

## **ABSTRACT**

Purwakarta regency is one of the provinces of West Java which has various cultural attractions and has a history story. But not only tourist spot Purwakarta regency is also famous for a variety of regional specialties. Purwakarta has a variety of tourist attractions, including Menong Gallery, Wayang Gallery, and Sri Baduga Park where each has its own charm. Handicrafts produced by Purwakarta people are also not less interesting. Handicrafts made of bamboo and stuffed dolls become souvenirs that attracted many visitors. Purwakarta typical food such as cakes, sate maranggi, semprong cake, and peuyeum bendul. Typical food is the result of production Purwakarta people who made as souvenirs typical Purwakarta. Peuyeum bendul is one of food which is packed using rattan basket covered by newspaper so peuyeum is not sold in many places other than in its own city, even in its own city have not entered into center of souvenir which already have brand identity that is "Purwakarta Istimewa". The cause of the decline in sales peuyeum bendul is because the packaging is still simple and weak promotional activities are done so it takes the idea of graphic media that can provide benefits as a medium of promotion media. Data collection in this research was conducted by interviewing various informants related to the making of graphic media for peuyeum bendul as well as doing observation to get the idea of media promotion that can raise prestige peuyeum bendul so that can be sold in various cities.

Keywords: Promotion Media, Dry Peuyeum, Culinary, Purwakarta, Tourism, Packging