



## Enhancing the Competitiveness of Wedding Ringbox Products Through Rustic-themed as a Unique Selling Point (USP)

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<http://dx.doi.org/10.18415/ijmmu.v12i4.6666>

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### **Abstract**

This study examines the unique selling proposition (USP) in business development strategy. The issues to be evaluated are: 1) The emergence of product market competition that drives companies to seek innovative design approaches; 2) The challenge of making the unique selling proposition (USP) an effort in product diversification. The objectives of this writing are: 1) To understand the contribution of new approaches in product design that can provide a competitive advantage and attract consumer interest; 2) To provide recommendations for novelty as a central form of the unique selling proposition (USP). The method used in this research is qualitative with a comparative study approach. Data collection techniques include observation, interviews, and documentation. Furthermore, the presence of the unique selling proposition (USP) as an element of product diversification is seen as an innovative design approach that distinguishes and attracts consumer interest. Additionally, market data analysis and consumer behaviour will be a crucial part of this approach. The conclusion of this research is expected to contribute to a strategic understanding in business development through the application of the USP.

**Keywords:** *Product Design; Competitiveness; Unique Selling Proposition (USP)*

### **Introduction**

Expansion in the creative economy sector has become a key focus in the discourse of the global economy. Although the definition of the creative economy is singular (United Nations Conference on Trade and Development, 2015), it can be simply explained as an economy formed through the interaction of creativity and concrete ideas, encompassing intellectual property that can be monetized (Perdana and Utami, 2022). This foundation has since expanded into a new wave of the economy that not only relies on creativity alone but also emphasizes the cultural elements within the creative economy and the preservation of cultural heritage (Heryani and Nugroho, 2020). Thus, the creative economy has emerged as an economic force that involves creative elements, culture, and local wisdom, shaping an increasingly diverse and dynamic global economic landscape.

The creative services sector has also experienced rapid growth. Business models that connect academia and the business world, as exemplified by Rozentale & Van, reflect the complexities of business management. When this business model is applied to a diverse range of services for customers with ideas and creativity, challenges arise in practice, particularly in measuring and regulating creative services. Creative services evolve alongside digitalization and the development of the surrounding

ecosystem (UNCTAD). As a result, the complexity of creative services does not exist in isolation. Data shows that sales of creative products have demonstrated stable growth, averaging 4.3 percent between 2013 and 2021 in developed countries. This provides optimism that the creative industry sector will continue to follow a positive trend, as cited from the Journal of Islamic Tourism (Perdana and Utami, 2022).

Unique Selling Proposition (USP) is the uniqueness possessed by a company in its product or service that makes consumers choose the offered product. This uniqueness can be in the form of quality or the addition of unusual elements that turn into something extraordinary. Without a Unique Selling Proposition (USP), a company will struggle to compete. However, by having a USP, a company can enhance the positioning of its offered product. Unique; something that makes the product different from others. Selling; encouraging users to buy the offered product. Proposition; a proposal or suggestion intended to be accepted. Rosser Reeves, in Jack Trout's book (2022), describes the messaging strategy he calls the "Unique Selling Proposition (USP)" through three components: a uniqueness that other products do not have, a message to be conveyed, and a strong statement that can drive users into action (Meilinda, 2018).

Art has great potential as a tool and approach for problem-solving (Marianto, 2023). In this context, the rustic theme plays a role in introducing a new element to a product. Within the Unique Selling Proposition (USP), performance and the distinctiveness of the product are always prioritized. The Unique Selling Proposition strategy is an optimal creative technique because it provides a clear differentiating reason for consumers to choose a product over competitive offerings (Nasarudin et al, 2001). The application of art, particularly the aesthetic appeal of the rustic theme, as an integral part of the wedding ring box design, has significant potential to add unique value and distinguish the product in the market. The aesthetic appeal incorporated through this decoration can serve as a distinctive characteristic, making it more attractive to consumers seeking a deeper and more meaningful experience when selecting a wedding ring box. Therefore, integrating art into the Unique Selling Proposition (USP) can provide a significant competitive advantage in an increasingly competitive market.

