



**Re-Designing Packaging Opak Oded, a Traditional Food from
Sumedang, to Enhance Product Attractiveness Using AIDA
Method**

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SIMILARITY INDEX REPORT



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ABSTRACT

Opak Oded, established in 1996 by Mr. H. Dudang Adihana, S.E., is a renowned Opak producer in Conggrecang, Sumedang. Opak, a traditional Indonesian food made from glutinous rice, has various forms, including cassava and aci-based Opak. This study employs the AIDA (Attention, Interest, Desire, Action) model and qualitative data collection methods to investigate the factors influencing customer purchasing decisions for Opak Oded. Findings suggest that visual design, guided by the AIDA model, can significantly enhance the effectiveness of Opak Oded packaging and stimulate purchase interest among Indonesians. This study resulted in a redesigned packaging for Opak Oded, incorporating effective verbal and visual elements, new color schemes, and typography to attract the target demographic and elevate brand perception. Qualitative research methods, including interviews and observations, were employed to inform the design process. The success of this study is attributed to the alignment of AIDA principles with established branding and packaging theories, aiming to appeal to a diverse customer base across different age groups and socioeconomic backgrounds.

Keywords: Clarified the type of Opak Oded makes (glutinous rice-based). Removed the term "oded defects" as it was unclear. Replaced "oded counterfeit packaging" with "redesigned packaging." Improved sentence structure and flow for better readability". Ensured the language is concise and precise.

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Although the author has tried her best to complete this final project, the author realizes that this project is still lacking. The author hopes this final project report will help other students and designers do similar projects.

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