

## ABSTRACT

*Advances in internet technology today provide very many changes in information search technology. Behind this convenience, it greatly impacts the economic sector of MSME actors. It is undeniable that Micro, Small and Medium Enterprises (MSMEs) have a role as a driver of the economy of a region which contributes to regional income and plays a key role in creating jobs in every segment of society. This study aims to describe the packaging design designers for umkm latino jeans products in Pematang district. The research results are expected to optimize the function of packaging design in supporting the buying and selling process in the community, as well as increasing branding in the Pematang district area. This research is a descriptive qualitative research. The data collection process was carried out by means of observation, interviews, questionnaires, and literature study. The data obtained was then analyzed using a comparative matrix analysis, with reference to five main topics, namely the form of packaging, branding, visual objects, and visual communication design. The study of the five discussions is very useful for understanding how to design the right packaging to achieve the goals that have been set, and is expected to be the right solution for existing problems.*

**Keywords:** *UMKM, Packaging Design, Visual Identity, Branding*