

ABSTRACT

ZINE DESIGN AS AN INFORMATION MEDIUM FOR YOUNG PEOPLE TO INCREASE APPRECIATION FOR CILEGON SPECIALTY FOODS

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Regional food is a cultural heritage passed down by our ancestors to this day, the values and traditions in regional food make regional food unique and make it the identity of the region. However, this is still little known by young people and many do not appreciate this regional food. While young people themselves are the generation that will continue the existing culture to the next generation in the area. Therefore, an information media is needed to help convey information related to the cultural values that exist in regional specialties to help increase young people's appreciation of regional food. This research was conducted in Cilegon City, with qualitative methods that became the main methods in this research, namely observation, interviews, literature studies which were also assisted by distributing questionnaires to young people in Cilegon. The data that has been obtained will be analyzed with descriptive analysis and comparison matrix analysis. It is hoped that the results of the research and design that the author has done can help disseminate information related to the value of typical Cilegon food so that young people can appreciate this regional food more.

Keywords: *Regional food, Cilegon City, Young Generation*