

**PRODUCT BRANDING OF MINERAL WATER BUMDES  
TANJUNG MEDANG  
(RUPAT UTARA)**

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**ABSTRACT**

Business actors must continue to strive to meet the diverse needs of consumers and retain customers and win the competition in business. Sometimes business people forget one important aspect of their business, which is related to branding. Make names, logos and product designs for BUMDES mineral water in Tanjung Medang village as a branding process. The technical aspects of the work in carrying out activities are divided into several stages, namely the project preparation stage, the project implementation stage, and the project completion stage. able to compete with products that are already on the market, several colors used for packaging designs such as red, green, light green, light blue, blue, and black seem to make the packaging look unique and beautiful to look at. Based on the results and discussion of determining the name, logo design and mineral water packaging, it can be concluded that providing identity in the form of a name and logo is very important for a business and can introduce local products. the amount of marketing that can compete with other drinking water products.

**Keywords:** product, mineral water, logo design, packaging design