

## **BAB V**

### **KESIMPULAN**

1. Studi kasus pertama melakukan evaluasi pada bahan kemas, sedangkan studi kasus kedua dan ketiga tidak.
2. Ketiga studi kasus yang dibahas, memiliki kesamaan keinginan terhadap suatu desain kemasan yaitu modern.
3. Ketiga studi kasus sama-sama melakukan evaluasi terhadap desain grafis kemasan.
4. Desain kemasan coklat pada studi kasus pertama yang disukai oleh konsumen ialah model kemasan dengan ilustrasi yang menarik seperti alat musik, pemandangan alam dan produk terlihat dari luar.
5. Desain kemasan coklat pada studi kasus kedua yang disukai oleh konsumen ialah bentuk kemasan yang inovatif, kemasan dengan ukuran kecil, dan warna emas dengan kombinasi merah.
6. Desain kemasan Teh Bubuk yang disukai oleh konsumen ialah kemasan yang dibalut dengan warna hijau, bergambar cangkir, dan tipografi yang disesuaikan.

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