

ABSTRACT

The growing tourism potential in Indonesia and supported by various transportation access helps tourists explore various regions in Indonesia. One of them is Kebumen Regency in Central Java Province, so quite a few tourists are interested in visiting to explore traditional culinary delights which have their own uniqueness, such as processing techniques and the use of unique ingredients. With problems such as sellers becoming fewer and harder to find, limited information on traditional culinary locations, the absence of an infographic book featuring traditional Kebumen culinary delights and supported by relevant previous research, the aim of introducing and promoting traditional culinary delights will have an impact on improving the local community's economy and sustaining businesses. Kebumen's traditional culinary delights are now becoming increasingly rare to find. The data collection method used was literature study, observation, interviews, questionnaires and descriptive analysis as well as a comparison matrix as a data analysis method and continued with designing work in the form of an infographic book that was appropriate, easy to understand and impressive.

Keywords: *Infographic, Traditional Culinary, Kebumen Regency.*