

## **ABSTRACT**

*The business market currently faces very tight competition, and it is very possible for the competition in products to become increasingly fierce, therefore innovation is needed. Innovation is no longer limited to excellence and quality in its products, but also to good, and appropriate packaging as a wrapper for a product, so that it can increase its attractiveness to consumers. However, what happened to home-based businesses or small and medium-sized enterprises (SMEs) was the "Coffee Lo Demen" product, where the product did not have any innovations in its packaging so there was no attraction for consumers. Therefore, this study aims to examine the effect of packaging design for "Coffee Lo Demen" products on the attractiveness of products that can increase attractiveness for consumers and promote small and medium business (SME) products and promote them. This study uses a qualitative method with a case study-based approach. The qualitative method used is data analysis, namely interviews with related sources and then also looking for references that have something to do with the object of this research. The result of this research is a packaging design for "Lo Demen" coffee products using visual illustrations, product information, and stylization. The result is to increase consumer appeal, the design is made with the concept of Lo Demen coffee product image.*

**Keywords:** *packaging design, packaging, coffee products, Lo Demen coffee*