

ABSTRACT

Indonesia is one of the countries with the highest number of tourism places because it has the beauty of the island, abundant natural wealth, and the distinctive culture of each region in it. Typical food in Indonesia is very diverse, unfortunately there are still traditional specialties that sound foreign and are not well recognized by the public, especially the traditional Emplod food sold by SMEs located in a small area of Garut District. In addition, Emplod packaging for SMEs Garut District in terms of design and material is still simple average. The data collection method used is to carry out the stages of observation, interviews, questionnaires, and literature studies from various sources. Then, perform data processing by analyzing visual work data and a comparison matrix of similar products, and SWOT matrix that produces topics related to SMEs, Emplod traditional food, packaging, and promotional media. This design aims to design a good and attractive packaging design in terms of the appearance of the design, materials, and can be a product distinguishing identity, is using an attractive color combination, selecting of typeface that can be read clearly, made of materials that can protect the product it is packaged, as well as adding Emplod identity, cultural characteristics of Garut District, and clear SMEs information. The results of packaging design are very necessary and are expected to help SMEs so that the Emplod products are increasingly recognized and not forgotten by the public.

Keywords : *emplod traditional food, garut district, packaging*