

TRANSCULTURAL AESTHETICS IN THE HATTEN WINES LABEL

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Abstract

Hatten Wines is a wine producer based in Bali and a pioneer in the wine industry in Asia. As a drink that is synonymous with western culture, Hatten Wines, which is a product from Bali, has an interesting label to research. In addition, researches on Balinese wine labels have never been studied in depth with an aesthetic approach, including transcultural aesthetics. The purpose of this research was to determine the existence of transcultural linkages in the labels of authentic Balinese wines and the meaning contained in the Hatten Wines labels from an aesthetic approach. This research uses a qualitative method, by examining the Hatten Wines label and making comparisons with two Australian brands that have become wine icons in Australia. The author obtained data through observations, interviews with stakeholders at Hatten Wines and literature studies, which then analysed the data based on the semiotic approach in design elements and Wine Domestic Labelling Requirements as labelling regulations in Australia. The results show that the Hatten Wines label combines Balinese and Australian culture which can be seen in its design elements and the meaning of Bali's element that appears in the label's visuals.

Keywords: *label, Hatten Wines, Transcultural Aesthetics*

Introduction

Bali as a tourism area has a variety of foods and drinks that are in demand by local and foreign tourists. Not only do they have a typical local alcoholic drink, namely arak, in Bali there are also companies that produce wine. Hatten Wines is a wine producer based in Bali, which was founded by Ida Bagus Budiarsa in 1994. Hatten Wines has also succeeded in becoming a pioneer of the wine industry in Asia and has often received international awards such as the 2019 Silver and Bronze Medal Cathay Pacific Hong Kong International Wine & Spirits Competition, 2018 Grand Gold Asia Wine Trophy, 2017 Best Trophy Medal Cathay Pacific Hong Kong International Wine & Spirits Competition, 2017 Best Sparkling Wine Medal and so on. Some of Hatten Wines' products include Aga White Wine, Aga Red Wine, Alexandria Wine, Aga Rose, Sweet Syrah, Tunjung Sparkling Wine, Jepun Sparkling Wine and Pino de Bali. Even though it has been around for a long time and is an authentic Balinese wine, there are still many Balinese people who do not know that Hatten Wines is an original Balinese wine company.

The wine itself is identical to western culture, where the tradition of drinking wine has been known since ancient times in Western countries. Wine is identical to drinks consumed in cold weather and wine production using imported grapes. But Hatten Wines can break that stigma with their wines, which are directly produced in Bali. Hatten Wines produces its wine in its vineyard located in Sanggalangit, Gerokgak, Buleleng Regency, and Singaraja. The grape varieties planted are native to Bali and international grapes are grown on volcanic soils, resulting in complex and characteristic types of wine. This is the distinctive taste of Hatten Wines' wine products, which can compete on the international stage.

In 2020, Hatten Wines made design changes to its wine labels as a way to renew its corporate branding. This label change is unique because, in the previous label, Hatten Wines used illustrations of nature photos, buildings, sculptures or even Balinese paintings that have become its trademark for many years. In the new label, Hatten Wines presents illustrations of Balinese natural elements in a simple way with a mix of bright colours that is quite different from the previous label that has a traditional impression. This label change is interesting to study, especially since wine is always synonymous with Western culture, not Balinese culture. In addition, researches on Balinese wine labels have never been studied in depth with an aesthetic approach, including transcultural aesthetics.

The purpose of this research is to find out whether there is a transcultural relationship between the original Balinese wine labels and the meaning contained in the Hatten Wines label. This study uses a qualitative method, by examining the Hatten Wines label and comparing it with two Australian brands that have become wine icons in Australia. The authors obtained

the data through observation, interviews with stakeholders at Hatten Wines and literature studies, which then analysed the data based on a semiotic approach to design elements and Domestic Wine Labelling Requirements as labelling regulations in Australia.

