

## **ABSTRACT**

*Tilapia (Oreochromis niloticus) is one of Indonesia's leading commodities that has the potential to be developed in supporting national food security and economic resilience as well as improving people's welfare. Tilapia has a lot of nutrient content in it, but the population of Indonesia is not too familiar with the nutritional content that it gets. The prospect of tilapia agribusiness is very potential in Indonesia, this is because the protein consumption of the Indonesian population is still low. With an era that is increasingly developing, people are more often going to modern markets because they are more comfortable, varied and practical. But tilapia is still rarely found in modern markets and there are still many people who do not know about the nutritional information they have. Packaging and marketing can also affect to the consumers to choose tilapia for consumption. The method is carried out by observing the place of cultivation, conducting interviews, conducting heritage studies, and using AISAS analysis as a reference for this design. Based on the explanation, a solution is needed to attract increasing the selling value of a cultured fish product with good branding and good and unique packaging. Through an identity design and packaging of aquaculture fish products and is expected to be able to raise the potential of aquaculture fish to be consumed and known.*

*Keyword : Tilapia Fish, Aquaculture, Identity, Packaging*