

ABSTRACT

Abstract : *Dapoer Bu Tari is a micro, small and medium enterprise (MSMEs) engaged in culinary which is located in the Nusukan, Surakarta City. The owner, named Notary Billy Ardiani, started this business by providing various kinds of cakes and pempek as another sales product. The data collection method used in this study is a qualitative method which includes observation, interviews, and distribution of questionnaires. From the data obtained from the business owner, it can be concluded that the owner is not satisfied with the existing product packaging and wants to expand the sales target of her pempek product. So from this, in this study the authors designed a new and more informative Pempek sales segmentation packaging. The design of the visual identity on this packaging has an ethnical concept, which elevates the culture from Surakarta in the form of the Kawung Batik motif as an illustration on the packaging. The author wants to highlight that the actual pempek product is from Palembang, but this product is made and produced in Solo, which is able to be represented through philosophical visual elements. The results of this design are in the form of the main packaging and promotional supporting media of Pempek Notari which are designed according to the concept that has been planned, and are expected to be the right solution for existing problems.*

Keywords: **Visual Identity, Packaging Design, Pempek**