

Cracker Melarat that can only be found for tourists who often visit to Cirebon has a very different manufacturing process with various other crackers. According to the history of the natives of Cirebon that the naming of crackers is poor because of the very populist process that is by using sand that has been sifted or has been roasted. Not only that, the uniqueness of cracker crackers is located on the color of crackers that have its own characteristics for crackers are usually given a natural color that is white while cracker is given three distinctive colors namely white, yellow and pink. The packaging is still standard production of home-cooked crackers in Melahan itself is usually used plastic that is only affixed with store label, then tied with raffia rope and placed above the shop by typical Cirebon, this is the reason many tourists discouraged when want to buy cracker And also the absence of information contained on the packaging and also the composition of any ingredients contained therein. Using qualitative methods such as data collection in the form of observation and direct interviews to the destitute cracker producers located in Cirebon, literature study and SWOT analysis to obtain appropriate information. Through the design of attractive, efficient and hygienic cracker packaging for the tourists can increase the buying interest of the product. And can develop UKM craftsmen impoverished crackers in Cirebon.

*Keywords : Cirebon, Kerupuk Melarat, Packaging.*