

ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economy. Bandung is one of the key centers for MSME growth, particularly in the culinary sector. One popular traditional product is es cendol. However, current cendol packaging remains simple and less appealing, affecting its competitiveness amid market competition and shifting consumer preferences.

This study aims to design a rebranding strategy for cendol packaging to enhance product appeal and strengthen brand image. The research uses qualitative methods, including observation, interviews, and literature study. With the right branding strategy, cendol products are expected to build a stronger identity, attract more consumers, and support MSME competitiveness and sustainability in both national and international markets.

Keywords: Rebranding, Packaging Design, UMKM, Traditional Drinks, Cendol.