

ABSTRACT

Indonesia is a country rich in marine resources, yet Indonesian society, including in Bandung, still has limited awareness regarding fish consumption due to certain negative perceptions. One of the solutions is to introduce diverse fish dishes like "Pindang". One of the SMEs selling processed "Pindang" fish is "Pindang Ceu Luna". However, this product still lacks a visual identity, leading to a lack of recognition among the public for "Pindang Ceu Luna". The research method employed is qualitative, aimed at creating a brand identity for "Pindang Ceu Luna". The sampling technique involves conducting interviews with the brand owner and distributing questionnaires to 50 individuals. Based on the analysis results after various stages, such as problem identification, data collection, and problem analysis, Pindang Ceu Luna acknowledges the insufficient strength in understanding brand identity establishment. Therefore, this forms the basis for designing the brand identity of Pindang Ceu Luna to enhance market appeal and create brand awareness through logo and packaging modifications. With this brand identity design, it is hoped to assist the SME owner in increasing the product's market value and improving its image in Indonesia, particularly in Bandung.

Keywords: Design, Packaging, Pindang Ceu Luna