

BAB 7

KESIMPULAN

7.1. Kesimpulan

Berdasarkan dari hasil perancangan yang telah dilakukan terhadap kemasan produk Dirtylife Apparel, maka dapat disimpulkan:

- a. Hasil perancangan kemasan telah sesuai dengan kebutuhan dan keinginan konsumen berdasarkan dari analisis yang telah dilakukan dengan bantuan aplikasi Canva dan smartmockups.
- b. Hasil analisis SWOT menetapkan bahwa strategi kompetitif yang dapat dilakukan perusahaan adalah Strategi SO (*Strength - Opportunity*).

7.2. Saran

Saran yang diberikan untuk penelitian selanjutnya adalah perlunya evaluasi rancangan kemasan produk fashion atau pakaian seiring dengan berjalannya waktu, hal ini dikarenakan adanya tren perubahan keinginan dan kebutuhan konsumen dari waktu ke waktu.

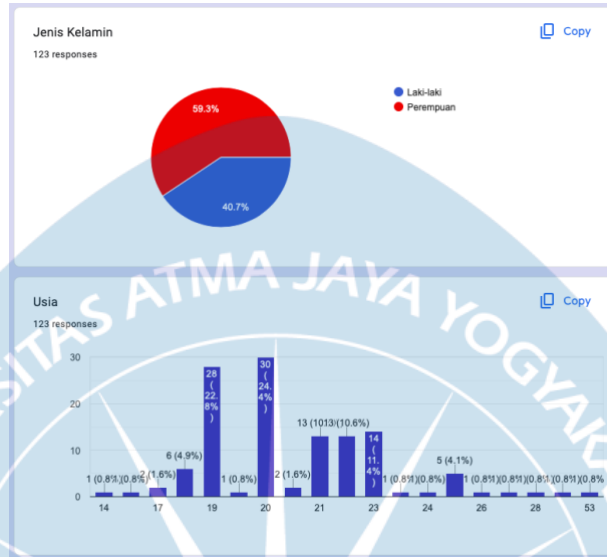
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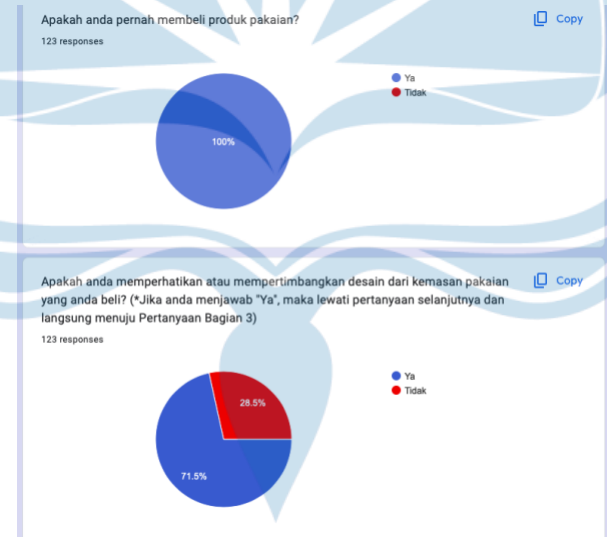
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LAMPIRAN

