

ABSTRACT

Bay Tat Alysa cake is one of the SMEs that sell souvenirs typical of Bengkulu. As a souvenir shop typical of Bengkulu, Cake Tat Alysa has always been the choice of the public and tourists to buy souvenirs typical of Bengkulu. However, the Bay Tat Alysa Cake has problems with its packaging and promotion. So that Bake Bay Tat Alysa can compete with competitors who have conquered the market. Even though Alysa Bay Tat Cake sells Bay Tat Cake, it is different from the others by paying attention to the quality of its products. Based on these problems, Bay Tat Alysa Cake requires a packaging design that has an identity and characteristic as an attraction and added value in order to create selling power and get a positive response from the products sold by the Bay Tat Alysa Cake shop. The purpose of this design is to introduce Bengkulu typical souvenir products through packaging designs with various characteristics, illustrations and cultural information so that they can be more easily remembered and known by the public and tourists visiting Bengkulu. This study uses a descriptive qualitative approach, where data is obtained by means of observation, literature study, interviews, and documentation. Meanwhile, SWOT analysis (Strength, Weakness, Opportunities, Threats) was used to analyze the data in this research. The result of this research is a product packaging design for the Bay Tat Alysa Cake using the characteristics of the Bengkulu Province which is included in the packaging, namely the Besurek batik motif on a certain side of the packaging and some photos of famous cultures in Bengkulu Province. The packaging is designed according to its function, namely as a product protector suitable for souvenirs, attracting attention, and having a clear and uniform identity so that Bay Tat Alysa Cake can be better known and different from competitors. The design style is made with modern and classic packaging concepts, and combines a balance between illustration and typography so that the image of the Bay Tat Alysa Cake product becomes higher.

Keywords: packaging, bay tat, identity, Bengkulu.