ABSTRACT

THE PRODUCT DEVELOPMENT OF* DEPPA TE'TEKAN *THROUGH PACKAGING DESIGN AT* KIOS SEHATI JAYA *IN* ENREKANG *REGENCY

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Small and Medium Enterprise (SME), as one of the supporting sectors of the economy, has made many positive contributions to economic improvement and development, especially in terms of equitable distribution of people's income. The SME in Indonesia are mostly engaged in the culinary industry. The competition in the market gives food business owners the capability to attract the attention of potential customers. One of the strategies to excel in the market is to have a unique packaging design. One of the food product businesses that are rampant in Indonesia is culinary as traditional souvenirs from the local area. The historical values of traditional cuisine have their own attraction for the consumers. One of them is Deppa Te'tekan *from* Enrekang *Regency.* Deppa Te'tekan *packaging made from mica was found to be less protective, and using a stapler to seal the packaging was considered dangerous for the customers.*

The author uses descriptive qualitative and collects data through observation and interviews by asking questions to several parties involved in the research process.

The outcome of this study is the new packing design using a square-thin wall material with a top length and width of 19.5 cm, a bottom length and width of 16.5 cm and a height of 10.5 cm. Inside the box is covered with banana leaves to give a characteristic aroma to Deppa Te'tekan. The store that sells Deppa Te'tekan *in* Enrekang *Regency is* Kios Sehati Jaya.

Keywords: *Design, Packaging, Product Development*

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