

ABSTRACT

Garut is a district located in the province of West Java. Garut is known for its natural attractions and traditional food. Some of the specialties of Garut Regency include dodol, dorokdok, burayot, and emplod. However, among several special foods from Garut Regency, burayot is one that is rarely known by people outside Garut. Burayot is a traditional food from the Kadungora region that has a sweet taste. Burayot has the potential to be recognized by the wider community. However, the branding of Burayot Simadu still doesn't attract the public's attention, so it doesn't maximize the existing market potential. The Burayot Simadu rebranding design is expected to increase brand awareness and attract consumers, according to the target market. In this design, descriptive qualitative research methods were used, namely observations at the main branch of Burayot Simadu, questionnaires with a total of 100 respondents, and interviews with Burayot Simadu employees. The design of Burayot Simadu will follow the times so that traditional food can survive the onslaught of modern times and compete with other competitors.

Keywords: Burayot, Modern, Traditional, Sweet.