

## **ABSTRACT**

*Burgercruz is a fast food MSME that was founded in 2016 that offers colorful burgers with unique shapes that are advantages and uniqueness. Burgercruz has a problem with the packaging that does not provide information related to Burgercruz. The packaging is still simple in the form of thin Samson paper. In addition, the logo design in the packaging is not visible, so it has not been able to attract the attention of consumers. This study aims to redesign the packaging of Burgercruz products in an effort to increase brand awareness and design supporting media for Burgercruz products. Methods of data collection by conducting interviews, observation, documentation. Data analysis was carried out using SWOT, USP and positioning analysis. The results of this study are the renewal of Burgercruz packaging materials and packaging images to increase consumer attractiveness and increase consumer confidence in the products to be consumed. The new packaging material is attempted to overcome the problem of oil seeping into the packaging.*

**Keywords:** *packaging re-design, illustration, burger, brand awareness*