ABSTRACT

PRODUCT DEVELOPMENT THROUGH PLASTIC CUP PACKAGING DESIGN AT BELLA COFFEE MOCK MAKASSAR

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Bella Coffee Mock still uses plastic sealer, while today's coffee shops no longer use packaging where the final package uses a press tool, but instead use a cover that is adapted to the body package which is tight and doesn't come off easily. Apart from that, currently the majority of coffee shops also use attractive packaging designs (images/logos), not just plain, colorless writing. In the world of marketing, there are two terms about packaging that are very familiar to business people, the first is "Packaging is a King" and the second is "Packaging is a Silent Sales Person". These two terms show that packaging is very important (Metekohy et al., 2022). This research aims to design plastic cups for Bella Coffee Mock. This research is descriptive qualitative research, which is a description of the results of interviews and documentation studies. The research approach used is a qualitative approach. The conclusion of this research is that the packaging material used is polypropylene which has been tested by the Environmental Protection Agency (EPA) so that the use of packaging is not only effective because it reduces the impact of environmental pollution by using plastic materials which then have promotional value for packaging that loves the environment. The packaging color applies purple and yellow according to the color of the existing logo, for the shape element, namely adapting the product being packaged, namely a beverage product, a 16 oz glass cup is used with the text element packaging design using a display font which is a type of letter designed specifically to attract attention. and provides a strong visual effect and can create an atmosphere that can attract the attention of potential consumers and has included the identity of the Bella Coffee Mock brand.

Keywords: MSMEs, Plastic, Identity, Product Development, Packaging Design