ABSTRACT

REDESIGN OF BEBEK GARANG PACKAGING
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Package can be defined as the whole activities of designing and producing the container or pack of a product. The package of bebekgarang is rectangular, the lid of package can easily be open, the visualization displayed on the package is hard to understand by consumers, and there is no core product as an image building of the product on the package. With the existing problem, it needs a redesign of the identity of product on the package, without losing the overall image of bebekgarang restaurant that has been implanted in the mind of community.

To design the package of bebekgarang it needs to understand the problem existing. To be capable of resolving the problem, the strategies pursued are, among others, to use the visual identity of a Logo and a tagline bebekgarang on the package so that the consumers recognize that the product is made by bebekgarang company to display the core product of bebekgarang as a form of image building on the package and to make an illustration on the package so that it would not lose the visualization style of old package that has been implanted to the consumers' mind. However, the step in making the illustration is changed to be 2 female college students who are chatting in a form of an invitation to join *bebekgarang*.

Key Word : *Package, Image , Design*