

## **ABSTRACT**

The COVID-19 pandemic forces humans to maintain the hygiene more strictly, because the nature of the transmission of this virus is quite fast and dangerous for the human body. One way to prevent the transmission of this virus is to maintain hand hygiene by washing hands or using hand sanitizers. Based on research data, this virus can survive and stick to plastic materials from 3 to 7 days on plastic surfaces. Of course, this is quite dangerous if it is attached to snack packaging, which are mostly found in public places, considering that currently the number of plastic use in packaging is quite dominating for food packaging. From these phenomena and problems, a package has not been found or designed to reduce the transmission of the virus on the packaging media, this causes more concern and caution for consumers when buying snacks and reduce the risk of virus transmission through packaging media. From these problems, it was determined the purpose of packaging design that creates a sense of secure from viruses when people eating snacks. The methods used in data collection are observation and documentation, interviews, questionnaires, and literature study. Then analyzed using comparison matrix analysis, and SWOT analysis. This design is focused on the element of reminding to maintain hand hygiene as a reference in visualizing media which includes primary packaging, secondary packaging, tertiary packaging, retail display racks, and other supporting media. It is hoped that this design will be able to help Malmil Snack make this packaging innovation as a differentiator to compete in the market.

Keywords: Safe, clean, innovative, and tasty.