

ABSTRACT

Trigona honey is one of the flagship products of Sijambur Tourism Village, Samosir Regency. Trigona honey produced by Pokdarwis O2 has a volume of 300 grams with a packaging model using plain glass bottles without product information. As a superior product, this problem may affect its existence as the only Trigona honey product in Samosir Regency. To increase the synergy of MSMEs in Samosir, the Pokdarwis O2 Trigona honey packaging problem is an opportunity for craftsmen in Samosir. One of the bamboo craftsmen in Samosir is the Sibotoroha craftsman. Through the production of Trigona honey packaging, it can empower Sibotoroha craftsmen in expanding the market scope and increasing business opportunities. This research uses qualitative research methods with phenomenological analysis. Pokdarwis O2's Trigona honey packaging design uses a packaging design method that refers to the findings of Ms. Sri Julianti in the book "The Art of Packaging". This method consists of 5 stages including idea phase, design phase, feasibility phase, capability phase, and finally launching phase. The analysis resulted in secondary packaging using typical Sibotoroha material Apus bamboo and carton board with a flip top pattern. While the primary packaging uses glass bottles with a hanging tag display system to meet the design needs of Pokdarwis O2, which wants to display the appearance of Trigona honey through glass bottles as it is. Validation produces packaging that shows a good influence when selling Trigona honey seen from the unique visual aspects and applies the distinctiveness of Samosir craft materials. The suggestion for design development is the addition of the handle part of the packaging. So as to facilitate the efficiency of packaging when carried by users/buyers, packaging design development is needed to meet user needs.

Keywords: *Trigona Honey, Bamboo, Packaging*