

ABSTRACT

Cihanjuang Honey Donuts of Solo is a business branch focused in snacks. This business was the 200th branch and was inaugurated on May 7, 2010. Besides, its founder is a married couple from Bandung. The advantage of this donut is using original honey from Sumbawa as a substitute for sugar. Cihanjuang Honey Donuts of Solo sells honey donuts in various variants, but this business has a problem, namely in the form of improper of paper boxes. Therefore, this is less functional, unattractive and less effective, efficient and informative so that it can cause a decrease in consumer interest. Packaging is used as a medium and often utilizes sophisticated technology to deliver its effectiveness, uniqueness and efficiency. Thus, this proposal was made to design the Cihanjuang Honey Donut packaging to make it more effective, efficient, attractive and practical form of packaging to carry. The design of Solo Cihanjuang Honey Donuts packaging also aims to increase promotion and increase sales figures and expand the target market with the product identity to be delivered. The design method will use the determination of ideas, surveys, data identification, brainstorming, data analysis, design and evaluation.

Keywords: *Cihanjuang Honey Donuts of Solo, Design, Packaging, Promotion*



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