

ABSTRACT

Indonesia is a country rich in diversity, one of which is the diversity of traditional foods. However, traditional food has been shifted by more attractive contemporary food so that the younger generation is less interested in eating traditional food, one of which is the packaging factor. The people of West Java, especially the Sundanese, have a variety of traditional foods, one of which is borondong. There are quite a number of borondong MSMEs in Ibum Subdistrict, most of which are less aware of the importance of visual identity, as well as inappropriate selection for packaging. These are the problems faced by Andeprok 202. Therefore, this research aims to design packaging with a distinctive visual identity and choose the right packaging for Andeprok 202 products. The methods used in data collection are observation, interviews, literature, questionnaires, which are analyzed by visual analysis, comparison matrix, and SWOT analysis. This design is expected to be a solution to the problems faced by Andeprok 202, so that the packaging can be characterized and can maintain product durability, which can help borondong compete as a traditional food in the midst of the rise of contemporary food.

Keywords: Andeprok 202, Packaging, Borondong, Visual Identity