

ABSTRAK

Laporan akhir ini bertujuan untuk merancang media promosi yang efektif bagi Pabrik Tempe Tiga Putra di Muara Enim, Sumatera Selatan, melalui pengembangan desain kemasan produk dan pembuatan *website* berbasis Wix. Metode yang digunakan dalam penelitian ini adalah *Research and Development (R&D)* dengan pendekatan ADDIE (*Analysis, Design, Development, Implementation, Evaluation*). Data diperoleh melalui wawancara dengan pemilik usaha, dokumentasi kegiatan produksi dan kemasan, serta studi kepustakaan yang relevan. Berdasarkan hasil wawancara dan dokumentasi, diketahui bahwa strategi promosi yang digunakan masih bersifat konvensional dan desain kemasan produk belum mampu menarik perhatian konsumen secara maksimal. Untuk itu, dilakukan perancangan kemasan yang lebih menarik secara visual serta pembuatan *website* sebagai media informasi dan pemesanan produk. Hasil perancangan menunjukkan bahwa desain baru lebih *representatif* dan profesional, sedangkan *website* memberikan kemudahan akses informasi bagi konsumen. Diharapkan, media promosi ini dapat membantu Pabrik Tempe Tiga Putra dalam meningkatkan citra merek dan memperluas jangkauan pasar secara digital.

Kata kunci: Desain Kemasan, Media Promosi, *Website*.

ABSTRACT

This final report aims to design effective promotional media for Pabrik Tempe Tiga Putra in Muara Enim, South Sumatra, through the development of product packaging design and the creation of a website using Wix. The method used in this study is Research and Development (R&D) with the ADDIE approach (Analysis, Design, Development, Implementation, Evaluation). Data were obtained through interviews with the business owner, documentation of production and packaging activities, and relevant literature studies. Based on the interviews and documentation, it was found that the promotional strategies used were still conventional, and the existing packaging design did not attract consumers effectively. Therefore, a more visually appealing packaging design was developed, along with the creation of a website as a medium for information and product ordering. The results showed that the new design is more representative and professional, while the website provides easy access to information for consumers. It is expected that this promotional media can help Pabrik Tempe Tiga Putra enhance brand image and expand its market reach digitally.

Keywords: Packaging Design, Promotional Media, Website.