

ABSTRACT

The introduction to this final project is entitled Product Packaging Design as Characteristics and Identity of North Sumatra. The problem studied is how to design an attractive and distinctive North Sumatra identity product packaging design in order to elevate the cultural image and quality of Samosir Island souvenir packaging which is the identity of North Sumatra. This final project is conducted using qualitative research methods, namely direct field research and observation, and interviews. packaging or packaging of a product is one of the promotional media that looks trivial but very important. Souvenir product packaging usually uses simple packaging such as plastic bags to cover production costs. For the sake of such understanding, packaging design designs and promotional strategies are made that are creative, attractive and appropriate media to support the promotional activities of Typical North Sumatra souvenirs through maturity, which are expected to be able to culture and tourism through souvenir packaging for domestic and foreign visitors, elevating the image or a brand image that has a distinctive character or character that can improve the quality of product packaging from souvenirs as a characteristic and identity of North Sumatra.

Keywords: Culture, Identity, Ergonomics