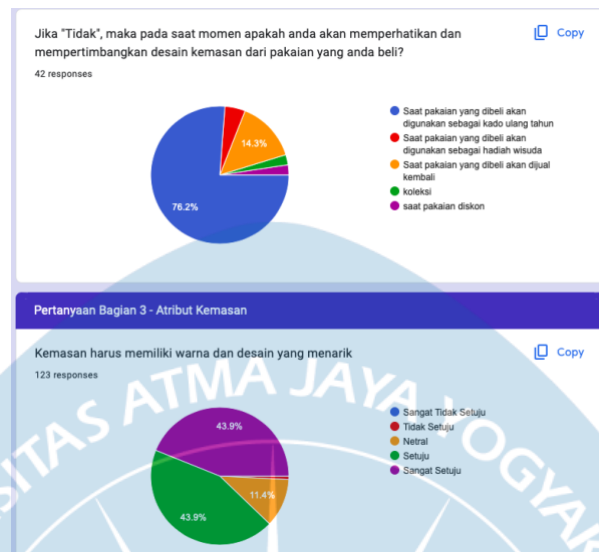
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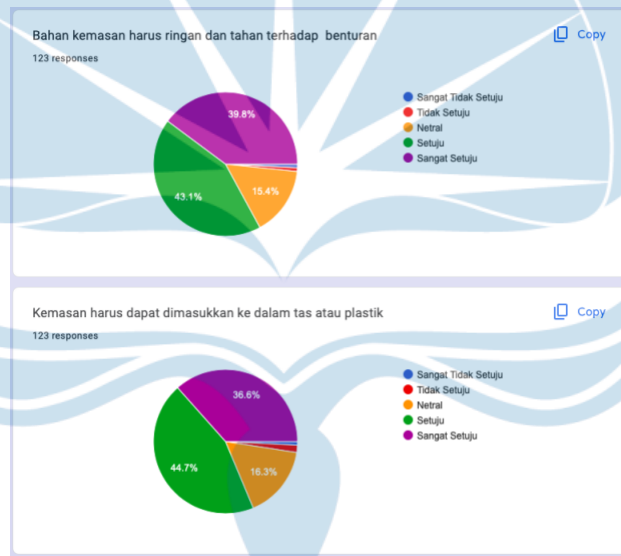
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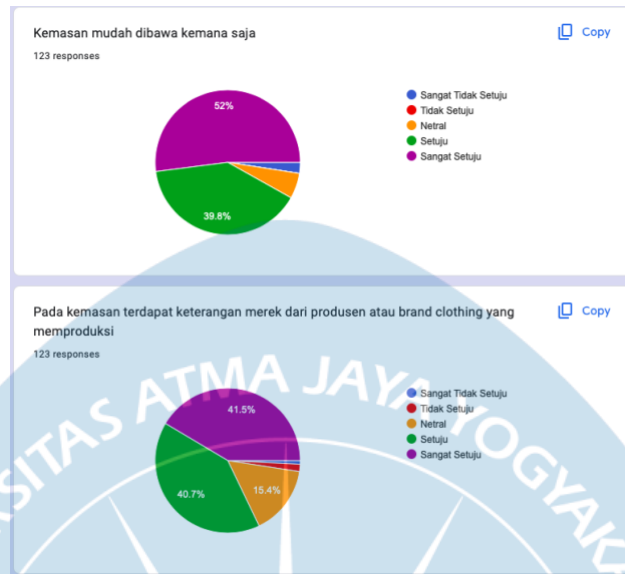
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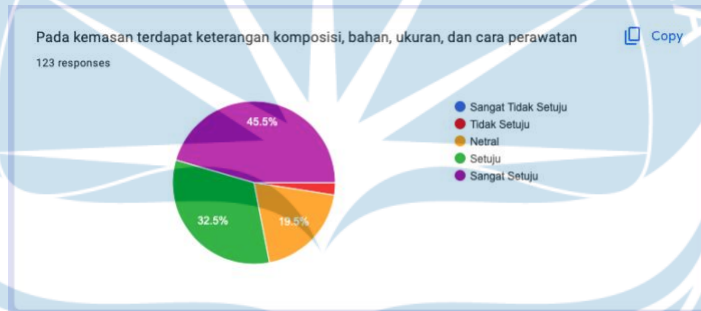
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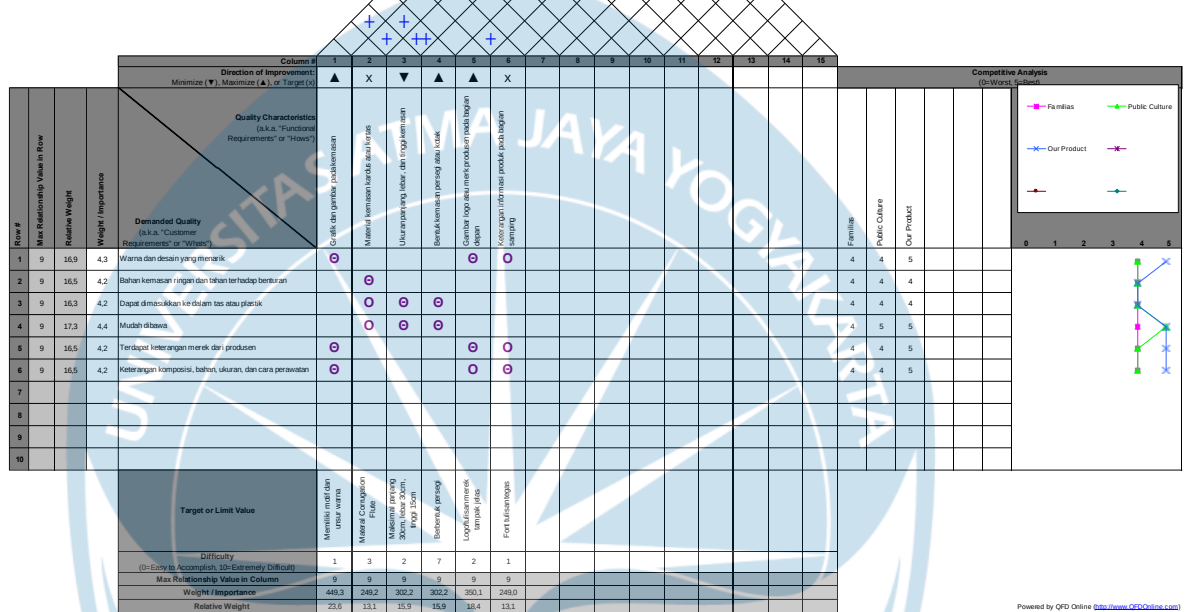
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House of Quality

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 Author: _____
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 Notes: _____

Legend		
○	Strong Relationship	9
○	Moderate Relationship	3
△	Weak Relationship	1
++	Strong Positive Correlation	
+	Positive Correlation	
-	Negative Correlation	
▼	Strong Negative Correlation	
▲	Objective Is To Minimize	
X	Objective Is To Hit Target	



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