

ABSTRAK

Perancangan Desain *Packaging* Galamai Erina Sebagai Upaya Promosi Makanan Tradisional Minangkabau ini dilatar belakangi oleh kemasan galamai yang masih sederhana dan hanya menggunakan plastik. Perancangan membutuhkan data-data yang akan membantu dalam proses mendesain, dimana dilakukan melalui observasi dan wawancara.

Dari data, dilakukan analisis dengan menggunakan metode analisis data yaitu teori analisis S.W.O.T membahas mengenai kekuatan dari produk dan kelemahan dari segi *packaging*, dan melihat respon dari masyarakat tentang *packaging* Galamai Erina. Proses perancangan menghasilkan media utama berupa *design packaging* produk Galamai Erina dan beberapa media pendukung lainnya berupa spanduk, poster, *x banner*, *stand product*, kartu nama, *flyer*, dan billboard.

Kata kunci : Kemasan, Desain, Makanan tradisional, Galamai, Galamai Erina

ABSTRACT

The design of Galamai Erina's packaging design as an effort to promote Minangkabau traditional food is motivated by the galamai packaging which is still simple and only uses plastic. Design requires data that will help in the design process, which is done through observation and interviews.

From the data, an analysis was carried out using the data analysis method, namely the S.W.O.T analysis theory discussing the strengths of the product and the weaknesses in terms of packaging, and seeing the response from the public about Galamai Erina's packaging. The design process produces the main media in the form of a layout design for the packaging of Galamai Erina's products and several other supporting media. The design process produces the main media in the form of packaging design for Galamai Erina's products and several other supporting media in the form of banners, posters, x banners, product stands, business cards, flyers, and billboards.

Keywords: packaging, design, Traditional Food, Galamai, Galamai Erina