Abstract

DEVELOPMENT OF VISUAL PACKAGING KITCHEN SPICES
(Case Study of Bumami Brand)

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Bumami is one of the homad company which is produce spices became the flavour for many food and packed with instan. Production of Bumami has been stand for a long time ago by Rukmana Kono Kidin. The place of Bumami is in Mukodar street No. 64, south Cimahi, for the first time Bumami just produce one spice, that is white pepper powder, but now the product has been develop. Bumami trying to produce the other spices, such as, chili, little chili, candle nut, coriander, paper, nutmeg and little shrimp. From all the spices there are several spices which not yet use packed with Bumami visualization, only pepper powder or paper powder and little chili powder or chili powder because there are one of the best product of Bumami.

The other product like candlenut, coriander, nutmeg, sour, dried shrimp and peppercorns has not use the visual identity Bumami, because the product as bellow still used old brand like ABC, Tiga Roda and Pohon Palem. The company can interest the buyer if all of the products has well the packed and give enough the information, the purpose is for the products can be accepted by midlle class to upper class and develove the area selling the products like supermart.

Key word*: packed, Bumami food flavor.*

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