

## **ABSTRACT**

Identity is an important thing to be applied to souvenirs, in addition to attracting buyers, the identity of souvenirs can also introduce culture and tourist attractions in the area. One of the right media to apply an identity on souvenirs is in the form of packaging, while souvenirs of Semarang Regency are sold at Ungaran Rest Area, Semarang Regency in the form of Banaran Coffee, Tomato Rasa Kurma, and Enting-Enting Gepuk. However, the sales that have been carried out do not produce significant results, one of them is due to the absence of an identity attached to various souvenirs sold at the Ungaran Tol Rest Area in Semarang Regency, therefore the design of identity and packaging with the Klintang Klinting brand name is made . The method used in this final project is a qualitative research method with data collection which includes direct observation and literature, the analytical method used is the SWOT method. With the Klinting Klintang identity that is applied to this package, it is expected that the community will not only buy souvenirs as souvenirs, but also know the culture and tourist attractions in Semarang Regency.

Keywords: Semarang, Packaging, Identity, Souvenirs