ABSTRACT

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PRODUCT IMPROVEMENT THOUGH PACKAGING DESIGN AT THE* AYAM BAKAR MAS DULLAH SURABAYA *OF* SUNGGUMINASA *BRANCH

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Ayam Bakar Mas Dullah Surabaya *of* Sungguminasa *Branch is one of the culinary industry businesses. The identified problem is that the packaging does not show the product identity of Ayam Bakar Mas Dullah Surabaya. The study aims to find out how the improvement of packaging design increases the buyers' appeal toward* Ayam Bakar Mas Dullah Surabaya.

This study applied a descriptive qualitative method. The data were collected by applying interview, observation, and documentation techniques. This study used five stages of product development.

The result shows that the business owner and the customers tend to choose square-shaped packaging that is made from environmentally friendly material that can be recycled. Therefore, it can be concluded that the most appropriate packaging for Ayam Bakar Mas Dullah Surabaya *is the ivory type of paper lunch box due to its food grade standard, which is safe for food packaging, so the quality of the product is guaranteed. Packaging improvement is very important to elevate product quality and boost sales. Besides paper lunch boxes, the author also recommends biodegradable lunch boxes for the packaging of* Ayam Bakar Mas Dullah Surabaya. *This packaging is made from organic materials from natural materials such as wood fibers, paper, and vegetables. In addition, this Biodegradable material is easy to decompose.*

Keywords: *Product Improvement, Packaging, Design*

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