

## ***ABSTRACT***

*Loloh Cemcem Meme Nyampuh is a traditional product from Penglipuran Village in Bangli, loloh cemcem is often considered herbal medicine because it is good for digestion and refreshing for the body. The product becomes an attractive drink for tourists who visit Penglipuran Village. Loloh Cemcem Meme Nyampuh is packaged in a bottle which their packaging does not have complete product information and the identity of the Penglipuran Village where loloh cemcem is produced. Data was collected through observation, interviews and literature study. Collected data was analyzed using SWOT analysis and comparison matrices. The conclusion in this design is the conclusion of this design emphasizes that with the right visual identity and packaging, it's easier for loloh cemcem products to market and introduce their products to the public and tourists. The results of the design are focused on cultural elements and adjustments to the latest design trends through the media of logos, packaging designs, pamphlets, shopping bags and standing banners. With this design, Loloh Cemcem Meme Nyampuh can be helped by effective marketing and sales as well as focus on the quality and innovation of other loloh cemcem products.*

*Keywords: Visual Identity, Packaging, Loloh Cemcem, Penglipuran Village*