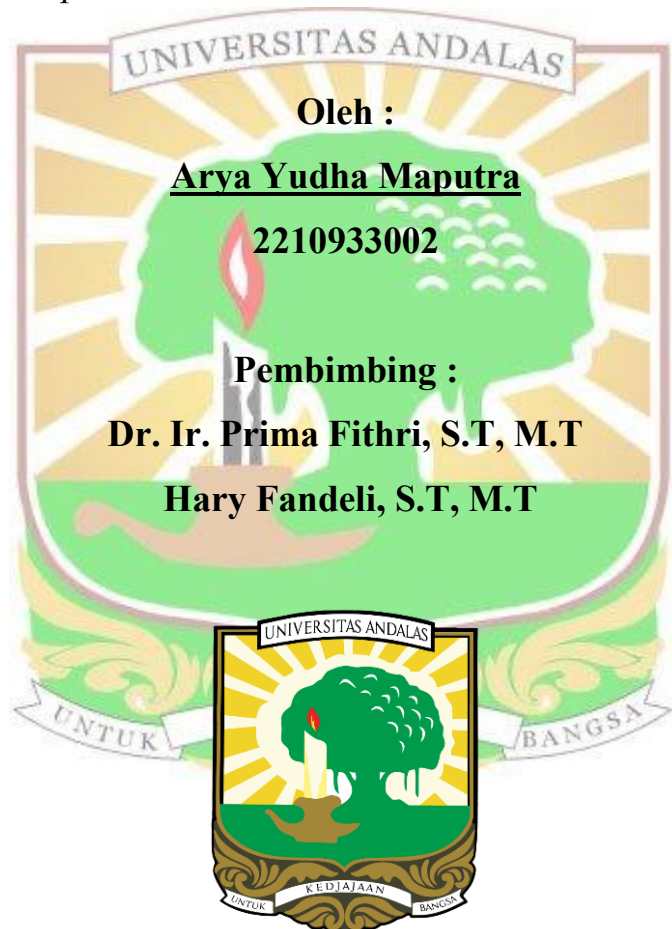


**PERANCANGAN ULANG KEMASAN KUE SAPIK DENGAN
METODE *DESIGN THINKING* BERBASIS KEBERLANJUTAN**

(Studi Kasus : UMKM Rina Uyun)

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ABSTRAK

UMKM Rina Uyun masih menggunakan kemasan kue sapik berbahan plastik sekali pakai yang rentan membuat produk hancur dan melempem, serta memiliki kelemahan pada aspek visual, kelengkapan informasi, dan keberlanjutan. Penelitian ini bertujuan merancang ulang kemasan kue sapik berbasis keberlanjutan dengan metode Design Thinking melalui tahapan empathize, define, ideate, prototype, dan test. Pengumpulan data dilakukan melalui observasi, wawancara, dan penyebaran kuesioner kepada 97 responden dengan instrumen yang teruji reliabel (Cronbach's Alpha 0,931). Tahap prototype menghasilkan perubahan wujud menjadi kemasan tabung kaku (paper tube) berbahan kertas kraft dengan lapisan polypropylene (PP) food grade untuk menahan benturan dan menjaga kerenyahan produk. Pembaruan mencakup integrasi penutup resealable, perbaikan tata letak visual bernuansa budaya Minangkabau (marun dan mustard), serta penambahan kelengkapan informasi (informasi nilai gizi, logo halal, dan QR Code edukasi).

Hasil pengujian A/B Testing menunjukkan peningkatan pada seluruh atribut penilaian kemasan baru. Uji Paired Sample T-Test menghasilkan nilai rata-rata perbedaan sebesar -217,30, nilai t hitung -31,437, dan nilai Sig. (2-tailed) 0,000 ($<0,05$), yang membuktikan adanya perbedaan persepsi yang signifikan dari konsumen. Berdasarkan asumsi biaya dan volume penjualan yang digunakan, analisis kelayakan ekonomi menunjukkan bahwa kemasan usulan berpotensi layak diimplementasikan pada harga jual Rp18.000 per uni. Nilai Benefit-Cost Ratio (BCR) 1,23, dan Return on Investment (ROI) 23,2%. Hasil penelitian ini menyimpulkan bahwa perancangan ulang kemasan tidak hanya berhasil meningkatkan estetika, fungsi perlindungan, dan nilai keberlanjutan, tetapi juga sangat menguntungkan secara bisnis guna menaikkan daya saing produk sebagai oleh-oleh khas Sumatera Barat.

Kata Kunci : Berkelanjutan, Desain Kemasan, Design Thinking, Preferensi Konsumen, UMKM

ABSTRACT

The Rina Uyun Micro, Small, and Medium Enterprise (MSME) currently utilizes single-use plastic packaging for its *kue sapik*, rendering the product susceptible to physical damage and loss of crispness. Furthermore, the packaging exhibits deficiencies in its visual appeal, information completeness, and sustainability. This study aims to redesign the *kue sapik* packaging by integrating sustainability principles using the Design Thinking method, which encompasses the empathize, define, ideate, prototype, and test stages. Data were collected through observations, interviews, and the distribution of questionnaires to 97 respondents, utilizing a highly reliable instrument (Cronbach's Alpha = 0.931). The prototype stage resulted in a structural transformation into a rigid paper tube packaging made of kraft paper with a food-grade polypropylene (PP) inner lining to withstand impacts and preserve the product's crispness. The modifications include the integration of a resealable closure, an improved visual layout reflecting Minangkabau cultural aesthetics (maroon and mustard colors), and the addition of comprehensive product information (nutritional facts, a Halal logo, and an educational QR Code).

The evaluation results using the A/B Testing method demonstrated an improvement across all assessed attributes for the new packaging. The statistical analysis using the Paired Sample T-Test yielded a mean difference of -217.30, a t-value of -31.437, and a Sig. (2-tailed) value of 0.000 (<0.05), proving a statistically significant difference in consumer perception. Furthermore, the economic feasibility analysis confirmed that the proposed packaging is viable for implementation, with a selling price of IDR 18,000 per unit, a Benefit-Cost Ratio (BCR) of 1.23, and a Return on Investment (ROI) of 23,2%. This study concludes that the packaging redesign not only successfully enhances the aesthetics, protective function, and sustainability value, but is also highly profitable from a business perspective, thereby increasing the product's market competitiveness as a traditional souvenir from West Sumatra.

Keywords : Consumer Preference, Design Thinking, MSMEs, Packaging Design, Sustainable