ABSTRACT

PRODUCT DEVELOPMENT THROUGH PACKAGING DESIGN AT UKM MAKARONI SEJATI IN PINRANG REGENCY

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Micro, Small, and Medium Enterprises (MSMEs) are crucial for the sustainable economic development of a country. The MSMEs significantly contribute to Gross Domestic Product (GDP) and help reduce unemployment. Product development is a strategy involving the creation of new products, including enhanced, modified products and new brands developed through research and development efforts. There are six categories of new product development based on their novelty in the market, including entirely new products, product lines, and extensions to existing product lines. Packaging plays a critical role as its visual impact can influence consumer purchasing decisions. Modern packaging needs to be designed to offer convenience to consumers, such as ease of opening and storage. The added functional value of packaging must be able to attract consumer attention. Therefore, the functional concept of packaging is crucial and should encompass all marketing phases, from product design to consumer use. The importance of product packaging should not be overlooked, as it greatly determines the success of marketing efforts.

The primary tasks of packaging are to protect the product, facilitate distribution, and serve as a marketing tool, requiring an attractive design that meets necessary technical requirements. Consumers generally purchase products based on their needs, but several factors also influence their buying decisions. Visualization, including color and layout, shape, size, and label information on the product packaging, is one of the factors affecting consumer purchase decisions. Standardized packaging shapes and materials must be used to create an attractive packaging design. The success of a packaging design depends not only on its appearance on the shelf but also on its ability to persuade consumers.

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