ABSTRACT

The food and beverages industry in Indonesia is growing rapidly in the modern area. One of them is Fanta, as one of the carbonated beverage products. With so many competitors continuing to emerge, Fanta made innovations by creating new packaging that is 'twisted'. In fact, 'Fanta is considered to have the best performance in the Fizzy Drinks Category in the last three years after the launch of its new packaging.

The purpose of this study is to find out if there is any influence of Fanta packaging changes with buying interest. The population of this study was as many as 40 subjects who had already consumed Fanta, but never bought Fanta with new packaging. This research use experimental design of True Experimental Design with the Post Test Only Control Group Design method. Sampling technique use questionnaires with simple random sampling techniques.

The results showed that packaging and its variables such as shape, image, colors, logos, and label have a positive and significant influence on buying interest.

***Keywords** : Packaging, Shape, Image, Color, Logo, Label, Buying Interest*

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