

Abstract

Abstract - West Java is one of the provinces that has its own diversity and identity in common with other provinces. in West Java, each region has its own characteristics of whether it is food and others. For example, the famous Subang area of pineapple which is called "the honey" is much enjoyed by the people around even the visitors, because the enthusiasm of the community of honey pineapple sold to the city of Bandung where Bandung as the capital more in the community outside the region traders take advantage of this opportunity by selling along the road to lokawisata for example in Setiabudi street. Media traders sell using stans that adjust the identity of the pineapple. .The pineapple stands priority aspect aims to increase the attractiveness and give a different impression between honey pineapple with ordinary pineapple

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