This text will examine several key points, including: 1) A description of the documentation and narrative regarding the wedding ring box product produced by Partydeco in Yogyakarta. The focus will be on the production process, materials used, and the story behind the product. 2) The interpretation of the rustic theme in the design of the wedding ring box. The goal is to provide innovative recommendations regarding the rustic theme as a unique selling proposition (USP) in product design and to explore whether this approach can make the product more appealing. This research is also expected to provide a deeper understanding of how the rustic theme can become a key element in the design of wedding ring boxes. Further understanding of whether this approach can enhance the product's appeal will offer recommendations to artisans or wedding supply vendors regarding the potential success of this strategy. Thus, it is hoped that the results of this research will contribute significantly to designing wedding ring box products that are not only aesthetically pleasing but also enrich value and create a unique selling proposition (USP) that can boost market appeal.

## **Method**

This research will be conducted at the production house of Partydeco, one of the wedding supply vendors in Yogyakarta, located at Jalan Panca Marga No. 01, Sendangadi, Mlati District, Sleman Regency, Yogyakarta. Partydeco is one of the leading vendors in its field, having started its business during the COVID-19 pandemic. Currently, Partydeco is a featured online vendor on Bridestory, an active featured vendor at Mahkota Enterprise (the largest wedding organizer in Jogja, Semarang, and Bali, established since 1991), and partners with three customized couple ring vendors or brands in several cities across Indonesia, namely SBS Jewellery (Pakuwon Mall Jogja and Paragon Mall Solo), Kotagede

Jewellery (Jalan Palagan Jogja), and Sovia Jewelry (all stores in Indonesia). Additionally, Partydeco is in the process of negotiating partnerships with Celemce Cellery (Park Hyatt Jakarta), The Palace (all stores in Indonesia), and Rockologist (Jalan Kaliurang Jogja). Furthermore, this business, which focuses on wedding ring box products and has been operating for nearly three years, has already exported its products to four continents worldwide, including countries such as the USA, the UK, Sweden, Spain, Germany, Switzerland, the Netherlands, France, Australia, Canada, Dubai, Myanmar, the Philippines, Malaysia, India, and Singapore.

The qualitative research method is employed in this study using a comparative study approach. This research aims to analyze or describe the wedding ring box product based on facts gathered in the field. This approach examines and analyzes the research object comprehensively, utilizing relevant theories to address the issues under study in a holistic manner (Putri and Ismail, 2020). Through the descriptive method, it is expected that the research results can illustrate or describe the issues systematically, following the sequence of research activities. Data collection techniques include observation, interviews, and documentation. This aligns with the data collection analysis in qualitative research approaches (Creswell, 2018).

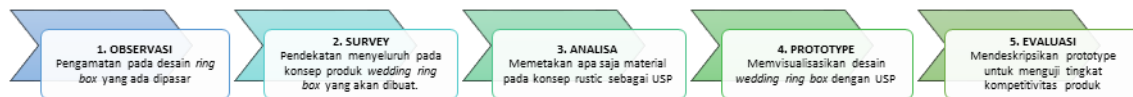


Diagram 1. Process of Implementing USP in Wedding Ring Box Products

In this study, the output of the data collection process yields conclusions that are analyzed to determine whether the rustic theme, applied as a unique selling proposition (USP), can enhance the competitiveness of the wedding ring box as the research object. Observations were conducted using the Design by Doing approach to identify suitable decorative potentials and consider aspects of dried flower materials, which are synonymous with the rustic theme, as a new decorative element for the object (Maevara, 2020). Subsequently, the results of this data will be elaborated descriptively through its advantages. In the fourth stage, the prototype phase, there is a possibility of returning to the analysis stage if the findings are deemed insufficient or fail to address the planned issues (Yayang, 2020).

