

## **ABSTRACT**

*Special Region of Yogyakarta is an area rich in cultural heritage. One of them is wedang uwuh. Wedang uwuh is a traditional spice drink that has been designated as an Intangible Cultural Heritage of DIY. Besides having a historical value that is close to the king, wedang uwuh has many health benefits. But unfortunately, this potential is not followed by the identity attached to wedang uwuh products on the market. So there are still many people who do not know wedang uwuh and the cultural value of this drink. The method used in this final project is a qualitative and quantitative research method (mixed method) through observation, interviews, questionnaires, and literature study. While the analytical method used is a SWOT matrix analysis to get a solution that fits the existing problem. The results of packaging designs that represent the culinary specialties of the Special Region of Yogyakarta is needed to create products that are attractive and easily recognized by the public, as well as a medium for promoting the cultural heritage of the Special Region of Yogyakarta. It is hoped that this design can help increase public interest and insight into wedang uwuh. Especially people outside the Special Region of Yogyakarta.*

*Keyword: Packaging, Wedang Uwuh, Special Region of Yogyakarta*