



**GRAPHIC DESIGN EXHIBITION
2020**



LOKA
/LəW.Ké/ /'LO:.Ke/

'Loka' is a word borrowed from Sanskrit लोक (loká) which means 'world'. Since olden days, the Malay language has derived and adopted many languages into its own and Sanskrit is believed to be the root of the language.



CONCEPT OF LOKA

Shadow puppet/ 'wayang kulit' has long existed in countries across the world. Each country possesses a background and styles of shadow puppets unique to themselves. Malaysia was one of said countries. However, our traditional shadow puppet is becoming extinct. Therefore, to bring it back, we modernised shadow puppet with bright colours and combine it with a paper-cut style.

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ADVERTISE OF NEW LOOK PACKAGING KEROPOK

by **SURIANA BINTI MAHMOOD**

Hasil Laut (Lekor Z) is a company of Keropok brands. Keropok segera is a popular food in Kelantan and also the rest of Malaysia. The Sustainable Development Goals (SDGs) are a bold commitment to finish what we started, and end poverty in all forms and dimensions by 2030. This study aims to improve the company reputation and extend the durability of keropok for longer.

Second, to examine whether the design elements of the keropok packaging influence higher consumer purchasing decisions. Third, to design accurate and standard keropok packaging that influence higher consumer purchasing decisions.



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In Collaboration with:

