

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran branding, kualitas produk, dan desain kemasan dalam meningkatkan mutu produk Dua Kelinci di grosir dan toko retail di Kota Blitar. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara terhadap karyawan toko grosir dan retail. Hasil penelitian menunjukkan bahwa branding yang dilakukan oleh PT Dua Kelinci, seperti periklanan di media sosial, personal branding dengan tokoh terkenal, kuis hadiah, dan promosi langsung, efektif dalam meningkatkan kesadaran merek. Kualitas produk juga terjamin dengan adanya sertifikasi seperti halal, BPOM, ISO 9001:2015, ISO 22000, GMP, dan HACCP. Desain kemasan yang menarik, ikonik, serta informatif turut menjadi faktor penting dalam memperkuat citra dan daya tarik produk. Temuan ini membuktikan bahwa sinergi antara strategi branding, mutu produk, dan desain kemasan berkontribusi signifikan terhadap peningkatan mutu dan daya saing produk di pasar.

Kata Kunci: Branding, Kualitas Produk, Desain Kemasan, Mutu Produk, Dua Kelinci.

ABSTRACT

This study aims to analyze the role of branding, product quality, and packaging design in improving the quality of Dua Kelinci products in wholesale and retail stores in Blitar City. The research method used is descriptive qualitative with data collection techniques through interviews with employees of wholesale and retail stores. The results of the study indicate that branding carried out by PT Dua Kelinci, such as advertising on social media, personal branding with famous figures, quizzes with prizes, and direct promotions, is effective in increasing brand awareness. Product quality is also guaranteed by certifications such as halal, BPOM, ISO 9001: 2015, ISO 22000, GMP, and HACCP. Attractive, iconic, and informative packaging design also plays an important role in strengthening the image and appeal of the product. These findings prove that the synergy between branding strategies, product quality, and packaging design contributes significantly to improving the quality and competitiveness of products in the market.

Keywords: Branding, Product Quality, Packaging Design, Product Quality, Dua Kelinci.