

## ABSTRACT

*Humans certainly will not be separated from the world of life style. The world of life style business in Indonesia, especially in local shoe products, became the beginning of the emergence of product competition, which gave rise to many other businessmen increasingly innovating, one of the influences on the competition was the packaging system. Attractive packaging can be one of the attractions of consumers towards a product. Every consumer has their own opinion about shoe packaging. Some consumers when buying shoe products, the packaging is not thrown away, and most consumers also when buying shoe products do not pay attention to the packaging, these consumers think that shoe packaging is only used to wrap shoe products, even though if creative consumers can reuse the packaging as a storage container return shoes or other goods. Another problem also occurs in the shoe shop business where they need to rearrange the layout, but when the layout changes it becomes an obstacle when the shelves they use are heavy. This layout rearrangement aims to increase consumer attractiveness to increase sales. The media used for this design is shoe box packaging which is designed in such a way using the 5W+1H method. It aims to increase consumer awareness of the packaging of the shoes purchased. Another goal is to facilitate the shoe shop business when selling products by utilizing shoe packaging into a display rack.*

**Keywords:** *Packaging, Shoe Box, Display Rack.*