and design products that marketers are aiming to deliver value particularly aesthetic on a product so worth sharing and selling.

III. Product Designer

Product designer is a person who works in the field of design in particular product, product designers can start working as a planner and conceptor of development product or process planning are usually better known as RDE, RDE is intended the stage of work is generally done by a product designer by way of the selected attributes apply at design gained from the results of the previous test for pre-collected into a series of intact to the results in the form of an overview of the concept of packaging design 2 or 3 dimensional with using computerized design program help.

Goftman and Moskowitz (2010) explains that the design applications using computer program can accelerate performance of the product and packaging designers currently. The attributes such of packaging is formulated by designers who have the ability to apply the description and narrative from the consumer to be processed into the form of visual and formulated in the form of a realist (example: product design packaging) [2], it is that articulated by iLipinar and Parkman (2011) that the role for designers in the company has a central role in bridging the consumer demand with the company or organization marketing into a visualization of a concept of a new design product/New Produt Development (NPD). General product designers are currently using alloy design application program such as Photoshop or Coreldraw at an early stage to get the design in two dimensions and design program Autocad and 3dsmax on the final stage to get a picture in 3 dimensions. [3]

IV. Related Design with Customers

Consumer attitude toward difficult design described in detail and the cognitive, due to consumers judge the design quality of a product based on aspects of emotional feelings (affective) or persuasive, although in its decision can be dikalsifikasikan into several kategorikal and summed up in levels like, interested, good or beautiful as a result of the positive appreciation, while from levels in contrast, consumers can assess the degree of bad, don't like ugly, or as a result of a negative appreciation against the results of a design.

Blijlevens, Creusen and Schoormans (2009) describes the attitude of consumer pesuasif as follows. "..Consumers perceive when assessing product us to the appearance attributes described in the literature (design) that are mostly expert-based and generated with artificial. Attributes were generated by the consumers and were based on durable product appearances ... "i.e. the attitude of consumers towards assessment design is based on the attributes in the product shown in the bed of a character design. So consumers are categorial can learn the character of design attributes such as shape and color being symbolic value in the minds of their perception and finally consumers can conclude the design attribute combinations into modern categories, rigid, functional, fun and more.

The attitude of consumers towards persuasive design can also be influenced by gender, age and region of origin of the consumer. Because of the perception of consumers also influenced the rules, ethics, religion, culture and mindset that develops around them and it carried since childhood as the foundation in taking a decision. For example: consumers Germany region tend to persuation design color blue as feminine and fun, while the Nordic region, the color blue design identical as a cool and masculine form. [4]

V. Marketing

Marketing is very important for a company to sell products and can also satisfy the consumer, meaning the marketing is often confused with sense such as: sales, trading and distribution. In managerial marketing described as the art of selling products that according to Drucker (2005) that people can assume there will always be a need sales. The goal of marketing is to know and understand the customer sedimikian a way that products and services can be matched with a customer. Ideally marketing should generating customers who are ready to buy. Some experts have suggested the definition of marketing that seems somewhat different though in fact is the same. [5]

This difference is due to the expert review in terms of marketing, there are more on the function operates, in terms of goods, in terms of institutional, in terms of management and there are unisex which focuses on all facets of the system as a whole. Among the experts was Kottler & Armstrong (2001) puts forward a definition of marketing is as follows: "marketing is the process of production management, which individuals and groups obtain what they need and want by creating, offering, and exchange products of value with others." The marketing rationale starts from needs and desires of customer. At first people must find their needs first, to comply with a new way of relating to others. It can be said that marketing activities are created when there are buyers and sellers. Where a buyer trying to meet his needs while sellers like to get profit. From the definitions above, it can be explained that meaning is broader marketing of sales only. [6]

Marketing efforts include companies that started to identify consumer needs that need to be satisfied, to determine the products produced,

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determine the appropriate production rates, determine the ways of promotion and distribution or sale that product.

VI. Importance for Product Marketing

Kotler and Armstrong (2001) suggested that the product planning is important when companies need to do development or diversification for the product, required test market, product and brand positioning, planning, packaging, warranty product options, features, model, and quality. The most effective tool when doing the planning is to test the market, which will give the Organization the alternative test planning and market forecasting on the future of product to be launched.

VII. Marketer

Marketer is someone who performs as power marketing, further according to Saaksjarvi and Hellen (2013) mentioned that the role of the marketer in communicating the design a product with customers, there are following:

• Marketer emphasize concept of a business as a means to achieve the goals that are important to consumers and should get the feeling that they get at least a step closer at the service of its products. For example, many coffee shops are using a policy of "buy 10 copies, free one", where customers get a stamp or sticker on their card to show that they are one step closer to achieving their goal of free coffee.

• Merketer gives the important thing and the value of products that aim to offer a number of valuable value which can be accepted by the consumer. Thereby, Marketers should strive to stick to the core values of the brand and to give their consumers the value of stability. Therefore, Marketers should be careful in making radical changes in the value of the presented brands.

• Marketer trying to keep product superiority and self-worth and of others, is very important for consumers, marketers should work then try increasing the sense of self-worth of consumers. The opportunity to increase the sense of superiority involves identifying what's important to segment customers, and recognize who desired a segment of customers in this segment. In this way, the product that communicates a sense of self-esteem tend to affect people's consumption practices.