Result and Discussion

Wine, which is the result of the fermentation of grapes, is an ancient tradition from the Middle East, Persia and the Mediterranean that has existed since ancient times. This drink was discovered accidentally in Mesopotamia and later became a popular drink in western countries. Drinking wine is believed to provide health benefits, warm the body and can be paired with food. The tradition of drinking alcoholic beverages in Bali has been carried out from generation to generation, where this drinking culture arose along with the presence of fermented drinks in Indonesia which is believed to be one of the cultural heritage of our ancestors. The custom of drinking in Bali is often carried out after ceremonies such as weddings, *potong gigi*, *menek bajang*, *mecaru* and so on, as a social activity to familiarise the guests present. This drinking activity is carried out by rotating liquor that has been poured into a shotgun (Hanindharputri, 2020). This is certainly felt by the Balinese people who often involve alcohol in every activity with an atmosphere of familiarity. The wine market in Bali is considered suitable for Balinese people because their culture is similar to Western culture, which also drinks liquor on some occasions. Therefore, Hatten Wines, a wine company that produces its wine in Bali as a tourism area, sees opportunities in this culture. Tourists who come to Bali on average are foreign tourists who like to drink alcoholic beverages in their country. Apart from being a culture to familiarise oneself with others, drinking alcoholic beverages also has the function to warm the body in cold weather and appreciate food with wine pairings.

The cross-culture that occurs in this research, apart from the tradition of drinking liquor in Bali and in Western countries, can also be seen in the naming of the name Wine that is owned by Hatten Wines. The types of wine are as follows:

1. Red Wine is a wine made from red grapes (red grapes). This wine gets its colour from the extraction process contained in the skin of red grapes.
2. Rose Wine is a pink wine, with an extraction process similar to red wine but the process is shorter. The colour types of Rose Wine vary from orange to slightly purplish, depending on the type of wine used.
3. White Wine is a wine made from green grapes (white grapes). Well-known examples of white wines are Chardonnay, Chenin Blanc, Muscat, Pinot Blanc, Pinot Grigio, Pinot Gris, Riesling, Semillon, Sauvignon Blanc and Verdelho.
4. Sparkling Wine is a wine that contains CO₂ gas in the form of foam or bubbles.
5. Sweet Wine or Dessert Wine is a wine that tastes sweet because it contains a lot of residual sugar (sugar that is not completely fermented into alcohol).

6. Fortified Wine is a wine that has increased its alcohol content to 17% -20%. This wine comes from a natural still wine that has had its alcohol level raised by adding spirit or brandy to it.

Hatten Wines has a unique name for its wine. One of them is *Aga White*, *Aga Red* and *Aga Rose*. Usually, when naming wine names, wine companies only use the type of wine or the name of the wine, but Hatten Wines gives a name taken from the Balinese language as a cultural identity for Bali, which is the location where the wine is produced. *Aga* is taken from the word Bali *Aga*, or Bali *Mula*, or you can say "Real Balinese". The Bali *Aga* tribe is a Balinese tribe with customs that are still thick and sacred. The combination of the name *Aga* and the type of wine conveys the meaning that the *Aga White*, *Aga Red* and *Aga Rose* wines are original Balinese wines with local Balinese wines but have international quality tastes.

Hatten Wines Label (Case Study on Aga Rose Label)

Product labels are the identity of a product to be marketed. Product labels can make it easier for consumers to choose the product they will buy and become a reinforcement of business branding in increasingly fierce business competition. The label on the product contains information in the form of brand, composition, legality, function and product instructions. The label on the wine bottle serves to classify information on wines that have different tastes and classifications of wine.

In the previous Hatten Wines label, the illustrations used Balinese landscape photos, paintings and sculptures that depict Balinese culture in general. These Balinese landscape photos, paintings and sculptures convey the meaning that Hatten Wines is a wine product that originates from Bali and is produced in Bali. On the *Aga Rose* label, the illustration shown is a photo of *meru*, which is a Balinese characteristic. The colour used is also darker according to the original colour of the photo. The impression seen on the old Hatten Wines label looks more traditional and suggests that Hatten Wines is a local wine. In 2020, Hatten Wines revamped its label with a more modern and simpler design style.

Based on an interview with Hatten Wines designer, I Gusti Ngurah Gede Gitayogi Irhandi, S.Sn., M.M., it was found that Hatten Wines changed its label to a more modern design style because Hatten Wines was indeed influenced by Australia. The winemaker of Hatten Wines is from Australia so this also influences the design style on the label. Hatten Wines wants to get a place in the eyes of consumers as one of the wine producers in the New World Wine category. New world wines are wines that originate from countries and regions where grapes and winemaking practices were imported. These countries include the United States, Australia, New Zealand, South Africa, Chile, Argentina, Canada and others.

In addition, this label change was also made because Hatten Wines' target market is foreign tourists who come to enjoy Bali tourism, which is dominated by tourists from Australia. Wine consumers also no longer choose wine based on producer, region or type of grape, but consumers are also starting to see it from the visual side. Based on research conducted by Wine Intelligence (2020), it was found that consumers' purchasing decisions for wine are more often based on visuals such as attractive and memorable packages, clear information and prominent colours.



