

## ***ABSTRACT***

*This study aims to design product packaging for Butik Uchi Bobby Collection to enhance its visual appeal, functionality, and alignment with the brand's identity. The study was conducted due to the current use of plain transparent plastic packaging, which is considered less supportive of the product's presentation and functionality. The main issue addressed is how to design innovative and functional packaging that aligns with consumer preferences. The research adopts the SCAMPER design method using a mixed-method approach that combines quantitative and qualitative data. Data were collected through observations, questionnaires distributed to consumers, and interviews with the boutique owner and customers. Data analysis was conducted descriptively for quantitative data and thematically for qualitative data. The design outcome is a rigid box with a drawer system, sturdy materials, an elegant visual appearance, and functional features such as handles and pull ribbons while highlighting the brand identity. This design is expected to support the premium, functional, and professional image of Butik Uchi Bobby Collection.*

**Keywords:** *Packaging Design, Product Packaging, Functionality, Butik Uchi Bobby Collection.*