

## **ABSTRACT**

### *Design Of Packaging For Snack Traditional Easy To Spoil In Bandung*

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*In Indonesia, there is a wide variety of traditional foods from each province in the archipelago. Indonesia holds an important role in building diverse cultures in Indonesia. Traditional food that is diverse from each province, has a distinctive taste, because it is equipped with herbs from spices. Cultural and culinary diversity is Indonesia's wealth to be proud of. One of the provinces in Indonesia, West Java, West Java, is no less interesting than its culinary diversity. Some West Java culinary is considered a staple food or a side meal. Cangkarang Bongkang or snacks (Yetti Herayati, 1986, 29), is a culinary that must be tasted besides staple food or side foods. There are two functions of side dishes as culinary in West Java, first, as souvenirs after traveling or after holding certain traditional ceremonies. Second, it can be a substitute for rice. However, with various types of traditional Bandung snacks, there are still those who use packaging such as packaging using banana leaves, plastic, and paper as packaging for these snacks. And when viewed from the packaging characteristics it is very minimal to maintain the durability and quality of these snacks. By using packaging theory, packaging design, and other theories that support this research, the authors designed packaging design to maintain the existence of traditional snacks that can become the identity of a particular area. And by using interview methods and literature studies, the author can analyze in answering research questions in the field of packaging product design.*

*Keywords: Packaging, Snacks, Sundanese, Bandung, Traditional.*