Figure 1. Hatten Wines Rose Label (left) and Aga Rose Label (right)
Source: Personal Documentation, 2022





At first glance, the new label Hatten Wines Aga Rose stands out from the old label. The use of white as the base colour on the label gives a clean impression and emphasises the illustrations and text on the label.



Figure 2. Front and back labels of Aga Rose
Source: Personal Documentation, 2022

In this study, the authors sort out the design elements of objects, namely in terms of illustration, typography, colour and text. Then the author compares the labels of two (2) popular wine brands from Australia. The following is the analysis of the Hatten Wines Aga Rose label based on the visual elements and the meanings contained therein:

Table 1. Illustrations on Hatten Wines Aga Rose Labels





No	Illustration on Label	Original Form	Meaning
1			Illustration depicting a Lotus. The Lotus Flower is a prominent symbol of Balinese heritage. The lotus in Aga Rosé also stands for colour and a subtle taste in a very aromatic style.
2			There are illustrations of Sunset. Bali is known for its beautiful sunsets and semiotics sunsets are synonymous with Bali.

Source: Personal Documentation, 2022

The lotus can live in three realms, which are likened to the Tri Loka or the three levels of the universe consisting of *Bhur-Loka*, *Bvar-Loka* and *Svar-Loka*. Mud is interpreted as a symbol of the *Bhur-Loka* realm (the human realm), water is equated with the *Bvar-Loka* realm (the transitional realm), and the air is equated with the *Svar-Loka* realm (the divine realm). In addition, the lotus is also a *stana*, or the seat of the Gods, which symbolises the most sacred and attractive knowledge and always emits holy light as the lamp of the human heart.

The typography used on the label uses a Sans Serif typeface to make it easier for consumers to read. The colours used are white as the background colour, light purple in the lotus illustration and orange in the sunset illustration and the Hatten Wines logo. This colour gives a modern impression but is still dynamic. The use of this simple design element is very different from the use of photo illustrations and colours used on the older Rose labels. The new label looks to compete with the international market with the use of simple but prominent elements. When compared with wine labels from Australia, the author uses two (2) popular Australian wine brands, namely Penfolds and Jacob Creek's. The analysis of the design elements of the two brands is as follows:

Table 1. Penfold and Jacob's Creek Labels

No	Wine Name	Wine Label	Illustration	Typography	Colour	Copywriting
1	Penfolds		 Displays only the Penfolds logo	Use Serif and Script fonts	Using the dominant colours white and red on the logo.	Adjusts to wine label requirements
2	Jacob's Creek		 Displays only the Jacob Creek's logo	Use Serif and Script fonts	Colour uses red as the base and blue in the number 1847	Adjusts to wine label requirements

Source: Personal Documentation, 2022

These two wine brands from Australia use very simple design elements and are focused on copywriting or text that contains information about wine according to wine label requirements. So it can be seen that Australian wine brands do not use supporting illustrations, but instead focus more on brand names, types of wine and other important information in copywriting. Wine labels in Australia are designed according to labelling guidelines known as Wine Domestic Labelling Requirements. The detailed information on the labelling requirements that apply to wine labels in Australia is as follows:

