

ABSTRACT

This design is based on conditions where there are obstacles in facing intense competition between competitors which have quite an impact on Ibu Alka's Kitchen MSMEs, and factors that become obstacles to competing with competitors, namely the hamper packaging technique currently used by Ibu Alka's Kitchen is no different from competitors because competitors also use the same packaging system so that the brand characteristics are difficult to identify. Apart from that, the product damage factor caused by the packaging not having a security feature system causes product damage during the distribution process, making consumers hesitate to buy again. This design focuses on packaging design that can display brand identity so that the packaging can be identified and produces hamper packaging that can protect the product from damage during the shipping and storage process. In the process of collecting the data needed for design, namely through a questionnaire distributed to users to determine preferences, then a literature review of journals, books and articles, and an interview with the owner of the UMKM business Ibu Alka Kitchen. This design uses the PACKAGING DESIGN FOR E-COMERCE method where this method focuses on packaging design for e-commerce and this design is carried out in several stages starting from understanding the product, brand, target consumer, how to use the product, understanding logistics and delivery process, up to the product launch process. The goal is to determine the right packaging. The results obtained are that by using hamper packaging that has an identity, the product can be recognized so that the product can be remembered by buyers. And by using a packaging structure that has security features, damage to the product can be minimized during the shipping process.

Keywords: Design, Hampers, Packaging, Ibu Alka's Kitchen