

ABSTRACT

UMKM Snack Alquenzino is a brand in Purwokerto that sells a variety of snacks. An entrepreneur needs to think of a strategy so that the products sold can be sold in the market so as to increase sales turnover. Then it is necessary to have promotional activities to convey information about the products being sold. One important factor that determines a successful promotion is quality product packaging. therefore a new packaging and design is needed for the Alquenzino UMKM Snack because the packaging still seems sober. The purpose of this design is to design a packaging design as a product promotion effort. The research method in this design is qualitative and SWOT analysis. The data obtained through surveys and direct interviews with MSME owners was then processed to design the Alquenzino UMKM Snack packaging design. This design uses primary colors and appropriate illustrations to describe snack products. The results of designing Alquenzino MSME Snack packaging designs as promotional efforts are primary and secondary packaging and supporting media including banners, posters, discount vouchers, Instagram feed

Keywords: Packaging, Packaging Design, Promotion, UMKM, Snack Alquenzino