

ABSTRACT

Bisono Chips "Rizka Jaya" Banyumas is a Micro, Small and Medium Enterprises (MSME) snack product with mini chips so that it can be eaten in one bite. However, Banyumas Bisono "Rizka Jaya" Chips have a weakness in the packaging. Bisono Chips product "Rizka Jaya" Banyumas does not yet have a brand image that can be used as a differentiator with other products. The packaging of Bisono "Rizka Jaya" Banyumas Chips still uses screen-printed plastik, the same as other products, so there is no difference between products. Thus, to improve the brand image of the Bisono "Rizka Jaya" Banyumas Chips product, a new packaging design is needed. The design is done by using qualitative research methods where the data generated through observation, interviews, documentation, and literature study. Using the SWOT analysis design method to determine the strengths, weaknesses, opportunities, and threats of the Bisono "Rizka Jaya" Banyumas Chips product. The concept of packaging design for Banyumas "Rizka Jaya" Bisono Chips product packaging displays a simple and representative impression, highlighting the advantages of Banyumas "Rizka Jaya" Bisono Chips product. As well as designing supporting media such as banners, posters, flyers, key chains, pins, thank you cards, and Instagram ads to promote Banyumas Bisono "Rizka Jaya" Chips.

Keywords: Packaging, Brand Image, Bisono Chips "Rizka Jaya" Banyumas