

ABSTRACT

Semarang is known as the city of Bandeng. Although actually Bandeng originated from the Juwana area, Pati Regency, Central Java. Bandeng is quickly famous throughout all of Central Java because it tastes good. So that in his time, many people from various regions in Central Java sold Bandeng. There are several famous brands of Bandeng. Some of them are Bandeng Presto, Bandeng Bonafide, and the most famous is Bandeng Juwana Elrina. Bandeng Juwana Elrina has been established since 1981. From 1981 until now, Bandeng Juwana Elrina has never made a change in packaging. So that it is necessary to design a visual identity in the form of packaging design of Bandeng Juwana Elrina Semarang so can be relevant to the current development. Based on packaging theory, the design of the identity of the packaging, besides functioning as aesthetics, can also make packaging have a different appearance so that the packaging can compete with other products. In addition, designing a packaging can reflect the values and emotions of a company. Using a qualitative method, the author will observe and interview Bandeng Juwana Elrina shops and other brands of Bandeng shops. Thus, the data that will be obtained will be used as a reference for the design of the visual and packaging identity of Bandeng Juwana Elrina.

Keywords: Semarang, bandeng, packaging.