

## ABSTRACT

Traditional food is consumed by ethnic groups and specific religions, prepared based on recipes passed down from generation to generation. One area that has a variety of traditional foods, namely Banyumas district. The famous typical food in Banyumas is fried getuk. However, there are similarities in terms of the packaging used for Sokaraja fried getuk. There are no characteristics that can be displayed on the packaging. Packaging has an important role in the initial impression seen by consumers. Packaging becomes a promotional media by making the packaging visually good and attractive in terms of design, color, and size. There is similarity to packaging especially Mr. Aziz. The target market created by Legit Sari is from all people from young to elderly, but in reality the average customer of Legit Sari fried getuk is aged 30 years over. The owner sees Legit Sari's problem in reaching young consumers, so an effective and attractive packaging design is needed. The author uses a qualitative method using SWOT analysis. The packaging created will display the modern side to be easy to carry with better visual additions than before. There are two packages, primary and secondary with other supporting media such as social media ads, banners, brochures, and merchandise.

Key word : packaging design, promotion media, fried getuk