

ABSTRACT

Packaging design serves not only as a product protector but also as a medium of communication between producers and consumers. Moral and cultural values are essential in shaping the character of individuals and society. However, the delivery of these values is often not engaging. On the other hand, product packaging, which interacts directly with consumers, holds great potential as an innovative medium to convey such values. Unfortunately, many packaging designs have not yet optimized their communicative function and potential, especially in traditional products. This study aims to design the packaging of Ali Agrem, a traditional Sundanese snack, using a storytelling approach rooted in cultural and moral values derived from the origin of Ali Agrem. The research method applied is qualitative. The design outcome consists of individual plastic packaging for each Ali Agrem, which is then arranged within a triangular-shaped secondary package made from ivory paperboard, accommodating ten pieces. This packaging design draws inspiration from the Tritangtu philosophy and the Sanghyang Siksakandang Karesian manuscript, serving as the conceptual foundation for both its form and embedded Sundanese philosophical messages. This approach is intended to strengthen the position of Ali Agrem as a local SME product that offers not only distinctive taste but also conveys profound cultural values.

Keywords: *Packaging Design, Storytelling, Ali Agrem, Cultural Values, Moral Values*