

ABSTRACT

Jamu is traditional beverage from Indonesia that made from natural ingredients and has a huge benefits. Jamu has a traditional way to distribute their product, which is Jamu Gendong. Jamu Gendong is a way that the jamu seller distribute their products with carry the jamu's bottles in a basket then carry it on their back, and an unique way of Jamu Gendong is the interaction between the seller and the buyer which always leads to deep conversation. Jamu Gendong became a tradition that still going on until now, but with the development of the era, Jamu has different way to distribute their product with motorcycle because that is one of an effective way in many aspect. In fact, jamu has many benefits that anyone can enjoy anytime as a casual beverage on daily basis. This happened because of a few factor, one of them is the taste and image of jamu keliling. From this common problem, the writer will create a modern brand identity of jamu gendong so it can increase consument interest.

Keywords : Jamu, Jamu Gendong, Image, Brand Identity, Interest.