

ABSTRACT

Cilacap is the capital of Cilacap district located on the south coast of Central Java. Cilacap has many tourist attractions that can fill weekend holidays with family or friends and for tourists who want to visit Cilacap. The residents there can introduce and develop snacks as typical by Cilacap to tourists who have visited, one of them is sale pisang. Sale pisang products are typical of the original food from majenang and Karangpucung in Cilacap, one of them is UKM Suryan, but over time many other cities also produce and develop sale pisang products, so many opinions recognize the authenticity of sale pisang from various certain cities. Because of this, we need packaging or labels with visual identities that characterize Cilacap, so that UKM Suryan are more able to compete with sale pisang products in other cities. Cilacap community resources are still low and dont pay too much attention to the superiority of product packaging, so the information on the packaging or label that is applied to Suryan sale pisang products as typical by Cilacap is still incomplete, so it can reduce the quality and selling value of the product in the future. With a Designing visual identity of Sale Pisang as a Souvenir from Cilacap, it is expected to increase consumers or tourists to buy the product. Thus, it can increase the sale value at Suryan UKM sale pisang in the eyes of tourists or the wider community, and increase the attractiveness of tourists to visit Cilacap tours by buying sale pisang Suryan souvenirs.

Keywords: Visual Identity, Packaging, Sale pisang, UKM Suryan, Cilacap.