ABSTRACT

PRODUCT PACKAGING REDESIGN TO INCREASE PURCHASE INTENTION AT CORNER MT

Author : Nur Fadillah
Supervisor : Andi Wa Ode Suastina

Micro, Small, and Medium Enterprises (MSMEs) play a significant role in Indonesia's economy, especially those engaged in the culinary sector. One important aspect that should be considered to increase purchase intention is packaging design. Packaging design involves planning that prioritizes both visual and functional aspects to attract consumer interest and convey information. This study was conducted to redesign product packaging at Corner MT. Corner MT is a business specializing in the culinary field, particularly the sale of Martabak *and* Terang Bulan. *The aim of this research is to redesign the packaging at Corner MT in order to increase consumer purchase intention.*

This research employs a descriptive qualitative approach using observation, interviews, and documentation methods.

The results of this study indicate that the implementation of packaging redesign through five stages such as problem identification, problem analysis, idea or concept implementation, evaluation, and final application resulted in a packaging redesign using art paper material, a more colorful design, visual elements, and business-related information. This proved effective in increasing consumer purchase intention.

Keywords: Packaging, Packaging Design, Packaging Redesign, Corner MT.

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