

ABSTRACT

Indonesia has a diversity of cultures, one of which is traditional snacks. Each region has its own characteristics in snacks or food served in each region. Over time, there was competition between local snacks, namely traditional surabi Bandung snacks and foreign snacks that penetrated Indonesia. Making the interest of the younger generation begin to shift so that the younger generation begins to care less about traditional snacks surabi Bandung. The younger generation who like traditional surabi Bandung snacks is declining and there are even younger generations who have begun to forget the origin and form of traditional surabi Bandung snacks. Information media is needed to provide information about traditional Bandung surabi snacks to the younger generation. The target audience is the young generation with an age range of 20 to 22 years living in Bandung. The background design for the 2D animation "Nyurabi Kuy!" shows how Bandung's traditional surabi hawker places and the tools used. The research method in the design uses descriptive qualitative methods with data collection techniques in the form of observation, interviews, and literature studies. The design method used to assist the designer in understanding and learning how the place of traditional hawker vendors surabi Bandung in designing the background for the 2D animation "Nyurabi Kuy!". This design is expected to produce a final result in the form of a background for the 2D animation "Nyurabi Kuy!".

Keywords: *Young Generation, Surabi, Background, Animation*