

ABSTRACT

Small-scale economic activities of the people with businesses that are mostly small business activities and need to be protected to prevent unfair business competition. Hence the lack of knowledge of product packaging makes Abon Bu Achmad's middle-class business experience sales decline and drowned by the popularity of other major enterprise products. And in the packaging has a function and values that will increase sales. The purpose of this design is to design a packaging media to provide a new visual surface packaging that is communicative, popular and can also compete in the market. The method used in this research is using qualitative method to produce descriptive research data in the form of oral words from individuals and the behaviors that are experienced. The main medium used is packaging because to apply a product using a good packaging and can be understood to cause consumer appeal. Packaging design of Abon Bu Achmad to form new packaging renewal to provide safe, comfortable and attractive product quality supported by strong packaging materials and comfortable to carry and use visual display to appeal and also the use of language easy to understand by consumers. After people try and buy these products, it is expected that consumers are more loyal to local products in the country especially the middle class business because SME products are not less good than the products of other competitors

Keyword : Packaging, Abon Bu Achmad, Bandung City