

ABSTRACT

Bungkeng tofu was the first pioneer of Sumedang tofu and is a must-buy product when visiting Sumedang Regency. Sumedang tofu is generally packaged in bongsang, which is a small basket made from woven bamboo strips. As time goes by, packaging no longer only plays a role as a product container but also plays a role in attracting consumer buying interest, so producers are competing to make their packaging. Acting as a market leader means that bungkeng tofu requires more exclusive packaging to increase brand awareness of its product. This raises the need for a packaging design that can display the brand identity of bungkeng tofu as well as display elements of traditional bongsang packaging. This research uses a qualitative approach and the SCAMPER design method to find solutions to the problems found. Based on the results of the analysis that has been carried out, it was found that the packaging design must have a strong structure to support the weight of the tofu. The packaging is made using cardboard material with a layer of lamination. It is made in two sizes according to the required tofu capacity.

Keywords: *Bungkeng tofu, Packaging, Bongsang*