Proceedings of the 5<sup>th</sup> International Conference on Industrial & Mechanical Engineering and Operations Management, Dhaka, Bangladesh, December 26-27, 2022

- Rahastine, M. P., Analisa makna desain kemasan pada produk teh di Indonesia. *Jurnal Komunikasi*, vol. 9, no. 1, pp. 72-78, 2018.
- Rahman, E., Ensiklopedia Kebudayaan Melayu Riau. Riau: Pusat Penelitian Kebudayaan dan Kemasyarakatan Universitas Riau. 2012.
- Rizianiza, I., Mungil, D. and Idhil, A., Peningkatan Pemahaman Tentang Kemasan Pada UMKM Pengolah Rumput Laut. Jurnal ABDINUS: Jurnal Pengabdian Nusantara, vol. 5, no. 1, pp. 144-152, 2021.
- Saryanti, I. G. A. D., Mandasari, E. and Sidhiantari, I. G. A. P. I., Pengembangan dan Pemanfaatan Desain Kemasan sebagai Media Promosi pada UKM Heavenine. *Journal of Community Development*, vol. 1, no. 1, pp. 1-6, 2020.
- Setiadi, N. J. and SE, M., Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen Edisi Ketiga, Prenada Media, vol. 3, 2019.
- Situmorang, R. T., Yuniarti, D. and Purnamasari, I., Penerapan Metode Full-Profile Dalam Pengumpulan Data Untuk Analisis Konjoin. *EKSPONENSIAL*, vol. 9, no. 2, pp, 169-176, 2019.
- Suharson, A., Produk Kreatif dan Kewirausahaan SMK/MAK Kelas XI Semester 1. Bidang Keahlian Seni dan Industri Kreatif. Program Keahlian Desain dan Produk Kreatif Kriya. Kompetensi Keahlian Kriya Kreatif Keramik, *Publisher Andi*, 2021.
- Yola, M., Re-Design Kemasan Keripik Nenas Berdasarkan Persepsi Konsumen, In the National Seminar on Communication and Information Technology Industry, pp, 502, 2021.

## **Biographies**

**Nurseptiana** is a Student of Industrial Engineering at theUniversitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia. She started her collage in 2018. Her present research interest include product design.

**MelfaYola, S.T., M.Eng.** is an Assistant professor of Industrial Engineering at the Universitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia. She started her career in after receiving her bachelor of Industrial Engineering from Universitas Sumatera Utara in 2004 and master from Industrial Engineering, University Teknologi Malaysia. Her present research interest include product design, sustainability, lean manufacturing and halal.

Anwardi, S.T., M.T. is an Assistant professor of Industrial Engineering at the Universitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia. He earned his degree after completing his studies at the Universitas Islam of Indonesia. He present research interest include ergonomic and information system design.

**Muhammad IhsanHamdy, S.T., M.T.** is an Assistant professor of Industrial Engineering at the Universitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia. He started his career after earning a bachelor degree at Universitas Islam Negeri Sultan SyarifKasim Riau and a master degree at Andalas University.

**FitrianiSurayyaLubis, S.T., M.Sc.** is an Assistant professor of Industrial Engineering at the Universitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia. She complacated her studies in Industrial Engineering from Universitas Sumatera Utara and earned a master gedree of science from GadjahMada in 2018. Her present research interest include system modelling, operation research, and supply chain management.

Muhammad Rizki, S.T., M.T., M.B.A is an Assistant professor of Industrial Engineering at the Universitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia.

Afif Naufal Luthfi is a Student of Industrial Engineering at the Universitas Islam Negeri Sultan SyarifKasim Riau,Pekanbaru, Indonesia.He started her collage in 2019.