

ABSTRACT

Lampung is a province that located on the easternmost of Sumatera island. Lampung is also traversed by a cross-lane of Sumatera that has a direct effect on the economic sector because it allows peoples to visit Lampung easily. It makes Lampung oftenly visited by tourists from the outside of Lampung. Lampung region has a beach tourist destination that attracts tourists. In addition to beach tourism, tourists also do culinary tours and make the typical foods from Lampung as a souvenir to bring home. Some of the typical culinary from Lampung are Dodol Duren, Lampungese Coffee, Banana Chips, and Kemplang Crackers. Besides beach tourism, typical culinary from Lampung has a potential power to attract tourists. But unfortunately, that potential power was not accompanied by an identity that should be attached to them. So, people that lives outside Lampung will never know about it. The method used in this final project is qualitative research method by collecting data such as direct observation, interview, and literature study. While the analysis method that will be used is SWOT. The purpose of this final project are to generate identity and promotion media for Lampung culinary. What's being expected by designing identity and packaging for Lampung culinary is people will know more about the existence of typical culinary from Lampung.

Keywords: Tourism, Culinary, Lampung, Identity, Packaging