The data analysis process follows Creswell's (2013) model, which involves three stages. First, the data is reduced by reorganizing the collected information into a more systematic format according to predetermined categories. Second, the data is verified to draw conclusions based on the reduced categories. Third, the data is displayed through the descriptions obtained, then presented in the form of interview excerpts and photographs as significant findings in this study. From these three stages, inductive data analysis is conducted to provide a basis for interpreting the data (Maevara, 2020).

## Discuss

The following ring box is an example of timeless elegance, offering a classic touch with a durable design. Crafted from red velvet material, this box exudes a sense of luxury and sophistication. The velvet surface provides a subtle sheen and a soft texture to the touch. When opened, the interior of the box is lined with soft velvet, creating a safe and comfortable space to store rings. Embroidered details or embellishments may add a vintage or classic style to the inside of the box. Its compact square size makes it practical and easy to carry. This classic product can still be found in some traditional markets or accessory stores. During the research, the researcher discovered this product in one of the accessory stores in Yogyakarta. Based on observations, this product lacks decorative elements and focuses solely on its functionality as a jewelry container.

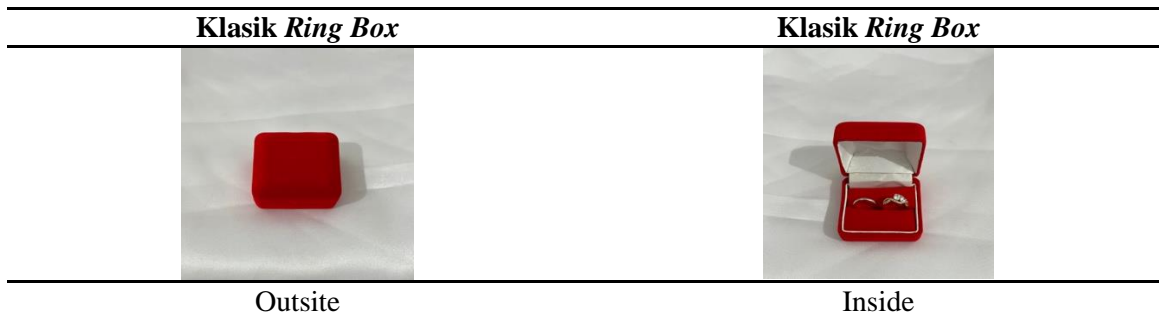






Figure 1. Classic Wedding Ring Box Design (Source: Writer, 2025)

One of the increasingly popular trends in wedding ring box products is the **rustic** theme. The rustic style is a blend of natural elements and simplicity. In the context of wedding ring boxes, rustic brings a natural and authentic ambiance. Rustic-themed wedding ring box products are characterized by the use of natural materials such as **dried flowers, wood, and seeds**, which are treated with chemicals to enhance durability, combined with artisanal touches. Their designs often depict natural elements, creating a warm and organic impression. Additionally, the rustic theme offers an aesthetic that differs from conventional jewelry boxes. Products with rustic designs often appear **unique** and **authentic**, providing an appealing alternative for consumers who want to stand out and express their personal style. With a combination of natural materials and artistic designs, rustic-themed wedding ring boxes not only serve as ring containers but also as decorative elements that enrich the aesthetic and emotional value of wedding moments. The rustic theme can also serve as a strong **unique selling proposition (USP)**, attracting market interest for something different from ordinary products while creating a lasting impression for users and recipients alike.

