

## **ABSTRACT**

Traditional food is the identity of an area as well as the existence of traditional Sundanese food that is different from other traditional foods. In the concept of Sundanese culture known types of food derived from vegetable and animal origin. In the perspective of cultural anthropology, food is not something that is seen solely related to the aspects of human physiology and biology but is totally absorbed in a food culture system. Fulfilling the need for food or food ingredients, distributing, and consuming it is governed by a set of rules or norms called social institutions. In this connection food packaging is present. Food or food available in the natural environment, processed according to appetite, served in an attractive form, packed with certain principles that are not only functional but also aesthetic and symbolic so that food is fit to eat and at the same time gives meaning to humans as a cultural being. Along with the development of globalization the existence of traditional packaging types has begun to be displaced by synthetic packaging such as: plastic and paper. Even variations in seumat or bamboo ropes have also been replaced by metal staplers, raffia or rubber ropes. Thus it is necessary to introduce traditional packaging to teenagers with traditional packaging illustration books. This book also contains education and valuable values that can increase interest in reading because of the appearance of pictorial and color making people will be interested in the images viewed, but also can increase awareness and understanding of the importance of maintaining the nation's culture.

**Keywords: Traditional food, packaging, education**