

### **Abstract.**

*Cikeris's Sugar is a palm sugar which produced by the villagers of Cikeris and very famous for its cute shape and its distinctive taste added and contains many properties which can cure various diseases. Plus the unique packaging from nature which using the dried leaves of palm tree to help keeping the palm sugar. But Cikeris's sugar has began to shrink time to time due to the increasing number of people who do not know the existence of Cikeris's sugar because this potential is not accompanied by the packaging and identity attached to this type of culinary. In addition, the dissemination of information and promotion of typical Purwakarta culinary is still very minimal. Therefore, to improve Purwakarta's culinary needs to be renewed from the culinary itself interestingly in order to increase consumers interest in Cikeris's sugar. Based on the explanation above, author will design a packaging and the identity in packaging for the typical culinary of Purwakarta. The method used in this final project is a qualitative research method by collecting data such as direct observation, interviews, questionnaires and literature. While the analytical method used is the SWOT analysis (Strength, Weakness, Opportunity, Threat). With the existence of promotional identity and media for culinary Cikeris Khas Purwakarta Sugar, it is expected that more and more people will find out about this typical Purwakarta culinary.*

*Keywords: Culinary, Purwakarta District, Packaging.*