

ABSTRACT

Indonesia has a very abundant cultural wealth, one of which is culinary culture. The form of Indonesian culinary culture that is known today was formed from the contribution of European eating culture since the era of Dutch colonialism, the contact of Indigenous and European cultures to establish cultural acculturation that gave birth to the eating culture, namely Rijstaffel, a culture of eating Indigenous dishes with European-style presentations which later became known as Buffet. . Rijstaffel started the modernization of Indonesian eating culture which was originally very simple and contributed a lot of heritage to European culinary recipes which have now been adopted into culinary familiar to the Indonesian tongue. So, Rijstaffel is a manifestation of the journey of eating culture in Indonesia, especially in the Java area which should be known by the public, especially the younger generation as a form of appreciation for Indonesian culinary culture. Unfortunately, Rijstaffel's story is still not well known by the younger generation who should have insight into the culture of their own country. Lack of insight into Indonesian culinary culture can result in a culinary culture which is the identity of the country less appreciated and threatened to be abandoned by the younger generation. So, we need a media that can introduce Rijstaffel to the younger generation so that Rijstaffel can be better known for its story and provide insight into Indonesian culinary culture to the younger generation. Data collection in this design uses visual observation methods, interviews, questionnaires, literature studies and uses analysis to process the data that has been obtained. It is hoped that this design can increase the awareness of the younger generation of the importance of knowing insight into Indonesian culinary culture as a way of appreciating the culture which is the identity of Indonesia.

Keywords: Rijstaffel, History, Indies Culture, Visual Communication Design