Abstract

DESIGNPACKAGINGDESIGNREVIEW

CIHANJUANGCHJ TOFU

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Cihanjuang CHJ Tofu is adairy plant that stands out from the month of April of 2010, the factory was founded by Muhammad Asep Mulyana. CHJ name was taken from a city that is the name of the plant site Cihanjuang know it was set up exactly on Jl. Artabahana 6 Rt. 08 Rw. 01 Cihanjuang Cibaligo.

CHJ Tofu has packaged the same as other companies engaged in the same field, but according to several consumer packaged CHJ Tofu has packaging design constraints which are less than the maximum and too general and lack of consistent application of corporate visual identity in each package in addition to the specifications of the product is not listed in each package, it causes consumer confusion with CHJ Tofu visual identity.

Of the existing problem need tore design the identity of the production the packaging, without removing the whole of the image factory Cihanjuang Tofu CHJ existing in people's minds. Of the visual identity design packaging visual idenntity as expected to strengthen the company's image to mind related consumer identity and packaging have more leverage functions and message scan be conveyed with good company.

Keywords: *Packaging, tofu, cihanjuang,*