

ABSTRACT

The purpose of this study is to provide innovation to the packaging design of kruwel Keripique banana chips while at the same time showing that packaging design greatly influences the assessment of a product. Packaging design must include appropriate visual elements and layouts, in order to create a perfect packaging design. So that consumers can remember and recognize kruwel Keripique banana chips. This study uses a descriptive qualitative approach, in which data is obtained by means of observation, literature study, interviews, and documentation. Meanwhile, SWOT (Strength, Weakness, Opportunities, Threats) analysis was used to analyze the data in this study. The result of this research is a packaging design for the kruwel Keripique banana chips product. To increase consumer interest, the design is made with a unique, modern concept and a suitable color combination, so that the image of the kruwel Keripique banana chips becomes higher.

Keywords : Packaging Design, Malang Souvenirs