

Abstract

Indonesian cuisine is an important part of the nation's identity that reflects the diversity of Indonesian culture, with each region having its own culinary specialties that are often used as souvenirs. Culinary is also the main choice for Micro, Small, and Medium Enterprises (MSMEs) in starting a business. Pekanbaru's culinary souvenirs are widely marketed by MSMEs. One of them is Pekanbaru Riau's culinary souvenirs, namely Kue Bawang. Riau's typical Kue Bawang in Pekanbaru faces challenges in brand recognition and packaging. Many consumers domiciled in Pekanbaru cannot remember the brand of kue bawang they consume which is packaged in unsafe and unprofessional plastic packaging because the visual identity of the kue bawang is still less than optimal as a typical Riau souvenir. The application of packaging design on the label then fails to give a special impression to consumers. Kue Bawang Yuli MSME feels the challenge in brand recognition and packaging so that it requires innovation in its packaging because Kue Bawang Yuli has not been packaged properly and does not reflect it as a typical Riau souvenir. The data collection method used is a combined approach, namely a qualitative and quantitative approach. Therefore, in an effort to improve the visual identity of Kue Bawang Yuli as a typical Riau souvenir, a packaging design is needed that visually has the image and characteristics of the product to increase the attractiveness of the product as a typical Riau souvenir by using better packaging.

Keywords: Kue Bawang Yuli, MSME, packaging, typical Riau souvenirs, visual identity.