

## **ABSTRACT**

Semarang City is the capital of Central Java Province, Indonesia as well as the fifth-largest metropolitan city in Indonesia. As one of the most developed cities on the island of Java, Semarang City is also a center of trade and business that plays a major role in the national economy. The city of Semarang also has the slogan City of Lumpia. Lumpia is a typical Semarang food created from the acculturation of two cultures, namely Javanese and Chinese cultures because Semarang residents are generally Javanese and have a large Chinese community. This study aims to design an information media about Semarang's typical food, namely Lumpia so that people in Semarang are more familiar with the culinary specialties of their city with attractive media. The data collection process was carried out by interviewing the owner of the Lumpia shop in Semarang, then conducting a questionnaire survey to Semarang residents and a literature study regarding Semarang culinary information. The data obtained were then analyzed to help determine the appropriate media in making work in research. This design is expected to make Semarang residents more open-minded about the culinary specialties of their respective regions.

**Keywords** : Culinary, Lumpia, Illustration.