

ABSTRACT

Traditional Balinese drinks, especially Balinese Arak, is a traditional drink that has many functions and uses related to Balinese traditions and culture, but sometimes the Balinese Arak seller industry pays little attention to and maintains the quality of the alcohol content of this Balinese Arak and the safety of the packaging which sometimes it breaks easily if it is for sale to consumers because the use of Balinese wine packaging still uses materials that cause changes in the quality of the alcohol content and the safety of the packaging of the Balinese wine when stored in plastic or glass materials. If it is stored for a period of 3 – 4 days in storage, the Balinese wine packaging must be redesigned to provide consumer satisfaction or connoisseurs of this typical Balinese traditional drink, especially arak, so that the quality of the alcohol content in this Balinese wine is always maintained, and its use packaging materials when using glass bottles when sold and sent outside the area are sometimes easily damaged or broken. By re-designing the packaging of this Balinese wine using material aspects and using the prototyping method so that in the future it will increase and maintain the level of alcohol content of this Balinese wine and continue to provide pleasure to consumers of Balinese wine.

Keywords: *Balinese Arak, the function of a traditional drink in Balinese traditional customs, Balinese Arak packaging.*