

## **ABSTRACT**

*Sanjai chips is a snack of fried cassava chips which were originally produced in the village of Sanjai in the 1970s, Bukittinggi and then became popular and spread to other areas in West Sumatra and made sanjai chips a special food. Unfortunately, the development of the sanjai chip industry is not in line with the development of its packaging, where the packaging of sanjai chips is still use plastic packaging and simple labels, so that there is no distinguishing feature and attractiveness shown by the packaging. What's more, many small and medium businesses are unable to compete with similar products due to the lack of utilization of promotional media. Based on this explanation, it is necessary to design packaging and its identity for West Sumatra's typical Sanjai chip snacks. The data collection method used in the process of compiling this final project is a qualitative method through observation, interviews, questionnaires and literature study, while the analytical method used is SWOT analysis. The packaging and identity design of sanjai chips are expected to serve as a promotional tool for SMEs, enabling them to become more recognized and elevate the unique culinary products of West Sumatra.*

*Keywords: Packaging, sanjai chips, West Sumatra*