

ABSTRACT

Pd. Jembar Sari is a local fruit distributor agent located in Caringin, Bandung. Pd. Jembar Sari distributes its products to a variety of shops both in traditional markets and supermarkets in the area of Bandung and surrounding areas. To expand market share and increase sales of its products, it is necessary to design a visual identity along with eco-friendly packaging as well as one of the steps to support nature conservation by not using plastic and also design promotional media for its products as supporting media. By using qualitative methods in the process of collecting data such as observation, interviews, and literature review which will then produce the necessary data. In the analysis process the matrix and SWOT analysis methods are used to obtain message concepts, design ideas, creative concepts, media concepts which are then used as the foundation in the process of designing visual identity along with eco-friendly packaging and other supporting media. With the design of visual identity and eco-friendly packaging along with promotional media, it is expected that Pd. Jembar Sari can expand market share and increase sales of its products and help preserve the natural environment.

Keywords: *Visual Identity, Branding, Packaging, Plastic Waste, Natural Environment*