

## **ABSTRACT**

*Luntup Special is one of traditional pastry produced by Mirasa Putra and it potentially to become a signature souvenirs food from Purbalingga because it only exists and produced there. With common packaging that still being used, it necessary to redesign for Luntup Special so it have attractive visual packaging and it becomes more popular or better known by many people as Purbalingga's signature souvenirs food.*

*Packaging redesign uses a comparative study of 2 mino potong products as competitors because the type and shape of the pastry is similar to Luntup Special.*

*With the primary data and analysis used (SWOT, Unique Selling Proposition, & Positioning), The results of the research and packaging redesign of the Luntup Special Mirasa Putra can provide the latest innovations so that the product looks more attractive and is known by tourists and public as a typical Purbalingga's souvenir food.*

*Keywords: packaging redesign, visual communication design, luntup special mirasa putra, purbalingga's signature souvenirs food*