



**Designing 'FLRT' Product Packaging Design to Capture Target
Markets Using Design Thinking Theory**

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TURNITIN PLAGIARISM RESULT



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ABSTRACT

Packaging isn't just about protecting what's inside it actually plays a big part in how people see your brand and whether they decide to buy. Having eye-catching, innovative packaging can really help a brand stand out by displaying what makes it unique through stuff like shape, colors, fonts, and materials. For FLRT, this is especially important as they try to make a splash in Indonesia's perfume scene. This study looks at how good packaging design can boost brand recognition and get people more involved with FLRT by mixing visual storytelling with consumer-focused innovation using design thinking. The author used 2 mixing methods which are qualitative and quantitative surveys to get a better understanding of what people prefer and how they act when it comes to perfume packaging. Packaging is emphasized not only as protection but also as a strategic communication tool that reflects brand identity and captures market interest. The study recommends deeper exploration of die-line development, vendor collaboration, and value-adding finishes, while also highlighting the importance of sustainable materials and digital integration to ensure FLRT's packaging remains competitive in the future.

Keyword : Packaging, Design Thinking, FLRT., Design Package, Perfumery

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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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