

ABSTRACT

The PR Package packaging design for Escode Beauty's Glowing Body Mist product aims to increase brand awareness and provide an interesting experience for consumers. This research uses qualitative methods by collecting data through field observations, interviews and literature studies as data collection techniques. The packaging process is carried out using a User Centered Design (UCD) approach which focuses on the design process. The research results show that attractive packaging design that functions well as a product communication tool plays an important role in increasing consumer appeal. The PR Package was designed taking into account sustainability, elegance and environmentally friendly aspects that reflect the Escode Beauty brand image. The PR Package packaging design that has been produced is expected to be able to strengthen the brand's position in the market, increase consumer involvement with the product and support increased brand loyalty. The implementation of this PR Package is expected to be an effective strategy to expand market reach and increase consumer confidence in Escode Beauty.

Keywords: *PR Package, Escode Beauty, Brand Awareness*