

## **ABSTRACT**

*In the era of increasingly strong culinary business competition, product packaging not only functions as a product protector, but also becomes an effective communication medium to strengthen brand identity. this study aims to redesign the packaging of dapoer mang uzel to increase visual appeal and strengthen brand image in the eyes of consumers, as well as the importance of packaging to engage the senses, evoke emotions, and create memorable experiences. The packaging redesign was carried out by prioritizing the elements of functionality, and the traditional impression that became the identity of dapoer mang uzel. the method I used was qualitative. This packaging rebranding is expected to be consistent to help in identity, provide fixed packaging, and support the sustainability of culinary business, and expand market segmentation.*

*Keywords : Packaging, Rebranding, dapoer mang uzel.*

