

ABSTRACT

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TABLEWARE PRODUCT DESIGN AND CUSTOM WOODEN PLAQUE DESIGN AT PT. THE NUANCE OF CRAFTS

While carrying out professional work at PT. Kemala Nuansa Kriya, the author works under the supervision and guidance of the Founder of PT. Kemala Nuansa Kriya. In professional work, the author has the opportunity to participate and be directly involved in the process of creating new designs at Kemala Home Living, such as creating designs for Tableware Sets for Christmas Hampers and custom wooden plaques for National Seminar events, conducting product research, creating 3D designs, and assisting with tasks. Daily tasks of staff at the Kemala Home Living offline store.

Kemala Home Living Product Development activities or responsibilities focus on developing or designing new designs. Product Development always tries to create and maintain good relationships with customers who want to place custom orders and who visit the Kemala Home Living offline store by providing friendly interactions and service. The most important thing that the author got was learning directly in the real world of work, such as dealing with superiors and office colleagues.

Keywords: *Product Development, Tableware Design, Wood*