

## **ABSTRACT**

*Bandung, which is a creative city in the design sector, has six creative tourist villages. One of these creative tourist villages is the Cibaduyut area. This area is a place for producers and sellers of footwear and leather products. Sellers of footwear products in this area use packaging in the form of plastic bags and shoe boxes to package the products they buy. The packaging does not contain shapes and visuals that can strengthen the identity of the Cibaduyut area. Therefore, this design will create packaging whose visuals and shape can strengthen Cibaduyut's identity as a shoe industrial area. The method used is the method found in Sri Julianti's book. This method consists of several stages, namely, understanding the product, determining target users and consumers, idea exploration, concept development, detailed design, and improvements. From using this method, we get a form of packaging that has a handle, so the packaging can be carried without supporting packaging and the packaging surface which contains regional characteristics can be seen and conveyed to tourists or consumers optimally. This packaging can also be reused as a place to store goods. In the end, the packaging that has been designed can be a tool to help emphasize the identity of the Cibaduyut area with a shape that is able to communicate the appearance of the packaging optimally.*

*Keywords: Footwear Packaging, Cibaduyut, Regional Identity.*