

ABSTRACT

Packaging can influence consumers because through packaging consumers get the message and content contained in the product itself. PT Jelita Jaya Nusantara founded the Escode Beauty brand which operates in the field of cosmetics, skincare, and body care. With the concept of vegan and healthy cosmetics since 2019 in Bandung which has a vision and mission of providing domestic cosmetic and care products of good quality and creating products that can make the user healthy, beautiful, and elegant. Unfortunately, not many people know about Escode Beauty, especially as resellers are not good at promotions both offline and online. Competition in the world of the cosmetics business is getting tighter. This research aims to design a PR Package as a form of promotion that can represent the brand image of the Escode Beauty brand. The research method used is a combined quantitative and qualitative method with data collection techniques through observation, interviews, and questionnaires. The design process in this research uses User-Centered Design (UCD). The result of the design is a PR Package with a soft, unique, and elegant concept. The benefit of this research is that through designing a PR Package as a promotional medium, it is hoped that it will be able to provide accurate product information, encourage people to try Escode Beauty products, and increase brand awareness.

Keywords: Packaging, PR Package, Escode Beauty