

PERANCANGAN KEMASAN SEBAGAI MEDIA PROMOSI *HANDMADE* <DAYME GIFT=>

Oleh :

CANTIK FITRAH AGESTIA

PROGRAM STUDI D-III DESAIN KOMUNIKASI VISUAL

ABSTRAK

Perkembangan industri kreatif mendorong meningkatnya minat masyarakat terhadap produk *handmade* yang memiliki keunikan dan nilai estetika tinggi. Namun, banyak usaha *handmade* skala UMKM masih menghadapi kendala dalam perancangan kemasan dan media promosi sehingga produk belum mampu bersaing secara optimal. Dayme Gift merupakan usaha *handmade* di Singaraja yang memproduksi kreasi bunga pot dari kawat bulu dengan karakter visual unik, tetapi belum didukung oleh kemasan dan identitas visual yang terkonsep. Tugas akhir ini bertujuan untuk merancang kemasan sebagai media promosi utama yang mampu meningkatkan daya tarik visual, nilai jual, dan citra merek Dayme Gift. Metode yang digunakan dalam perancangan ini adalah metode kualitatif melalui wawancara, observasi, dan dokumentasi. Hasil perancangan berupa kemasan berbentuk box holder dengan jendela transparan serta media promosi pendukung berupa tag, logo, kartu nama, papan nama, *t-shirt*, tote bag, dan feed Instagram yang dirancang secara konsisten dan senada. Perancangan ini diharapkan mampu memperkuat identitas visual, meningkatkan kepercayaan konsumen, serta memperluas jangkauan pemasaran produk *handmade* Dayme Gift, khususnya pada target pasar remaja.

Kata kunci: perancangan, kemasan, media promosi, *handmade*, Dayme Gift

ABSTRACT

The development of the creative industry has encouraged an increasing public interest in handmade products that offer uniqueness and high aesthetic value. However, many small and medium-sized handmade enterprises still face challenges in packaging design and promotional media, causing their products to be less competitive in the market. Dayme Gift is a handmade business based in Singaraja that produces flower pot creations made from chenille wire with distinctive visual characteristics, yet it is not supported by well-conceptualized packaging and visual identity. This final project aims to design packaging as the main promotional medium to enhance visual appeal, product value, and the brand image of Dayme Gift. The method used in this design process is qualitative, employing interviews, observation, and documentation. The results of this project include a box holder packaging design with a transparent window, as well as supporting promotional media such as tags, logo, business cards, signage, t-shirts, tote bags, and Instagram feed designs that are created consistently and cohesively. This design is expected to strengthen visual identity, increase consumer trust, and expand the marketing reach of Dayme Gift handmade products, particularly within the teenage market segment.

Keywords: design, packaging, promotional media, handmade, Dayme Gift.

