ABSTRACT

PRODUCT DEVELOPMENT STRATEGIES THROUGH PACKAGING DESIGN TO INCREASE BUYING INTEREST IN THE KACANG CRISPY 88 INDUSTRY

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Special attention is needed to develop Indonesia's creative industries, which are growing and increasing significantly yearly. Due to the growing demand for innovation and creativity, the culinary sector is one of the most desirable creative industries. One form of creativity in the culinary industry is product development. In this research, product development will be carried out through packaging design. The Kacang Crispy 88, a Crispy Peanuts Industry, is one of the food industry businesses located in Jalan Gunung Salahutu No.3, Makassar district, Makassar City, South Sulawesi. The packaging used by the Kacang Crispy 88 still has several shortcomings, such as not displaying logos and detailed information related to the product and using packaging materials only in the form of transparent ziplock plastic, making the packaging less attractive to consumers. The research objective is to create a packaging design for the Kacang Crispy 88 to increase the customers' desire to buy by adding a logo and detailed product information.

This research uses a qualitative approach, collecting data through observation, and interviews.

The results showed that the new packaging design for the Kacang Crispy 88 was designed in five stages of product development. The results show that the packaging that suits the preferences of business owners and consumers is standing pouch packaging made of metalized material. Standing pouch packaging has advantages such as being easy to carry and can be resealed (ziplock), so these advantages can help to increase consumer buying interest.

Keywords: *Product development, packaging, Kacang Crispy 88.*

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