

ABSTRACT

Traditional drinks are drinks that humans have inherited from their parents for generations and are usually consumed by certain people by using natural ingredients such as spices, leaves, and the results of trees, for example Bandrek. Bandrek is a traditional drink from West Java, which is commonly consumed to increase body heat. The object raised in this study is Bandrek Abah Ciwidey which is located in the Cimanggu area. Bandrek Abah has been a distinctive drink of Cimanggu, Ciwidey since 1982. Processed using quality natural ingredients without using preservatives. At sales Bandrek Abah packaging is sold in bottles at affordable prices and is easy to get. In addition to the bottle packaging, Bandrek Abah also has sachet packaging and small box packaging that needs to be brewed first. But apparently there is a problem faced by Bandrek Abah, namely the lack of appeal in terms of packaging and visual identity, of course, the packaging used now is not yet able to reflect the visual elements of the area. Aware of the huge market potential to expand the Bandrek Abah market, there needs to be an identity of these beverage products, so that the outside community and adolescents do not abandon traditional drinks, then qualitative methods in the form of approaches through observation, interviews and literature study are used. The expected results of the packaging renewal design and visual identity for Bandrek Abah, can increase the interest of people who want to buy bandrek with dancing packaging and increase sales of Bandrek Abah.

Keywords: Packaging, Visual Identity, Bandrek, Bandrek Abah, Ciwidey