

## ABSTRACT

*Rempeyek has become one of the types of food that many UMKM in Bandung Regency, one of which is Remnarkut, choose as a business idea. Unfortunately, Remnarkut pays little attention to the visual quality of its packaging, resulting in packaging that fails to attract consumer interest. Lack of knowledge about good visual packaging is the reason Remnarkut has not been able to update its packaging, even though it could increase consumer appeal. Therefore, this research is conducted as an effort to improve the visual appearance of Remnarkut's packaging to make it more attractive and competitive in the market. In designing this packaging, data collection is carried out through a qualitative approach by conducting observations, interviews, and literature studies. It is hoped that this packaging design will give Remnarkut's rempeyek a stronger brand character through its packaging and attract more consumers in the future.*

*Keywords: UMKM, Rempeyek Packaging, Bandung Regency, Remnarkut*