

ABSTRACT

Packaging has an important role on the image of a product and company. Packaging that has a visual identity that is less attractive or less portray the product itself or the company, it's necessary to do redesign the packaging. In addition, the packaging can also be more in the multi functioned become a useful place, so that it can save the environment from plastic waste is hazardous.

Reason for strengthening the need to redesign packaging for the product, the authors performed data collection data both quantitative and qualitative data to facilitate the design of product packaging redesign.

The result of analysis of quantitative data in the form questionnaires to the general public indicates that the company finds it necessary to redesign the packaging on the product, so it can deliver the product image and company towards a better and positive future product sales.

Keywords: Redesign Packaging.

