

ABSTRACT

Bogor is a city that is famous for culinary street vendors and MSMEs. With the growing city of Bogor, more and more people are using it to become entrepreneurs in the culinary field. The large number of MSMEs in the city of Bogor has also increased economic growth in the city of Bogor.

Suryakencana street is located perpendicular to the Bogor Botanical Gardens, intersected by Otto Iskandardinata street and Ir H Juanda street. This road is the center of the city, especially on weekends. this area is one of the places that must be visited by tourists to taste various kinds of typical Bogor culinary that have legendary among them are cunkring, laksa, toge goreng, ngohiang, asinan jagung bakar, nutmeg ice, bir kotjok and many others. But the lack of application of identity and the dissemination of information and promotion to traditional culinary items on Jl. Suryakencana is becoming less attached as one of the places that is rich in typical culinary Bogor.

While the analytical method used is the SWOT analysis. With the identity and media promotion, it is expected that the typical culinary items on Jl. Suryakencana is one of the attractions of tourists to come to the city of Bogor.

Keyword : Bogor, culinary, Suryakencana, identity