

ABSTRACT

The dynamics of the food and beverage (F&B) business in the environment of Telkom University have developed significantly. Lakeside Group, which initially was an independent business entity, started with Lakeside Cafe in 2023. As it evolved, the group has grown by adding new business units, namely Literacy Cafe and Lakeside Fit+. However, behind this growth, there are issues related to the relatively weak positioning of Lakeside Group due to the overlooking of important values of the product. Important values such as innovative and informative packaging should be implemented in the design of product packaging.

The purpose of this study is to analyze the need for innovative multi-brand product packaging design and to design a strategy for multi-brand product packaging for Lakeside Group. The method used is a qualitative method with a design thinking data analysis technique consisting of 5 stages (empathize, define, ideate, prototype, and test). The population and sample in this study are all Lakeside Group units and their consumers. In this study, the researcher collected data by conducting interviews, observations, and literature studies.

The results of this study indicate the importance of innovation in packaging design as a strategy to enhance appeal, expand market share, and convey messages through packaging that is not only visually attractive but also informative and environmentally friendly.

Based on the results, it is hoped that the Lakeside Group will continue to integrate the principles of innovative and informative visual communication design. Innovation in design and packaging is also expected to strengthen the position of each brand in the Lakeside Group at Telkom University Area. Additionally, a suggestion for future research could be to target market testing periodically to obtain feedback that will help in maintaining existence and following trends sustainably.

Keywords: Innovation, Packaging Design, Multi-brand