

ABSTRACT

AMH RED GINGER PACKAGING REDESIGN FOR MARKET EXPANSION TO THE GENERATION Z AUDIENCE

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AMH Red Ginger is an instant red ginger product that has health benefits, one of which is to increase body immunity. This product has the potential to reach the Gen Z market, considering the health benefits that are relevant to this group and Gen Z's high awareness of health. One way to expand this market segmentation is through packaging design. Reaching different classes of consumers requires different packaging designs to communicate well to consumers. This study aims to redesign the packaging of AMH Red Ginger to better suit the preferences of the Gen Z target audience in an effort to expand market segmentation to Gen Z. The research method used is a mixed method approach to understand the design characteristics that suit Gen Z in an effort to reach the Gen Z market. The design methods are pre-design, design process and post-design. The packaging design of AMH Red Ginger is designed by adopting minimalist, modern, and vintage concepts that are in line with the preferences of Generation Z, in order to attract their attention and increase the product's appeal in that market.

Key words: *AMH Red Ginger, Gen Z, Packaging Redesign, Packaging Design*