

**REPACKAGING THE HERBAL DRINKING OF Mrs RUKANI  
PRODUCTS**  
(Case Study on the Herbal Drink Mrs Rukani in Pematang Duku Timur)

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**ABSTRACT**

*This final project is entitled herbal drink Beverage development study on repackaging the herbal drinking of Mrs Rukani products (case study on the herbal drink Mrs Rukani in Pematang Duku Timur). The objective of this final project is to know the packaging process for herbal drinks, to find out the obstacles and solutions from the process of packaging herbal drink products. This final project is carried out in several stages, namely the Project Preparation Plan, Project Implementation Plan, Project Accomplishment Plan. From the completion of the project, the following results are obtained. The packaging process for herbal drinks logo, label and packaging are the most important aspects for customer interest in the product. The logo set from Mrs Rukani's herbal drink product is made as attractive as possible as a product identity. Initially, Mrs Rukani's herbal drink product did not have a logo and finally I dedicated this logo to attract customer interest and packaging Mrs. Rukani's herbal drink products were packaged using bottles measuring 250 ml which were packaged in a modern way. and of course can compete again in a wider market. The obstacles and solutions from the process of packaging herbal drink products. Obstacles is Limited sales of bottles of herbal drink products in Bengkalis hampered the delivery of goods that have been ordered. Designing logos and labels has many errors due to the desired customer satisfaction so that the design and printing process is somewhat hampered. The production of herbal medicine is somewhat hampered because the basic ingredients of herbal medicine are limited. Solution is Buy bottles online in large quantities, so the marketing process will run smoother. making logo and label designs is done through a direct statement by the product owner so that the label can work smoothly. I as a writer as well as a person who markets products to help search for raw materials for making herbal medicine, so that the production and marketing process is not hampered.*

*Keywords: Repackaging, herbal drink, process*