

## ***ABTRACT***

### **DESIGN OF “TEH BANDULAN” PACKAGING DESIGN AS A BRAND IDENTITY SUPPORT WITH HERITAGE ELEMENTS**

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*Tight competition between similar products and the presence of various new products encourage manufacturers to create communication strategies to maintain competitiveness in the market. Visual elements, such as packaging, play an important role as a means of communication and product promotion, where the more attractive the packaging, the higher the potential for consumer purchasing interest. One of the legendary products, "Teh Cap Bandulan" from CV. Budi Djaya Pekalongan, which has existed since 1933, is now facing the challenge of maintaining relevance amidst increasingly tight competition in the tea industry. Despite having historical value and a distinctive taste, the packaging design of this product is considered less prominent than its competitors. In order to survive and increase consumer loyalty, improvements to more modern and innovative packaging designs are needed, without sacrificing the brand identity that has been formed. This is important to do in order to win the competition in an increasingly competitive market.*

*The purpose of this study is to dismantle and open the packaging of Teh Bandulan Packaging so that customers can understand the information and brand identity of Teh Bandulan. with the method used is Descriptive Qualitative. Which is where primary and secondary data collection is carried out through books or journals related to the theme being studied*

**Key words:** *Teh Cap Bandulan, Visual Elements, Packaging.*

**References** :

**Publication Years** :