

## **ABSTRACT**

Mulyani, Yosepha Nita Dwi. 2015. Identity and Packaging Design for UMKM Product Sambal Pecel CIKIRANA Bandung. Final project. Graphic design. Visual Communication Design Study Program. Creative Industries Faculty. Telkom university.

Small and middle scale business (UMKM.) in Indonesia have a big opportunity to develop their business through brand identity. Brand identity can be applied to enhance the product and product's packaging to create the best communication with their consumers. But there are a lot of problems, the first problem is the limitation in finance, the second is product marketing, and the third is product's distribution. And these problems also happen in a partnership program between small and middle scale business and CDC PT Telkom Indonesia. After an observation and consideration, UMKM.Sambal Pecel Cikirana was chosen to be redesigned.

Brand identity and product design of Sambal Pecel Cikirana were done with data research, literature study, interrelated theories, and observation involving their consumers and the owner. The theories are brand identity theory, packaging theory, packaging structure and material, consumer's behavior, and design theory. The result of these process is a concept to design UMKM Sambal Pecel Cikirana's packaging and brand identity. These concept including redefining their brand identity, logo design, graphic elements, packaging's structure and packaging surface's design.

Based on the analysis, the issues are, design have to have a concept, a clear purpose, and a right understanding of the consumers. Besides that, the right structure will give a better distribution solution to guarantee the safety and the quality of the products. These design will focus on brand identity, and packaging design to guarantee the safety and the quality of the products.

Keyword: brand identity, packaging design, UMKM. Bandung