

## **ABSTRACT**

Kuningan District is the largest producer of Glutinous Tape in Indonesia, its characteristic is from the taste that produced from guava leaves that has been boiled as a wrap for Glutinous Tape. Sari Asih SME is the main founder that manufactures and sells the Glutinous Tape of Kuningan. The packaging used by Sari Asih is a black bucket containing 100 packs of Glutinous Tape. But Sari Asih's production has reducing nowadays, where Sari Asih used to produce one ton in each shipment, now only one quintal is available in one production, because there are a lot of competitors that produce the same product in Kuningan District, it was also desirable due to the lack of attractiveness of the packaging, of course the packaging that used is less practical and doesn't have any visuals that reflect the area yet. Therefore, to increase the interest of teenagers who can increase the sales of Sari Asih, they need to be renew in terms of packaging and visuals. In order to get accurate field data from the problem, author used qualitative methods related to observation, interviews and literature. The analytical method used is the SWOT analysis (Strengths, Weaknesses, Opportunities, Treatments). The results that expected from the renewal of Sari Asih packaging are to increase the interest of teenagers who provide in the consumption of Glutinous Tape and increase the sales of Sari Asih.

**Keywords:** Packaging, Sari Asih, Glutinous Tape, Kuningan