

## **ABSTRACT**

Gelamai is a traditional food typical of Payakumbuh City which is usually used as a souvenir from the city, and gelamai has the basic ingredients of rice flour, brown sugar, and coconut milk. In Payakumbuh City there is one of the largest gelamai producers, namely Gelamai Erina which has been around since 1980. Gelamai Erina has the potential to be widely marketed because it has a big name and its manufacture is still using traditional ways to maintain a distinctive taste so that it does not change since a long time ago. The problem experienced by various kinds of gelamai in Payakumbuh City is that there are still many who do not have proper packaging and good promotional media to increase marketing widely, including Gelamai Erina.

The design of Gelamai Erina's packaging was carried out using qualitative methods, and carried out a data search process with relevant literature studies, observations, and interviews with Gelamai Erina owners, employees, and consumers. Determine the target audience, analyze similar projects, and analyze them using the SWOT method.

Based on the above process, it is necessary to design a good and attractive packaging design, and use strong materials to protect the gelamai. Therefore gelamai can be widely marketed outside the region and online.

**Keywords:** Visual Identity, Packaging Design, Souvenirs.