ABSTRACT

PRODUCT DEVELOPMENT THROUGH PACKAGING DESIGN FOR "AA CAKE" PASTRY SHOP

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A product can be identified through its packaging. The utilization of packaging design is an appropriate strategy for creative business, including aspects such as form, colour, structure, material, and various other design elements that convey product-related information suitable for marketing. This issue is frequently encountered within the context of Micro, Small, and Medium Enterprises (UMKM) *in Indonesia. The* UMKMs *play a crucial role in the national economy, contributing 60.5% of the total national income. One such UMKM operating in the food industry is "AA Cake" Pastry Shop, which faces an issue pertaining to packaging, specifically, the absence of detailed ordering information on the packaging, leading to a lack of product identity in their packaging. Hence, this research aims to create a new product packaging design for "AA Cake" Pastry Shop to enhance consumer appeal by providing product identity in the packaging.*

The method employed in this research is qualitative descriptive. A qualitative descriptive approach involves data collection through observation and interviews, wherein inquiries are directed to relevant parties involved in the research process.

This study has resulted in an informative packaging design, which includes branding, address, ordering information, and product details. The information included in the packaging design is derived from segmentation, targeting, and positioning strategies. Consequently, this packaging design serves as a solution to the challenges encountered by "AA Cake" Pastry Shop.

Keywords: *Segmenting, Targeting, Positioning, Product Development, Packaging Design*

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