ABSTRACT

PRODUCT PACKAGING INNOVATION IN CREATING BRAND IDENTITY AT DF BAKERY CAKE AND COOKIES

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Micro, Small, and Medium Enterprises (MSMEs) are currently experiencing developments where MSMEs are business entities that support the economy in Indonesia. In developing a business, one of the most important things to do is innovation. DF Bakery Cake and Cookies is one of the MSMEs engaged in the food industry, especially bread, cakes, and pastries. One of DF Bakery Cake and Cookies' products is pizza.

The packaging used for this pizza product is a box that is sold at retail in plastic stores. The use of this box packaging still has shortcomings, namely the absence of brand identity as a differentiator from other products. This research aims to provide solutions related to the problems experienced by DF Bakery Cake and Cookies by innovating through the development of DF Bakery Cake and Cookies pizza packaging.

This research was conducted with four stages of product development: brainstorming ideas, idea screening, concept development, and product development. The final result after developing the product is by fulfilling the three dimensions of packaging, namely graphic design, structural design and product information, the elements consisting of these product packaging dimensions play a role in creating brand identity.

Keywords: *Packaging Innovation, Product Development, Brand Identity.*

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