

ABSTRACT

Kahuripan Foods MSME which specializes in processing fresh cow's milk and other processed products, faces obstacles in optimizing information on its product packaging. Lack of information can be an obstacle, especially for consumers who pay attention to nutritional value and other important information. This research applied a design thinking approach to redesign the packaging with an emphasis on information optimization. The ultimate goal was to increase Kahuripan Foods' level of brand awareness in the food and beverage market. The design thinking process involves a series of stages including empathize, define, ideate, prototype, and test to deeply understand consumer needs and explore innovative solutions.

The results of the preliminary analysis show that packaging redesign is an important step to meet government packaging standards and meet consumer expectations. Therefore, a strategic step was taken by redesigning the packaging to increase competitiveness in the food and beverage market. This research is expected to optimize consumer perception, strengthen brand trust, and increase brand awareness of Kahuripan Foods, so as to increase competitiveness in a competitive market. With reference to the results of the initial analysis, this research highlights the need for packaging redesign as an important step for Kahuripan Foods MSMEs. Thus, it is expected that the packaging redesign will successfully increase brand awareness, create a positive image, and cement Kahuripan Foods' position in the food and beverage market.

Keywords: *Brand Awareness, Packaging, Redesign, Strategy, UMKM Kahuripan Foods*