

ABSTRACT

TITLE : **AN ANALYSIS OF PACKAGING DESIGN OF
PENDAP THE TRADITIONAL FOOD MADE
FROM NATURAL INGREDIENTS WITH
PRODUCT QUALITY DURABILITY AND
ATTRACTIVENESS**

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Bengkulu's traditional food, Pendap, lacks an image as a souvenir because the appearance of the product is less attractive and still uses simple packaging. Whereas the role of packaging is very important in supporting the product image as an attraction, increasing the selling value as well as an effort to extend the shelf life. The purpose of this study is to analyze the factors that influence the design of Pendap traditional food packaging design, designing packaging design, and determine the cost and selling price of Pendap after packaging design. The method applied in this research is the Quality Function Deployment (QFD) method, then designing packaging designs according to customer needs, as well as calculating production costs and selling prices. The results showed that the factors in designing Pendap packaging design required attractive packaging, characterizing the distinctiveness of the product, the use of natural packaging materials, the use of hygienic packaging, facilitating distribution, informative packaging while promoting the product. Pendap is packaged with primary packaging in the form of banana leaves, with secondary packaging in the form of vacuumed plastic and printed with appropriate information content with good labeling methods, and tertiary packaging in the form of boxes that facilitate distribution. The cost required in the re-design of Pendap packaging is Rp. 789.00 per package.

Keywords: Pendap, Packaging, Design, QFD, Cost.

