

ABSTRACT

PENGEMBANGAN KEMASAN PRODUK MAKANAN TRADISIONAL AROMANIS/RAMPUT NENEK

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Traditional foods such as Aromanis have high cultural and economic value, but their packaging has not shown any development in terms of attractive design and characterizes the identity of the small industry that makes it. Although product information such as ingredient composition, expiration date, and halal label are sufficient, the packaging used has not been able to reach market segmentation effectively. To overcome this, this study aims to develop a more attractive Aromanis packaging concept that is in accordance with the target market through a design approach based on the preferences of prospective buyers and input from small business actors. The research method involved interviews with 20 prospective buyers to determine their expectations for the packaging design, as well as interviews with business owners to explore the visual identity they want to convey. Furthermore, an analysis of the content (number of pcs per package), physical form, and packaging pattern system was carried out, then continued with the creation of mock-ups and final prototypes. The results show that the Aromanis variants developed consist of two types, namely original and various flavors, with 8 pcs per package. Based on the results of the questionnaire and interviews, five initial designs were made and one main design was selected as the finalization. From the final design, five visual variants were developed that were adjusted to the targeted market segmentation. This finding opens up wider opportunities to increase Aromanis' competitiveness in the national market. The new packaging design not only improves the visual appearance of the product, but also supports a more effective marketing strategy, while strengthening the local identity of the small industry that makes it

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