

ABSTRACT

One of the regional apparatuses of the Bandung City Government is the Bandung City UMKM, which has a functional role to handle coaching activities in the cooperative sector, micro, small and medium enterprises. Bandung Regency offers the best opportunity to support the expansion of the regional creative economy. Following the trend of the times, the Bandung Regency fashion industry is growing rapidly. However, some UMKM in Bandung have not paid attention to the packaging design that still uses "styrofoam", lacks creativity, is not environmentally friendly and is less attractive to consumers. This makes UMKM products not develop and it is difficult to compete with the same products; In addition, it is difficult to find spicy chicken packaging that is functionally maximal, environmentally friendly and of good quality. For UMKM in particular, the design aspect of the packaging plays an important role in branding and sales. Implementing branding ideas through packaging will be a challenge without quality and expert design. Design features help produce a different impression for prospective customers of goods, which will ultimately result in purchases. However, the lack of knowledge causes these UMKM actors to ignore the packaging of their goods. Thus, this design was carried out with the aim of creating an efficient, environmentally friendly, and attractive Pak Gembus Chicken Gepuk Packaging Design to increase sales. Incorporating local batik knowledge components into it with attractiveness, distinctiveness, and functionality built to be best utilized for spiced foods.

Keywords: *Branding, Packaging Design, UMKM.*