ABSTRACT

Sandy Rizky Ramadhan. 2015. *Designing The Packaging of Processed Strawberry Snacks of SME Sinar Asih at Bandung Regency.* Bandung: Telkom University.

SME Sinar Asih is one of the pioneers in strawberry processing industry in the tourist area Ciwidey, Bandung Regency, West Java. This makes it an SME that has been independent and expert in strawberry processing into a variety of snacks and souvenirs. However, there is a direct competition with the similar SMEs that greatly affects sales of SME Sinar Asih products, in the case where many consumers prefer products other than the SME Sinar Asih products. This is basically driven by the packaging of SME Sinar Asih producst that are still somewhat more modest compared to the competitors packaging. Formulation of the problem is obtained for designing appropriate packaging appropriate for SME Sinar Asih and how to communicate the superior potential through communication of visual design elements.

This design uses the theory that is divided into two major lines, the theory related to the media and to the visual. Meanwhile, to support the design process, the data collected using the methods of observation, interview, and literature study with qualitative data analysis methods. Furthermore, the problem solving through attribution of valid data obtained against relevant theory, to go into the visualization of SME Sinar Asih media design and packaging design.

Following the series of the process, the final result of the packaging of SME Sinar Asih processed strawberry snack has been created with unique shape and design visualization, that will distinguish the packaging from other SMEs. Consequently, SME Sinar Asih products can optimistically be more effective in attracting the consumers attentions and more communicative in delivering the product benefits and potentials of the region through the creation of products packaging design.

Keywords: Packaging design, Processed strawberry, SME Sinar Asih.