

# ***DESIGNING THE VISUAL OF PACKAGING FOR KUE SAROJA FROM KABUPATEN CIAMIS FOR MODERN MARKET***

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## **ABSTRACT**

*Along with the development of the economy, lifestyle of the people was also affected. As consumers, most people today go to the modern market more often to buy their needs because it's more varied and practical. Following the lifestyle changes of its people, traditional products are now available in the modern market. Moreover, the opportunities of traditional products to enter the modern market is wide open. But like most other traditional products, saroja does not yet have an attractive package when compared to other products in the modern market. Therefore, design is needed to make a packaging for saroja that has an appeal, complete product description, also has regional identity. This design is done so that the product can be passed in line with the times, so that the saroja will continue to be consumed by the people, and not forgotten as a traditional regional snack product. It is undeniable that the increasing number of products that are always developed to suit the current trend of emerging at the market can drown out products that do not innovate. To do the packaging design will be done research first. The method used for the research is qualitative method, including in the observation, interview, and literature study to get the required data.*

*Key word : packaging, traditional food, Saroja, Ciamis*