

ABSTRACT

Garut is a city in the West Java province. Garut has also been quite well known for its tourist attractions and culinary, there are various kinds of unique culinary, including dodol, burayot, goyobod, wajit. The object raised in this study is Burayot cake. Burayot itself is a typical food from Garut, West Java, more precisely in the sub-district of Leles, sub-district of Kadungora, and sub-district of Wanaraja. This food is made from brown sugar, rice flour, peanuts, coconut oil which does not require a long time to make it. On the sale of the burayot cake packaging itself, it still uses ordinary plastic packaging, which is labeled, and some even have no visual identity. Aware of the market potential also to expand the burayot cake market, there needs to be an identity on these food products, so that people outside the area know and can also try Garut's special food, also because of very rapid developmental factors a product must look attractive to the eyes of its consumers . With the creation of a visual identity on traditional Garut food products, it is hoped that it can widen and expand the burayot cake market to be known to the wider community. Also increasing the selling value of traditional food products themselves.