

PACKAGING DESIGN OF LIQUID ORGANIC FERTILIZER AS A PROMOTION STRATEGY FOR PRODUCT INTRODUCTION OF MSME PRODUCTS IN BANTAN TIMUR BENGKALIS

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ABSTRACT

In the face of business competition for products that appear on the market, the author will design new packaging and label designs for this UMKM liquid organic fertilizer product. This study aims to determine how much buyer interest after the product was redesigned on the liquid organic fertilizer packaging and to design a promotional strategy for liquid organic fertilizer products owned by Micro, Small and Medium Enterprises in East Bantan, Bengkalis. The packaging design is in the form of a jerry can and a 450ml bottle, which is a packaging bottle for a product that can stand alone, this packaging packs products with different innovations that have a beauty and also an interesting side, one of which is that it looks beautiful, neat and hygienic to use, even very easy to place in various places. The technical aspects of the work in carrying out activities are divided into several stages, namely the project preparation stage, project implementation stage, project completion stage, and project reporting stage. The results of the implementation of this final project indicate that after the product is redesigned on the liquid organic fertilizer packaging, the product is better known by the people of the Bengkalis area and outside Bengkalis. Products are promoted via online such as Facebook, Whatsapp, Instagram, and others. where the social media account will include products, prices, services, addresses, testimonials, and so on.

Keywords: Product, Packaging Design, Promotion Strategy.