

ABSTRACT

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BOOTH LAYOUT DESIGN AND PERFUME PACKAGING DEVELOPMENT AT PT HARUM NAMA BAIK (FAIVERS)

Kerja Profesi is an important series in the development and learning process of a student at Pembangunan Jaya University. When doing Kerja Profesi, I'm not only gain direct experience of work, but also gain knowledge and how to develop a product from a company. Practitioners carry out Kerja Profesi at PT Harum Nama Baiknya as 3D Product Designers. The activities carried out by practitioners consist of various things such as designing and developing the packaging of the latest variant of perfume products, namely the 'Tropical Series' using 3D and 2D software. In the design and development process, practitioners collaborate with companies to get preferences for design themes, styles and uniqueness in accordance with the theme of the planned perfume variant, namely 'Tropical'. In addition to planning for aesthetics, there are solutions that also focus on functional value and sales marketing. In undergoing Kerja Profesi, practitioners get a variety of new knowledge and experience working directly in the world of work in accordance with the field and interests of practitioners. In addition, practitioners also get soft skill development such as teamwork, communication and ethics which are more challenging for practitioners than in the world of lectures.

Keywords: Packaging Design, Product Designer, Product Design