



**REDESIGNING VIVA COSMETICS MILK CLEANSER AND FACE TONIC SURFACE PACKAGING
USING SEMIOTIC STUDIES TO STRENGTHEN MEANINGFUL PACKAGING**

UNDERGRADUATE THESIS

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PLAGIARISM RESULT TURNITIN

REDESIGN THE VIVA COSMETICS MILK CLEANSER AND FACE TONIC SURFACE PACKAGING USING SEMIOTIC STUDIES TO BUILD BRAND IMAGE

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ABSTRACT

Viva Cosmetics is a cosmetic brand owned by P.T. Vitapharm since 1962, Viva Cosmetics has offered a variety of items, including foundation, blush, milk cleanser, toner, and more. Because the emergence of new local skincare brands could threaten Viva Cosmetics, local cosmetics companies may need to exhibit their products to attract customers' attention while still offering high-quality goods. In response to the difficulties raised, the author intends to improve the Viva Milk Cleanser and Face Tonic brand image and broaden the target market to young people in Indonesia through product packaging. This study takes a mixed methods approach, incorporating qualitative data collection processes, to evaluate the factors impacting customer purchasing decisions for Viva Milk Cleanser and Face Tonic. Based on the findings of this study, visual design and semantic semiotic studies are advised as a useful guide for the design of a surface packaging product to improve brand image among Indonesian young people. The findings of this study are the Viva Milk Cleanser and Face Tonic have been redesigned to improve brand perception, using effective verbal and visual elements. The new color scheme, font, and written content appeal to the target demographic, with 97.5% of respondents preferring the redesigned label. The study's success adapts to existing branding and packaging theory, aiming to appeal to customers of different ages and socioeconomic statuses.

Keywords: *Brand Image, Semiotic Studies, Surface Packaging, Customer Purchasing Decisions*

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This thesis might still be far from flawless, but the writer hopes this will help develop the related matters for any person interested in packaging design.

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