

**VISUAL IDENTITY AND PACKAGING DESIGN OF  
AMPLANG CAP KALIMANTAN**

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***Abstract***

*Indonesia has a variety of foods in each region, one of which is Amplang. Amplang is a snack shaped like crackers made from fish that can be found in Balikpapan City and other cities in East Kalimantan. At first, the basic ingredient of amplang was flat fish. However, because the population of flatfish is decreasing and it is included in the protected animal category, most amplang producers currently use mackerel as their basic ingredient. Unfortunately, along with the development of time, traditional food is often abandoned with the rise of contemporary food that has a more attractive presentation and visuals. Therefore, it is necessary to design a visual identity and packaging that is expected to re-attract public interest, especially the younger generation. The design process begins with data collection such as observations, interviews, and literature studies. The data is then processed by comparison matrix analysis and SWOT analysis to be compared with other similar products. The final result of this design is a visual identity design, packaging, information media, and other supporting media. With this design, it is expected to be able to re-attract public interest, especially the younger generation, to Amplang and as an effort to preserve traditional culinary.*

*Keyword : Traditional culinary, visual identity, packaging*