

ABSTRACT

Indonesia is known for its traditional foods with unique spices in each region. This is due to the abundance of natural resources that cannot be separated from the local culture. One of the traditional foods of Indonesia with its unique spices is West Sumatra's food, the processed meat such as gulai and rendang. This processed meat brings out a creative idea for business owner to bring an innovation to the culinary world, by turning the processed meat into instant spices. This instant spices will make it easier for people to cook because they are no longer need to mix many kind of spices. Sakato is one of the instant spices made from West Sumatra's traditional processed meat that uses mashed dry spices. Although Sakato has many advantages such as can be served quickly and very simple, Sakato does not notice an aspect that is also very important. It is Sakato's packaging that does not explain its true identity. Whereas, in this era, packaging has an important role along with the development of technology. Packaging can make the product become more appealing and forced people to make decision to choose the product. This paper offers a solution in the form of redesigning the identity of Sakato products by bringing more West Sumatra nuances into the design of product identity, so people can easily recognize Sakato products.

Keyword: *Instant Spices, Sakato, West Sumatra*