

ABSTRACT

Ginger milk is a drink that is much loved by people because it can warm the body. Not only that, ginger milk also has many benefits, one of which is to reduce allergic reactions. Ginger milk is often consumed at night because of its taste that can warm the body with a taste that already has a flavor variant. This ginger milk business is very promising in various regions especially those that have cold temperatures. But the majority of ginger milk products do not yet have branding that is quite interesting. Therefore it is necessary to do rebranding by analyzing why branding of ginger milk is less attractive and how to design ginger milk branding to attract consumers. By using the method of observation, questionnaire and literature study. Which aims to be remembered by the public and attract consumers' interest among young people.

Keyword : ginger milk, packaging.