

ABSTRACT

Bacetrot is an SME that specializes in the production of salted eggs, established in 2021. It faces intense competition from more established salted egg producers. Another challenge Bacetrot encounters is that its packaging does not adequately reflect the product's uniqueness and image, which limits its appeal to consumers. Currently, packaging functions not only as a protective layer for the product but also serves as a visual identity that differentiates the product from its competitors and acts as a communication tool to consumers. The aim and benefit of designing packaging for Bacetrot's SME salted egg products are to introduce Bacetrot salted eggs to the population of Bandung Regency and Jabodetabek, distinguishing it from more well-known salted egg products. Data collection was conducted through observation and interviews using a qualitative approach. This data was processed and analyzed to guide the design of the packaging for Bacetrot's SME salted egg products in Bandung Regency. Keywords: Packaging, Salted Eggs, Bandung Regency.

Keywords: Packaging, Salted Egg, SME, Bacetrot, Kabupaten Bandung