

ABSTRACT

The "Aroma Coffee" business is one of the ground coffee products in the city of Bandung. Founded in 1930 which was pioneered by Tan houw sian, these products are contained in packaging wrapped in clear paper and plastic. Such packaging cannot compete in the market yet so that it can be marketed especially among young people.

Packaging design as a communication tool can mean that packaging design is not only as wrapping or closing an item or group of goods, but provides clear and complete information about the content or content of a product, ideally when the packaging design is able to provide information to consumers the value will be more to avoid consumer confusion. The right design method is SWOT analysis because in this design the writer redesigns the existing design, with a balance, strengths, weaknesses, opportunities, and threats as a comparison between new designs, old designs, and competitor products.

Keywords: packaging design, aroma coffee