

ABSTRACT

Cilenggang Dodol is a typical food from South Tangerang City. The materials used such as dodol are generally just that there are different uses of the material, namely the raw material using black glutinous rice. Making dodol is done in the home industry and workmanship from the preparation of ingredients to cooking dodol to completion takes quite a long time. This dodol can last up to 14 days after it is made. But the problem experienced is that the owner has not yet noticed that his true identity is an important one to attract consumers. Therefore, it is necessary to have a design that begins with collecting valid data and that data can be a solution in determining the design that is made. The study was conducted by beginning the collection of data with qualitative methods such as observation data to see the conditions that are happening, interviewing speakers both from the Dodol Cilenggang owner, and from the speakers concerned with this topic. And a collection of library study data to strengthen research data. Then it is continued by analyzing the SWOT method which will be the result of a design made and conducting a Matrix Analysis by comparing similar products to get product information. With this design, of course, Dodol Cilenggang has a new visual identity and can be widely marketed to the city of Tangerang with packaging that makes consumers interested in trying this product.

Keywords: Visual Identity, Packaging, Dodol Cilenggang