

ABSTRACT

Flores is an island located in East Nusa Tenggara, Indonesia. Flores is already well known for its nature beauty, but unfortunately the culture of the Flores people is still not well known. One of the lesser-known cultural identities of Flores is its traditional food. "Jagung Titi" is one of Flores traditional snack that can be a good choice as a means of introducing Flores culture. Although it has many benefits such as balanced nutrition and a long shelf life, Jagung Titi is still not widely known by the public. Therefore, a media design is needed to promote this cultural product from Flores. The method used in this Final Project is a qualitative method through observation, interviews, and literature studies. The analysis method used is SWOT matrix analysis to solve the problems encountered. It is hoped that this design can increase the interest and awareness of the wider community regarding Flores culture, especially Jagung Titi.

Keywords: Packaging, Jagung Titi, Flores