

FINAL PROJECT

Designing an Illustration Book of Banyuwangi Typical Cuisine Recipes as a Media for Introducing Traditional Food for Ages 19-25

To meet Part of the requirements in obtaining a Bachelor's degree (S-1)



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VISUAL COMMUNICATION DESIGN
FACULTY OF ARCHITECTURE AND DESIGN
NATIONAL DEVELOPMENT UNIVERSITY "VETERAN" EAST JAVA
SURABAYA
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**VERIFICATION PAGE
FINAL PROJECT PROPOSAL**

**DESIGNING AN ILLUSTRATION BOOK OF BANYUWANGI CUISINE RECIPES
AS A MEDIUM FOR INTRODUCING TRADITIONAL FOOD
FOR 19-25 YEARS OLD**

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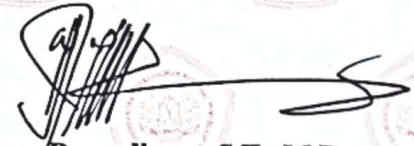
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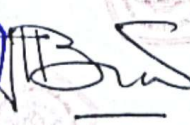
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Declaring that in this Final Project scientific document there is no part of other scientific works that have been submitted to obtain an academic degree in a Higher Education institution, and also there are no works or opinions that have ever been written or published by other people/institutions, except those that are cited in writing in this document and mentioned in full in the bibliography.

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ABSTRACT

Globalization brought about major changes, including the gradual disappearance of traditional cuisine recipes amid the current trend of globalization and urbanization which led to a decrease in the interest of the current generation in learning ancestral cuisine. This condition is exacerbated by the lack of knowledge of generation Z aged 19-25 years, especially those outside Banyuwangi about the typical cuisine of the Using Tribe

To overcome this problem, an effective and interesting preservation media was designed, namely an illustration book containing recipes for typical dishes of Using Banyuwangi. Based on the survey, the majority of respondents showed a high interest in traditional foods and chose illustration books as the most suitable medium for preservation

This book aims to introduce and document the latest Banyuwangi cuisine recipes (such as Sego Tempong, Rujak Soto) and authentic traditional dishes of the Using Tribe related to ceremonies (such as Pecel Pithik and Ayam Lembarang). From the design concept, a book entitled Taste of Bumi Blambangan: Culinary Tastes Using Banyuwangi was made which targets generation Z who are interested in traditional culinary activities and exploration by using visual techniques, digital painting, watercolor, semi-realism, and retro color styles to create a nostalgic impression.

This book is expected to be a fun reference and introduction medium, motivating Generation Z to get to know and preserve local culinary heritage better amid the onslaught of foreign cultures

Keywords: Using, Banyuwangi, Cover Design, Traditional Food, Cooking Recipes

ABSTRAK

Globalisasi membawa perubahan besar, termasuk berangsur hilangnya resep masakan tradisional di tengah arus globalisasi dan urbanisasi yang menyebabkan berkurangnya minat generasi saat ini untuk mempelajari masakan leluhur. Kondisi ini diperparah dengan kurangnya pengetahuan generasi Z usia 19-25 tahun, khususnya yang di luar Banyuwangi terhadap masakan khas Suku Using

Untuk mengatasi permasalahan ini, dirancanglah sebuah media pelestarian yang efektif dan menarik, yaitu buku ilustrasi berisikan resep masakan khas Using Banyuwangi. Berdasarkan survei, mayoritas responden menunjukkan minat yang tinggi terhadap makanan tradisional dan memilih buku ilustrasi sebagai media yang paling cocok untuk pelestarian

Buku ini bertujuan untuk memperkenalkan dan mendokumentasikan resep masakan khas Banyuwangi terkini (seperti Sego Tempong, Rujak Soto) dan masakan otentik adat Suku Using yang terkait dengan upacara (seperti Pecel Pithik dan Ayam Lembarang. Dari konsep perancangan dibuatlah buku berjudul Cita Rasa Bumi Blambangan: Selera Kuliner Using Banyuwangi yang menargetkan generasi Z yang tertarik pada kegiatan dan eksplorasi kuliner tradisional dengan menggunakan visual teknik digital painting watercolor semi-realism dan style warna retro untuk menciptakan kesan nostalgia.

Buku ini diharapkan dapat menjadi referensi dan media pengenalan yang menyenangkan, memotivasi Generasi Z untuk lebih mengenal dan melestarikan warisan kuliner lokal di tengah gempuran budaya asing

Kata Kunci: Using, Banyuwangi, Desain Sampul, Makanan Tradisional, Resep Masakan

FOREWORD

Praise be to Allah SWT for all His infinite graces, guidance, and gifts, so that the author can complete this final project report entitled "Designing a Recipe Illustration Book for Banyuwangi Cuisine as a Media for Introducing Traditional Food for Ages 19-25 Years" well. This report was compiled to meet the requirements for the final project of the Department of Visual Communication Design, National Development University "Veteran" East Java where the purpose of designing this illustration book is to introduce Banyuwangi typical food for people who do not know the typical food of the region and preserve recipes among the rampant globalization current. The completion of this report is a manifestation of perseverance and hard work that is inseparable from the support of various parties.

On this occasion, allow the author to express his highest gratitude and appreciation to:

1. Allah SWT who has given sustenance in the form of smoothness and convenience in the process of planning the final task
1. A beloved family that has always been a source of strength, inspiration, and moral and material support that never breaks in every step of the writer's life and academic journey.
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6. The Respondents who have participated and made real contributions to this study.
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The author realizes that this final project report is still far from perfect. Therefore, constructive criticism and suggestions will always be received with open arms for future improvements.

Finally, hopefully this final project report can provide benefits for the development of science and those in need.

November 2025. Surabaya

Celsia Aurora Tania Putri

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