

## ***ABTRACT***

### ***PERANCANGAN DESAIN KEMASAN EDISI SPESIAL BAKPIA PATHOK 25 SEBAGAI MEDIA PELESTARIAN BUDAYA YOGYAKARTA***

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*Indonesia is a country rich in diversity, especially in terms of culture and cuisine. Cultural diversity is an invaluable asset, including the culinary specialties of Yogyakarta. Bakpia as one of Yogyakarta's typical souvenirs, has long been known for its taste and manufacturing process that has been passed down from generation to generation. This research aims to design a packaging for Bakpia Pathok 25 that not only protects the product, but is also able to introduce Yogyakarta culture to consumers. The research method used is descriptive qualitative with a literature study approach and visual analysis. This innovation is expected to be able to increase consumer knowledge of Yogyakarta culture, especially among young consumers to be more familiar with Indonesian culture, one of which is Yogyakarta culture.*

***Key words:*** Culinary, Yogyakarta, Bakpia, Packaging Design

***References*** :

***Publication Years*** :