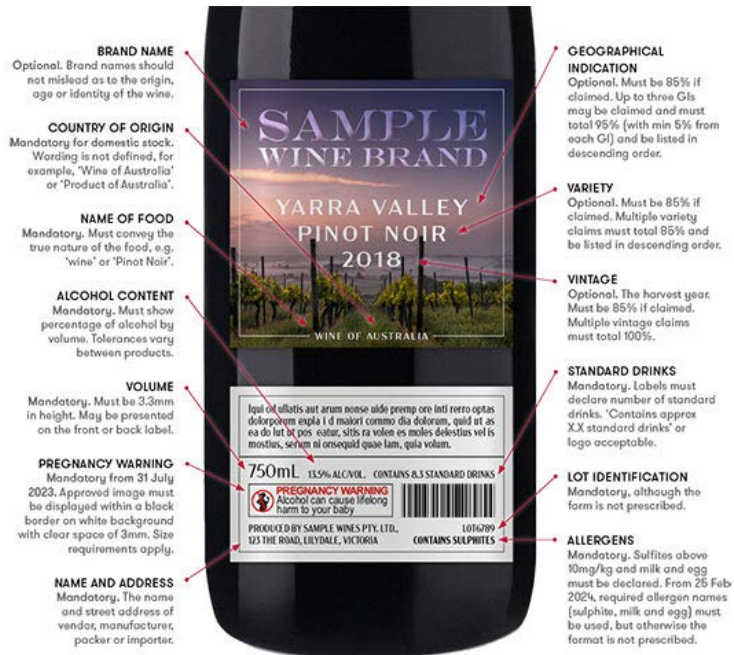


Figure 3. Wine Domestic Labelling Requirements

Source: Australian Government Wine Australia, 2022

If we examined from the Wine Domestic Labelling Requirements, the Aga Rose label from Hatten Wines has provided information that must be displayed on the label of a wine product, such as the brand name, wine name, type of wine used, area of production, content, volume, pregnancy warning, composition and allergens. Hatten Wines also adds information about the style and aroma of the wine, a brief description of the wine used, a brief explanation about Hatten Wines and the symbol that Hatten Wines has supported Balinese farmers since 1994. You can see a brief description of the wine used on the Aga Rose label, Hatten Wines informs that Alphonse Lavalle grapes are grown on Balinese soil and produce a unique Balinese taste.

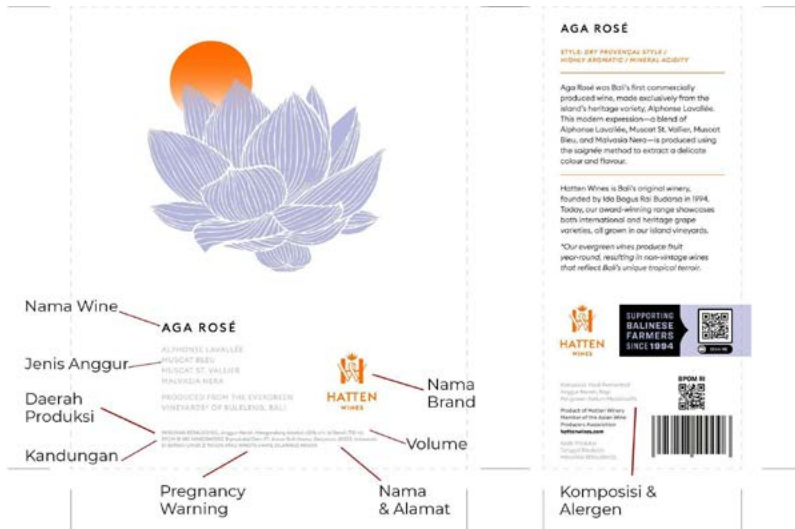


Figure 4. Hatten Wines labels are reviewed from Wine Domestic Labelling Requirements

Source: Personal Documentation, 2022

Based on the analysis above, it can be concluded that the new label Hatten Wines displays a Balinese visual identity with illustrations of Balinese elements that have their own meaning. The visual identity that appears on the new label means that Hatten Wines is a wine company that produces its own wine (originally from Bali) but has an international taste and is ready to compete in the global era. This can be seen in the changes in colour, typography and illustration style on labels that are simpler and more informative in accordance with the Wine Domestic Labelling Requirements owned by Australia.

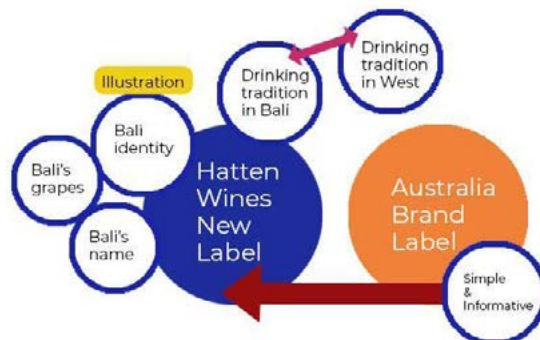


Figure 5. Research Results

Source: Personal Documentation, 2022

Conclusion

The label has an important role in the branding of a product because consumers recognize the product for the first time through the label design. The results of the study show that the Hatten Wines label combines Balinese and Australian culture which can be seen in the design elements and meanings that appear on the visual label. The new Hatten Wines label adopts a simple, more informative design style inspired by Australian wine label design styles. In addition, the design elements use Balinese natural elements, which have the meaning of Balinese identity, which shows that Hatten Wines is a Balinese wine product with an international taste.

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