ABSTRACT

Because of its history as a commercial center, Indonesia has become a popular destination for traders from all over the world. This results in a cross-cultural exchange of numerous civilizations that trade with Indonesia. Chinese culture is one of the cultures that plays an important influence in Indonesian culture. Associative social interaction between the two cultures has resulted in a variety of kinds of cross-culturalism. One effect of this cross-cultural interaction is the existence of cuisine that is a fusion of Chinese and Indonesian traditions. However, many people are unaware of the original origins of these foods. The goal of this research and design is to employ a visual novel-based technique to tell the true roots of the food to the audience. To strengthen the validity of the output, this research and design approach use the triangulation method in conjunction with similar product analysis. This design resulted in an artbook that is part of a visual novel in a more presentable format. The development process comprises the integration of Chinese and Indonesian culture, as well as the design of visual background themes, characters, and food products. The production process is carried out in parallel, with characters and settings being developed at the same time. In this production procedure, the background is created utilizing 3D objects that are then adjusted into 2D objects and layered as background objects. The characters in the production process are created with the food object, which is then integrated with the background to create a visual novel scene. This procedure is then continued until the complete scenario is created. This visual novel's overall design has to be able to convey more about Indonesian cuisine stemming from Chinese heritage.

Keywords: Visual novel, Chinese, Cuisine, Artbook, Associative Social Interaction.