

ABSTRAC

This design project responds to the need for secondary packaging that can accommodate a variety of MSME products at the Sibakul Jogja outlet, especially for distribution and direct sales purposes. The main issue identified is the absence of flexible, durable, and visually representative secondary packaging to suit different types of primary packaging such as standing pouches, cans, bottles, and herbal boxes. Using a User-Centered Design approach, the packaging was developed through a series of observations, interviews, sketches, prototyping, and validation with five relevant stakeholders. The packaging uses E-flute corrugated cardboard, features a glue-free interlocking system, integrated flexible dividers, and two adjustable modes (gable box and standard box). Its visual design incorporates local Yogyakarta elements such as the Tugu Jogja monument and batik kawung patterns to reflect regional identity. Validation results show that the packaging is easy to assemble, functional, structurally strong during shipping, and visually appealing. It is also considered feasible for mass production due to its cost efficiency. Overall, the design successfully meets user needs and has the potential to be applied more broadly by MSMEs beyond the Sibakul Jogja outlet.

Keywords: *Secondary Packaging, MSMEs, Corrugated, Sibakul Jogja, Packaging Design*