Table 1. Dried Flowers as Determinants for the Rustic Theme as a USP (Source: Writer, 2025)

No	Element	Description
1.		Brown wooden box, one of the rustic categories, made of wood with a ring holder crafted from burlap fabric
2.		Natural wooden box, one of the rustic categories, made of wood with a ring holder crafted from velvet fabric
3.		Dried flower materials consisting of preserved white edelweiss and hydrangea, along with seeds

4.		Dried flower materials consisting of preserved mauve edelweiss and hydrangea, along with seeds
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The description of a wedding ring box can vary depending on its design and materials used. Below is an example of a general description for the research object in this study: This ring box features an elegant and simple design, crafted from high-quality wood with a smooth finish. The surface of the box has a dark brown color, exuding a luxurious and classic impression. Additionally, there is also a natural wooden box without any added color. The lid is adorned with intricate carvings, often featuring the names of the couple or the soon-to-be-wedded pair, adding an artistic and aesthetic touch to the box. When opened, the interior reveals a soft velvet lining that protects the rings from scratches and dust. The compact size of the box makes it ideal for storing rings comfortably without taking up much space.

The fusion of traditional artistry and modern aesthetics results in innovative designs for wedding ring boxes. Below is an exclusive series that harmoniously integrates the rustic theme with the practicality of a wedding ring box. This refined design radiates a classic yet modern rustic aesthetic appeal, combining the richness of Indonesian culture with contemporary nuances. Every detail in the decoration of the ring box creates a container that not only aesthetically showcases the rings but also embodies deeper aesthetic meaning.

When observed and analyzed based on previous literature reviews, the recognized benefits of the product design should be able to attract potential consumers, making them feel compelled to use the offered product. The use of natural materials not only adds aesthetic elements but also enriches the artistic value and visual appeal of the product. This also provides additional motivation for consumers to actively participate in choosing and using the product, making this diversification a significant differentiating factor in capturing consumer attention and motivating their actions.



Figure 2. Rustic-Themed Wedding Ring Box Design (Source: Writer, 2025)

The image showcases a rustic-themed wedding ring box design, highlighting its natural and artisanal appeal. The box incorporates elements such as dried flowers, natural wood, and seeds, creating a warm and organic aesthetic. The design harmoniously blends traditional craftsmanship with modern functionality, offering a unique and authentic alternative to conventional ring boxes. This product exemplifies the rustic theme as a unique selling proposition (USP), appealing to consumers seeking distinctive and personalized wedding accessories.

Furthermore, the simple design makes it suitable for various styles and occasions, whether as an engagement box, wedding box, or special gift. This ring box not only serves as a secure container for storing precious jewelry but also as a charming decorative element. With its overall high-quality touch, this ring box becomes the perfect choice to complement special moments, particularly at weddings. Below are the results of reviews from several customers, who mentioned that **Product A** is a brown-colored box, while **Product B** has a more natural appearance. This information was obtained by the author through interviews with the marketing team of Partydeco. Thus, **Product A** emphasizes the brown color in its design, likely evoking a warm and classic impression, while **Product B** leans toward a more natural and neutral design. These color and visual characteristics can be key elements in differentiating and determining consumer preferences for the two products.

Table 2. Rating of Rustic Wedding Ring Box Products on a Manufacturer's Marketplace (Source: Writer, 2025)

1	2	3
Testimoni	A Product	B Product

This table presents the ratings and key feedback for rustic-themed wedding ring box products listed on a manufacturer's marketplace. The high ratings and positive reviews highlight the appeal of these products, emphasizing their craftsmanship, design, and alignment with the rustic theme.

**Conclusion**

Rustic-themed ring box products have a strong appeal in the market. Artistic culture, environmental awareness, and interest in this design make the products highly sought after. In this regard, producers need to pay attention to material quality, unique design, and product durability. By combining all these elements, rustic-themed wedding ring boxes as a unique selling proposition (USP) have significant potential for business expansion in the creative industry today.

Rustic-themed wedding ring box products possess a strong market appeal. Artistic culture, environmental consciousness, and interest in rustic-themed designs are expected to generate even greater interest. Producers must focus on material quality, unique designs, and product durability, integrating all these elements to ensure the product's success. With these factors, rustic-themed wedding ring boxes are expected to have substantial potential for business expansion in the current creative industry landscape.

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