ABSTRACT

PRODUCT PACKAGING DESIGN INNOVATION IN INCREASING PRODUCT ATTRACTIVENESS AT WARKOP ORANGE IN TAKALAR REGENCY

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In Indonesia, coffee shops are generally called Warung Kopi *or* Warkop. The Coffee Shops *currently appear in remote areas and city centers. The rise of competition between coffee shops certainly requires businessmen to create advantages owned by coffee shops. Therefore, many coffee shops compete with each other to create new strategies and innovations with their own characteristics through packaging or uniqueness so that they have their own value by customers and are able to compete in this industry. Competitive advantage is determined by many factors, one of which is product innovation. The main goal of this innovation is to meet the needs of the market so that innovative products can be a competitive advantage for businesses.* Warkop Orange*, as a coffee shop, provides a new atmosphere for the people of Takalar Regency. Currently, what is still a problem experienced by* Warkop Orange *is that the packaging only uses plastic cups used for cold drinks with stickers attached. In contrast, special glasses for hot beverages do not use a sticker design and do not use them.*

The method used in this study is a qualitative approach. The qualitative approach uses data collection and collection through observation and interviews.

This research produces outputs in the form of innovations in the development of product packaging design through the emergence of ideas, idea screening, concept development and presentation, and product development. After going through this stage, it was found that consumers are more likely to choose the development of beverage packaging designs that are designed directly on the glass and use plastic injection materials. The development of product packaging design at Warkop Orange *is an informative form and an increase in the product's attractiveness.*

Keywords: *Coffee Shops, Innovation, Design, Packaging.*

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