

## **ABSTRACT**

*Rooftop Garden is one of the MSME engaged in agriculture by selling succulent ornamental plants. This MSME has been established since 2017 and is facing a decline in sales after the pandemic and fierce competition with MSMEs that have a succulent plant business, even though there is still a trend for small potted ornamental plants after the pandemic. The problems that Rooftop Garden had is that they don't have any packaging for succulent plants and logo that fits with their name now. Currently, packaging not just used as product protection, but as visual identity to introduced the brand and differentiate the product from other competitors. The purpose and benefits of designing succulent ornamental plant packaging and introduced Rooftop Garden more widely. Collecting data is done by conducting observation and interviews with a qualitative approach. After that, data is processed and analyzed by using comparison matrix and conclusion as a reference for designing succulent ornamental plant packaging MSME Rooftop Garden in Lembang, West Bandung Regency.*

**Keyword:** *Packaging, Rooftop Garden, MSME, Succulent*