

ABSTRACT

Culinary Brand Development Through Modern and Sustainable Packaging Design, Case Study from Kuliner Lengkong Ulama

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Traditional food has developed since the emergence of Hindu-Buddhist religions. The large number of immigrants who have visited and settled in Indonesia since ancient times has created cultural assimilation with local cuisine. Spices, which are Indonesian culinary identities, are one of the uniqueness of Kampung Lengkong culinary. Kampung Lengkong culinary continues to develop along with progress in various fields of life while maintaining cultural values, one of which is by utilizing Indonesian spices in the culinary field. This research raises a case study from Kampung Lengkong culinary which was carried out to help business groups, one of which is by developing product packaging. The method used in conducting research begins with identifying the potential to be developed, namely in the culinary field, then identifying product development needs in terms of product packaging. The results obtained are modern, sustainable packaging designs and product branding that can attract consumers in the hope that consumers will want to buy these culinary products.

Keywords : *Traditional food, culinary business, Packaging Design*