

Abstract

The lack of awareness of UMKM that packaging is very influential with product image is still a problem that is quite worrying at this time. Pisang crispy ninong snack still has a pretty important issue in its packaging. The packaging for pisang crispy ninong snack is still less attractive and still uses packaging in the form of plastic which is not in accordance with the purpose of ninong snack, which is an environmentally friendly grocery store. In this case, the researcher provides a solution in the form of redesign the packaging for pisang crispy ninong snack to make it more attractive to consumers' purchasing power and replacing the basic material jar plastic for primary packaging. In addition to redesign the primary packaging, the author will also make designs for secondary and tertiary packaging because pisang crispy ninong snack does not provide secondary or tertiary packaging. The methods used in this research are Observation, Interview, and Literature Study. The results of the study found that the final design of the primary, secondary and tertiary packaging for pisang crispy ninong snack products was attractive and more environmentally friendly. In addition, packaging is considered important in marketing strategy, in addition to product, price, place and promotion. So we need packaging that attracts interest or purchasing power for consumers.

Keywords : Redesign, Packaging, Umkm, Pisang crispy, Ninong snack