

## **ABSTRACT**

Indonesia is an archipelago, with more than 17,000 islands, so it also has a huge and unique cultural diversity. One of the characteristics of Indonesia is its specialty food. Regional specialties can also reflect a person's social identity because they contain cultural elements, such as traditional recipes, one example is Kue Lontar from Papua. Kue Lontar has not been popular among the public due to the lack of visual media support in marketing its products. This problem is caused by the lack of product identity listed on the packaging. Therefore, it is necessary to design media that can promote papua lontar cake products. The method used is qualitative through observation, interviews, and literature studies. While the analysis methods used are matrix and SWOT to solve the problems experienced. It is hoped that this design will be able to increase the wider community about Papuan culture, especially Lontar Cake.

Keywords: Packaging Branding, Lontar Cake, Papua