ABSTRACT

THE DEVELOPMENT OF PRODUCT PACKAGING AT THE LYPETS STORE

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Product improvement is a strategy that a business owner can conduct to make its business better than previously. The improvement includes creating new products or improving the existing product. It aims to improve the product quality to attract consumers. Based on this description related to the research locus, there is an issue with the packaging that still uses a plain standing pouch. Thus, it does not show the signature and identity of the shop. Accordingly, this study aims to create a solution for the issue experienced by the Lypets Store *shop to improve its product packaging to show its signature and identity.*

This study applied qualitative methods through technical steps such as observation and interview.

The output of this study is to create a product packaging that portrays the signature and identity of the Lypets Store. *The* Lypets Store *is suggested to implement product packaging development that represents its signature and identity, improve the product quality, and attract more consumers.*

Keywords: *Product Development, Packaging, Product Quality*

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