APPENDIX

Appendix 1. PACKAGING DESIGN

LABEL

Front Label **Back Label**

Picture 24. Front Label

Picture 25. Back Label

MOOD BOARD

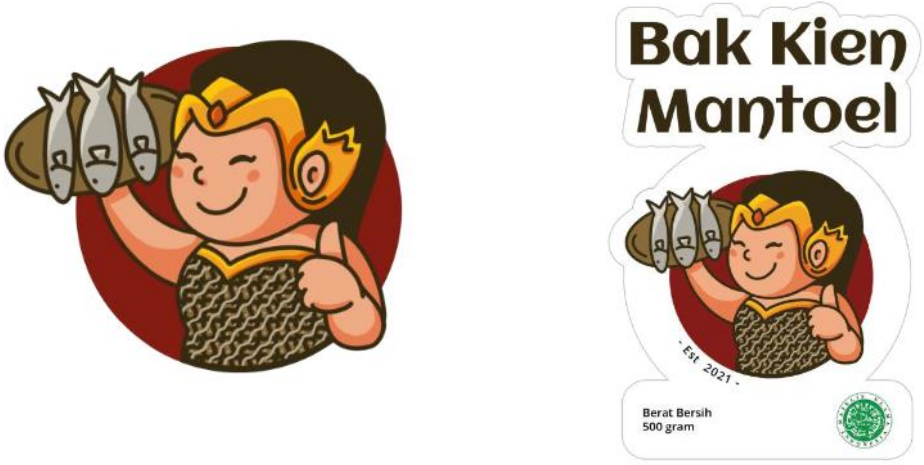
Picture 26. Mood board

Picture 27. Color Palette

Appendix 2. SUPPLIER LIST

1. Fortune Toko Bahan Kue, located at JL. Mayor Jend. D.I Panjaitan No.15, Miroto, Kec. Semarang Tengah, Kota Semarang, Jawa Tengah.
    a) Tapioca flour
    b) Sugar
    c) Cooking oil
2. Kiko Mart located at Ruko Peterongan Plaza A11, JL. MT Haryono No. 719, Wonodori, Semarang Selatan, Semarang City, Central Java
    a) Sesame oil
    b) Light soy sauce
    c) Oyster sauce
    d) Sushi seaweed
    e) Five spices powder
3. Pasar Ikan Hasil Laut (TPI) located at JL. Tambak Mulyo, Tj.Mas, Kec. Semarang Utara, Kota Semarang, Jawa Tengah
    a) Milkfish
4. Pasar Sayur Semarang at Gayamsari, Semarang Tengah, Semarang
    a) Tofu
    b) Scallion
    c) Garlic
    d) Egg
    e) Carrot
5. Garuda Digital Printing located at JL. Kedungmundu Raya No. 88 A (Sebelah Pemancingan Jowo Ndeles, Semarang)
    a) Label sticker

Appendix 3. PRODUCT LOGO



Picture 28. Logo

a) Unpacked Product

Picture 29. Unpacked Product

b) Packed Product

Picture 30. Packed product