

Analisa Elemen Grafis Desain Kemasan Indomie Goreng Pasar Lokal dan Ekspor

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=132834&lokasi=lokal>

Abstrak

Graphic elements in packaging design for local and export market are suspected to have different kind of purposes. This is why I am interested to analyze the graphic elements in instant noodle packaging produced by Indofood. The analyzes are including what elements are different and why the designer made them difference. There are a lot of factors that customer choose an instant noodle, like cultural factors, buying and consuming habits. Hopefully, through this research the consumer could understand the importance of graphic element in packaging design.