ABSTRACT

PRODUCT DEVELOPMENT STRATEGY THROUGH NEW PACKAGING DESIGN FOR *UMKM WARCOK*

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UMKM or MSMEs (Micro, Small, and Medium Enterprises) are one of the sectors that significantly contribute to the Indonesian economy in the form of gross domestic product, employment, and support for the stability of the financial system and the country's economy. Therefore, UMKM development is necessary for driving Indonesia's economic growth. *Warung Coko-Cokko* (WARCOK) is one of the UMKM in the food industry that markets its products using polypropylene plastic packaging and oil paper. There are still some drawbacks to using this packaging, namely not displaying ordering information and packaging not being able to hold oily and runny food, making it easier to tear and cause leaks. This research aims to provide solutions for developing new packaging designs for WARCOK's products.

The method used in this research is descriptive qualitative. This approach uses data collection through observation and interviews by asking questions to several parties involved in the research process.

The results of this study indicate that the design of new packaging designs at WARCOK's has undergone five stages of development, namely the stages of idea creation, idea screening, concept development, product packaging design, and commercialization. After going through these stages, the results show that business owners and consumers are more likely to choose styrofoam packaging made from polystyrene and paper bowls made from environmentally friendly paper as good packaging and suitable for use by WARCOK. These two packaging materials can prevent food leakage and are practical and ergonomic for business owners and consumers.

Keywords: Product Development, Packaging, Design

Translated by:



The AgencyES
Language Institute
File No.: S1-011