

ABSTRACT

The growing awareness of healthy living and sustainable food has led to the rise of local based culinary tourism destinations, such as Desa Adat Cireundeu in Cimahi, which has used cassava as a staple food for over a century. Despite its rich culinary and cultural heritage, Cireundeu remains underrecognized due to the lack of strong communication strategies and visual branding. This design project aims to create a culinary tourism destination campaign for Cireundeu through collaboration with Ajinomoto, a brand that shares the same vision of promoting healthy and sustainable diets. The study uses a qualitative approach with data collection methods including literature review, observation, interviews, and questionnaires. Analysis is conducted using AISAS, AIO, SWOT, and matrix methods. The campaign centers on a cassava culinary festival as an interactive and educational platform with the theme “Rooted Flavor, Grounded Story,” targeting audiences aged 22–30 who are interested in traditional food and cultural tourism. The design output includes visual identity, ATL and BTL media, and digital content that tells stories of local food wisdom, the Sunda Wiwitan philosophy, and healthy eating. This campaign is expected to enhance the appeal and image of Desa Adat Cireundeu as a meaningful, educational, and sustainable culinary tourism destination.

Keywords: Cireundeu, cassava, culinary tourism, RASI, Ajinomoto, destination branding