• Marketers trying to control the clarity of consumers with the product. This means that the business concept must be transparent to consumers, so that created a sense of trust and fair. In addition, it is important to communicate to consumers a variety of ways in which they can control it, for example by giving the choice to the customer to choose from, or by permitting them adjust their customer journey. For example, Amazon (as well as many other online shops and also shipping companies) using the online tracking system, in which consumers can see which package they expect, and estimate when it should arrive. [7]

VIII. Collaborating Strategy with Designer and Marketer

The method of conjoint analysis research is the analysis of the most common to be applied against the market research and product development studies with collaborated role of the marketer and consumer. For example, when the consumer wants to buy a mobile phone will probably examine the set of attributes to choose which products are best suited to his needs. Consumers will probably consider speed, memory capacity, design, camera or other capacity. Attributes and the characteristics dikualifikasikan by a team of marketers based on the needs of the market and then make considerations in the design and development of decision making in the next part of the designers who apply those attributes in a product. [8]

IX. Conjoint analysis

According to Silayoi and Speece (2005) in his research entitled "The importance of packaging attributes: a conjoint analysis approach" suggested utilizing input from the independent variables instead of numbers (approximate). In general the data such that it solved by Crosstabulation, however if the dimension is handled very much it will be overwhelmed. For example: If there are three price categories, three brands of mobile phones, two types of cameras, 2 ram, and three different types of hard drive, then there will be 108 profile (3 x 3 x 2 x 2 x 3) that can be evaluated.

Conjoint analysis can be used to solve this problem with a variety of approaches to the optimal scale. Based on the preferences of each product profile conjoint analysis presented, will be able to make inferences about the attributes and combinations of profiles products are preferred by the community. [9]

X. The purpose for Conjoint analysis

is obtain to the highest score the usefulness (utility) that can represent the interests of every aspect of the product, so the score can be drawn conclusions about the attributes of what most consider consumers in choosing a product. Through Conjoint analysis a marketer will further be facilitated to be able to determine the profile of the most preferred product of the community in accordance with the level of education, economic status, place/region

as well as other aspects of difference. Conjoint analysis based on a trader would be more appropriate to determine the profile of stuff like what is most fitting for sale within the area.

Conjoint analysis framework in this study refers to a study from Silayoi and Speece (2005) entitled "The importance of packaging attributes: a conjoint analysis approach", where there are several free variables (Independent) that affect the variable (dependent), where the causality relationship has been expressed in the hypothesis, thus this research is explanatory research or explanatory research.

XI. Application Process For Development Product

product on the packaging, a step that is used as the approach is to use the three basic stages of work process based on the application of the theory of The Importance Packaging Attributes: a Conjoint Analysis Approach of Silayoi and Speece (2005), the three stages of the process applied his approach are as follows:

Process 1: Choosen Attributes.

This stage is used to apply the attribute collective from previous research results into application a form design. Related attributes on this research is the color and shape on the packaging, which in this case party designer and marketer must collaborate to determine what important attributes that can be applied to new product development (in this article, the attributes obtained from the research of Silayoi and Speece (2005) by one as other attributes merged with merged forming some of the design concepts.

Process 2: Using Attributes for Design

Next designer can create a range of those attributes into the form of categories design, to application design in 2D, researchers using the program Photoshop and Coreldraw and the applications as for the 3D form, researchers use 3DS Max for the end result.

a. Application Packaging Design with symetry/stable Atrribute.

No	Shape	collors	Result
1	symetry	(hot)	
2	symetry	(cold)	
3	symetry	(Monochrome)	

Tabel 1: Design result using combination color attribute and stabil form atribute

b. Application Packaging Design with not stable Atrribute.

No	Shape	Collor	Result
1	Not stable	(hot)	
2	Not Stable	(cold)	
3	Not Stable	(Monochrome)	

Tabel 2: Design result using combination color attribute and not stabil form atribute

Process 3: Testing Design with Survey.

this stage it's marketer can forward tasks of designers by searching the data processing results in kuantatif. asking the kinds of design packaging products to the respondents for the given assessment, assessment can best be applied to the design of packaging products in order to obtain new results uyang its accuracy to suit the taste of the next valuation, respondents can use statistics using SPSS program. [10]

XII. Result

From the data collection results of the respondents were put together in the form of chocolate packaging design referable compliance with current consumer tastes.

(Color)	(Shape)
Cold (Purple)	Thin, simple, simetris
Design Result	

XIII. Conclusion

This article presents that the role of marketers and designers is Important to the process of developing a new product. The collaboration roles and tasks for the each division can help companies more quickly look for intersection between products with the Consumers wishes, so that products can be demanding on the market and according to interest for they consumers.

Conjoint analysis methods through the process in this article are expected can help designers and marketers to finding solutions for needs of a new product design with short and easy way. The shortcomings of this article is the

lack of statistics and data results quantitatively from the research results as well as respondents because of time, expected in the next research can be more clearly explained including the intended consumer types and products used.

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FINAL GRADE

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GENERAL COMMENTS

Instructor