

ABSTRACT

In order to improve the SMI (Small and Medium Industry) sector to the next level, it is necessary to sharpen the awareness of SMI entrepreneurs about the usefulness of packaging that can be used for more than just wrapping products. This study researches the constraints on the functional and aesthetic aspects of SMI product packaging, particularly in the ByFazya brand of pastries in Bandung Regency. ByFazya has potential in terms of product and marketing, but the main problem is the packaging, specifically the plastic standing pouch that has not effectively protected the shape of the cookies during delivery or display in the store, which has an impact on the appeal of the product. The results of this research include redesigning the packaging for ByFazya's tambang cookies product by selecting packaging materials to protect the product during the delivery process to the hands of consumers. ByFazya products will be uniquely modified through the form of packaging to make it easier for consumers to recognize and differentiate from competitors. The data collection method uses a qualitative approach method, which involves observing data through observations, interviews, and literature studies.

Keywords: *Packaging design, small and medium industry, tambang cookies, ByFazya, Bandung regency*