

ABSTRACT

Marketing communication is a crucial element that can determine the success of a brand. Through marketing communication, brands can create and deliver a good experience for consumers. This impacts consumers' purchasing decisions regarding a product or service. These purchasing decisions depend on how effectively the brand's visual identity conveys a persuasive message. Packaging is one of the forms that play a significant role in delivering messages in marketing communication. Therefore, packaging and the persuasive message it conveys can help businesses, especially Micro, Small, and Medium Enterprises (MSMEs), in attracting consumers. One of the MSMEs utilizing this is Onde-Onde Ceplis Alfajo. Onde-Onde Ceplis Alfajo is an MSME in Bekasi Regency since 2016. This MSME sells dry onde-onde snacks. Despite operating since 2016, this MSME has not shown significant progress. One of the reasons is the inability to reach the main target audience, the millennial generation. This issue is influenced by the lack of effort in delivering an effective persuasive message through the appropriate visual selection on the packaging. Therefore, producing new packaging for Onde-Onde Ceplis Alfajo MSME can be a solution in conveying persuasive messages in marketing to reach the main target audience.

Keywords: *Visual Identity, Persuasive Message, New Packaging, Onde-Onde Ceplis Alfajo MSME.*