

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. Kombucha from Rumah Nitibumi still has a pretty important issue in its packaging. The packaging for Kombucha Tea from Rumah Nitibumi is still less attractive and still uses packaging in the form of plastic bottles which is not in accordance with the purpose of Rumah Nitibumi, which is an environmentally friendly grocery store. In this case, the researcher provides a solution in the form of redesigning the packaging for Kombucha Rumah Nitibumi tea to make it more attractive to consumers' purchasing power and replacing the basic material using glass bottles for primary packaging. In addition to redesigning the primary packaging, the author will also make designs for secondary and tertiary packaging because Rumah Nitibumi kombucha tea 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 Kombucha Rumah Nitibumi 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, Beverage Products, Kombucha, Rumah Nitibumi