ABSTRACT

DESIGN IMPROVEMENT OF PAPER BOWL PACKAGING AT* BUBUR H. SULAM *PORRIDGE BUSINESS

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The development of Small and Medium Enterprises (SME) in Indonesia is highly rapid nowadays, particularly in the culinary business. The rapid growth will cause a high competition that demands the businessman to develop the packaging design of its product, one of which is by developing packaging design. The design of the packaging is required for the business owner to be able to compete in the future. Bubur H. Sulam *is one of the chicken porridge businesses in Makassar City. The problem that* Bubur H. Sulam *encounters is that it has no packaging design on the paper bowl of chicken porridge. This research aims to determine the design improvement of paper bowl packaging at* Bubur H. Sulam.

This study applied a qualitative research method. The method was applied to obtain information and description about the studied research locus, namely the design improvement of paper bowl packaging at Bubur H. Sulam. *The data sources are primary and secondary data obtained through research instruments, namely interviews and direct observation.*

The research result goes through some phases: planning, concept improvement, system-level planning, detail planning, testing and revision. The phases result in the output of the paper bowl packaging improvement process at Bubur H. Sulam *by utilizing the product design and information expected to attract more consumers.*

Keywords: *Product Improvement, Packaging Design, SME, Packaging*

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