

## ***ABSTRACT***

*As an entrepreneur, it is not only a strategy that needs to be developed, but also how to build a product identity so that it is known to the wider community. Each item or product must of course be given an identity to make it clearer and easier to identify. Making packaging designs and choosing packaging that meets usability standards requires several factors. The most important key to win the competition is to provide more value to consumers by providing innovative and high quality products at competitive prices. The purpose of this design is to make product packaging for UMKM Viyuaz Snack Semarang as a product identity. The research method in this design uses qualitative and SWOT analysis methods. The data that has been obtained is then processed to design the packaging of the UMKM Viyuaz Snack Semarang product as a product identity. This can be done by designing a packaging design that represents the elements of the UMKM Viyuaz Snack, using secondary colors. The product packaging design is made to be used as an identity for Viyuaz Snack UMKM products. The results of the product packaging design for UMKM Viyuaz Snack as a product identity are product packaging, stationery in the form of: stamp notes, payment notes, apron designs, menu designs, Instagram feeds designs, Instastory designs, as well as making merchandise in the form of spunbound bags, and box packaging.*

***Keywords:*** *identity, packaging design, UMKM, viyuaz snack.*