

**Abstract :** Many umkm players of banana chip products in Tasikmalaya city do not pay attention to the packaging design by only using clear plastic and staples, minimal creation and less attractive to consumers. This is what makes umkm products not develop and difficult to compete with the same products but with good packaging sold in minimarkets, as well as the difficulty of finding banana chips with good packaging and quality. The design element of packaging plays an important role in branding and sales, especially small and medium enterprises. In the absence of a good and professional design, branding strategies through packaging will be difficult to achieve. Because the design factor makes a different perception for potential consumers of a product which will lead to a purchase. But these umkm actors do not pay attention to the packaging of their products due to lack of education and there are still many umkm who have difficulty in increasing the market share for their products, only stuck in one market share. Therefore, this design is carried out with the aim of designing a banana chip packaging design that is effective and attracts consumer interest to increase sales and expand market share and create a packaging design that can promote the area of origin of UMKM. By incorporating elements of local wisdom into it and making 2 versions of regular and premium packaging to attract a wider market share.

**Keywords :** UMKM, Packaging design, Branding, Regular, Premium

