

ABSTRACT

This study explores the development of rattan based skincare packaging as an effort to strengthen the visual identity of the SME Arkakala Eco. The core issue lies in the absence of a strong and distinctive identity that sets Arkakala Eco apart from other local skincare brands. Using the design thinking method, this research investigates the potential of rattan particularly the sega jawit, pietriet, and peel types which are known for their lightweight, durable, flexible, and aesthetic qualities, to be applied in both secondary and tertiary packaging. The design outcomes indicate that rattan packaging not only fulfills functional and visual aspects but also successfully represents the natural, local, and sustainable values that are central to Arkakala Eco's philosophy, while providing a unique competitive edge in the market.

Keywords: *arkakala eco, skincare packaging, rattan*