

## **ABSTRACT**

*Jamu Mbak Jum is one of the UMKM that produces traditional herbal medicine in the Cilacap area. Jamu Mbak Jum does not yet have sufficient visual branding to be used as promotional media. This design uses a rebranding approach to build and strengthen the image of Jamu Mbak Jum to the public, especially in the Cilacap area and its surroundings. Using qualitative descriptive analysis methods, unique selling proposition, and positioning to determine the right rebranding and visualization strategy for Jamu Mbak Jum. It is hoped that the solution designed can make Jamu Mbak Jum become an UMKM that is known by the Cilacap community and is of interest to young people to continue the culture of consuming traditional herbal medicine.*

*Keywords : rebranding, visual identity, promotional media*