

**PACKAGING DESIGN OF FETAL DOPPLER CALIBRATION FOR
PT. FANIA ERSA PRATAMA WEST JAVA PROVINCE**

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ABSTRACT

The progress of Health services in Indonesia is slowly accelerating the flow after entering an increasingly modern era. In order not to be left behind in competing with foreign Medical Devices and Pharmaceutical Industries, it is recommended that industrial progress in Indonesia use ways to strengthen human resource services. Packaging is needed to protect the calibration tool product. There is an MSME that is used as an option in business opportunities and opens a business in West Java Province which is engaged in calibration products. The influence of Covid-19 and the strong business competition between MSMEs making calibration of medical devices is increasing, there is a decline in income from production in various MSMEs that market calibration products. Packaging is a place used for promotion and image of a brand, packaging is also used as a determining factor in a purchase transaction. Packaging PT. Fania Ersya Pratama, as an MSME that makes medical device calibration, is currently too simple compared to the current time and market demand. So the design was made as an innovation in developing calibration packaging designs that are in accordance with the latest target market and attractive packaging for consumers of PT. Fania Ersya Pratama, due to high market demand during this Covid-19. The method used is matrix analysis and SWOT, such as observation, interviews, questionnaires and literature study. Media made in the form of packaging designs using cardboard boxes with an attractive appearance that aims to attract today's target market.

Keywords: *Calibration Tool, MSME Calibration, Packaging.*