

CHAPTER VI

CONCLUSION

This chapter contains the conclusions obtained from the research and recommendations for further research.

6.1 Conclusions

This study focused on the packaging redesign of Kerupuk Sanjai YESI using the Kansei Engineering Method (Type I) to align the packaging design with consumer perceptions and preferences. Based on the research findings, the following conclusions can be drawn:

1. The analysis identified six key factors influencing consumer perception of packaging: *Kemasan Meyakinkan*, *Kemasan Mudah diingat*, *Kemasan Unik & Informatif*, *Kemasan Inovatif & Rapih*, *Kemasan Jelas*, and *Kemasan Menarik*. These factors guided the design development to ensure alignment with consumer expectations.
2. The Analytical Hierarchy Process (AHP) was employed to compare three packaging models: the existing packaging, the stand pouch with ziplock, and the flat bottom pouch with ziplock. The results indicated that the stand pouch was the most preferred packaging design based on the predefined criteria.
3. The redesigned packaging incorporates traditional Minangkabau motifs, a small transparent window displaying the product, and a refined yet eye-catching color combination as a distinctive characteristic of Kerupuk Sanjai. These elements are composed in a way that conveys an elegant and premium impression.
4. Compared to the previous packaging, the new design improves in terms of structure, product information, and visual appear, thus enhancing the

product's competitiveness in the souvenir market and strengthening the *Kerupuk Sanjai YESI* brand identity.

6.2 Recommendations

Based on the research findings, the following recommendations are proposed:

1. Future research should consider the aspects of price, packaging model, and material selection when using the AHP method to ensure a more cost-effective design.
2. In addition to design aspects, future studies can explore more environmentally friendly packaging materials without compromising attractiveness and functionality.
3. It is recommended to develop a prototype of the selected packaging design and conduct market testing to gather direct consumer feedback before full-scale implementation.

