

# PERANCANGAN ULANG DESAIN KEMASAN GARAM TRADISIONAL PRODUK “LAUT BALI” DI DESA TEJAKULA, BULELENG, BALI

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## ABSTRAK

Desa Tejakula terkenal sebagai kawasan pertanian garam di Bali yang memiliki potensi untuk dikembangkan menjadi sentra kawasan pertanian yang berbasis pariwisata berkelanjutan (*sustainable tourism*). Pertanian garam tradisional di Desa Tejakula menggunakan cara tradisional yang diwariskan secara turun-temurun dan dikenal karena rasanya yang unik dan kandungan mineralnya yang tinggi. Potensi pasar garam tradisional produksi petani lokal di Desa Tejakula yang cukup menjanjikan memberikan peluang bagi perusahaan pengolah garam tradisional, yakni perusahaan yang bernama “Laut Bali” yang didirikan oleh bapak Made Widnyana untuk mengolah garam tradisional menjadi butiran kristal untuk diperjual-belikan. Namun proses produksi garam terkendala dalam hal pengemasan produk yang kurang diperhatikan, dimana masih menggunakan kemasan plastik dengan label sederhana dan belum mampu merepresentasikan produk dengan baik. Oleh karena itu, diperlukan perancangan ulang desain kemasan garam tradisional produk "Laut Bali" di Desa Tejakula. Perancangan ulang ini bertujuan memberikan desain kemasan yang menarik, inovatif, dan merepresentasikan identitas produk. Dengan demikian, diharapkan produk garam tradisional tersebut memiliki daya saing yang lebih baik serta dapat dikenal dan bisa menjangkau pasar yang lebih luas lagi. Dalam metode perancangan media ini meliputi pemilihan media berkarya, pemaparan konsep dari setiap media dan proses *finishing*. Hasil perancangan ini adalah berupa media utama yakni desain kemasan produk dan beberapa media pendukung sebagai media promosi produk, antara lain seperti logo, *paperbag* produk, *x-banner*, papan nama, *stationary kits* (kartu nama, kop surat, stempel, dan

amplop), sosial media post (*instagram feed*), desain seragam kerja (apron / celemek kerja dan hairnet topi kerja), dan merchandise (t-shirt).

**Kata Kunci:** Perancangan Ulang, Kemasan, Garam Tradisional, Desa Tejakula

### **ABSTRACT**

*Tejakula Village is well-known as a salt farming area in Bali which has the potential to be developed into a center for agricultural areas based on sustainable tourism. Traditional salt farming in Tejakula Village uses traditional methods passed down from generation to generation and is known for its unique taste and high mineral content. The promising market potential for traditional salt produced by local farmers in Tejakula Village provides an opportunity for a traditional salt processing company, namely a company called "Laut Bali" which was founded by Mr. Made Widnyana to process traditional salt into crystal grains for sale. However, the salt production process is constrained by the lack of attention to product packaging, which still uses plastic packaging with simple labels and is not able to represent the product properly. Therefore, it is necessary to redesign the traditional salt packaging design for "Bali Sea" products in Tejakula Village. This redesign aims to provide attractive, innovative packaging designs that represent product identity. Thus, it is hoped that these traditional salt products will have better competitiveness and can be recognized and can reach a wider market. In this media design method includes the selection of working media, the presentation of the concept of each media and the finishing process. The results of this design are in the form of the main media, namely product packaging design and several supporting media as product promotion media, including logos, product paperbags, x-banners, nameplates, stationary kits (name cards, letterheads, stamps and envelopes), social media post (*instagram feed*), work uniform design (apron / work apron and hairnet work hat), and merchandise (t-shirt).*

**Keywords:** Redesign, Packaging, Traditional Salt, Tejakula Village