

## **ABSTRACT**

### **REDESIGN OF "TJAMPOLAY" SYRUP PACKAGING**

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*"Tjampolay" syrup is a specialty syrup originating from Cirebon since 1936. Its delicious taste has been preserved until now, making this syrup still popular among the public. The packaging of "Tjampolay" Syrup has never changed since it was first produced. Packaging is quite important in product promotion. Packaging design can create a good view of the product to potential consumers. A new packaging design that is more attractive and follows current trends is needed. The purpose of this design is to make this product look more attractive and modern so that it can compete and attract buyers. The method used is a qualitative method with data collection through literature study and observation. The result of this design is a packaging design for "Tjampolay" Syrup that looks attractive in terms of design elements such as color, typography, and graphic elements, informative, and practical. The hope is that consumer interest in the product will increase so that it can compete healthily in the market.*

**Key words:** "Tjampolay" Syrup, Packaging, Redesign

References :

Publication Years :