

DESIGN OF AN ILLUSTRATED BOOK ON SURABAYA'S LOCAL CUISINE

To fulfill the requirements for completion of the Final Project
VISUAL COMMUNICATION DESIGN STUDY PROGRAM



Compiled By:
Aulia Lillah Violita
21052010049

Supervisor 1:
Dr. Aris Sutejo, S.Sn., M.Sn.

Supervisor 2:
Widyasari, S.T., M.T.

VISUAL COMMUNICATION DESIGN STUDY PROGRAM
FACULTY OF ARCHITECTURE AND DESIGN
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CERTIFICATION PAGE
DESIGN OF AN ILLUSTRATED BOOK ON SURABAYA'S LOCAL
CUISINE

Compiled by :

AULIA LILLAH VIOLITA

21052010049

Defended before the Examination Committee

On : November 21, 2025

Supervisor I


Dr. Aris Sutejo, S.Sn., M.Sn
NIP. 19851106 201903 1002

Supervisor II


Widayanti, S.T., M.T.
NPT. 182 198909 2007 5

Examiner I


Masnuna, S.T., M.Sn.
NIPPPK. 19840512 202121 2004

Examiner II


Mahimma Romadhona, S.T., M.Ds.
NIP. 19880428 201803 2001

The final project has been accepted as one of the requirements
for obtaining a Bachelor Of Design (S-1) degree.

Dean of the Faculty of Architecture and Design


Ibnu Sholichin, S.T., M.T.
NIPPPK. 19710916 202121 1004

APPROVAL PAGE
DESIGN OF AN ILLUSTRATED BOOK ON SURABAYA'S LOCAL
CUISINE

Compiled By :

AULIA LILLAH VIOLITA

21052010049

Defended before the Examination Committee

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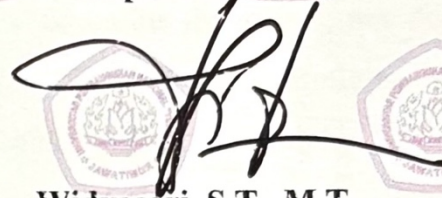
Supervisor I



Dr. Aris Sutejo, S.Sn., M.Sn

NIP. 19851106 201903 1002

Supervisor II



Widyasari, S.T., M.T.

NPT. 182 198909 2007 5

The final project has been accepted as one of the requirements
for obtaining a Bachelor Of Design (S-1) degree.

Head of the Visual Communication Design Study Program



Masnuna, S.T., M.Sn.

NIPPPK. 19840512 202121 2004

PLAGIARISM-FREE STATEMENT LETTER

I am the undersigned :

Name : Aulia Lillah Violita

NPM : 21052010049

Program : Bachelor (S1)

Study Program : Visual Communication Design

Faculty : Faculty of Architecture and Design

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The person Making the Statement



Aulia Lillah Violita

21052010049

ABSTRAK

Surabaya merupakan salah satu kota besar di Indonesia yang memiliki kekayaan kuliner tradisional dengan nilai sejarah dan budaya yang mendalam. Namun, seiring dengan perkembangan zaman dan modernisasi, pemahaman masyarakat—khususnya generasi muda—terhadap makanan khas daerah mulai mengalami penurunan. Minimnya media yang menyajikan informasi kuliner lokal secara menarik dan mudah dipahami menjadi salah satu faktor mengapa warisan kuliner Surabaya belum sepenuhnya dikenal dan diapresiasi. Hal ini menjadi dasar perlunya sebuah media edukatif yang mampu memperkenalkan kembali identitas kuliner Surabaya secara lebih visual dan komunikatif.

Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif yang melibatkan beberapa teknik pengumpulan data, yaitu studi literatur, observasi lapangan, dokumentasi visual, dan wawancara dengan narasumber yang berkompeten. Melalui pendekatan ini, peneliti berupaya menggali informasi yang komprehensif mengenai sejarah, proses penyajian, keunikan, serta nilai budaya yang terkandung dalam makanan khas Surabaya. Data yang terkumpul kemudian dianalisis untuk menemukan pola, karakter visual, serta pesan yang relevan untuk dituangkan ke dalam sebuah media ilustratif.

Tahap perancangan dilakukan dengan menyusun konsep visual yang meliputi pemilihan gaya ilustrasi, warna, tipografi, tata letak, serta penyusunan narasi yang selaras dengan karakter Kota Surabaya yang kuat, hangat, dan penuh cerita. Perancangan ini menghasilkan sebuah buku ilustrasi yang berisi enam makanan khas Surabaya yang disajikan secara informatif dan artistik. Setiap halaman dirancang untuk tidak hanya mempresentasikan informasi kuliner, tetapi juga menghadirkan pengalaman visual yang mampu menarik perhatian pembaca dari berbagai kalangan.

Hasil akhir dari penelitian ini diharapkan dapat menjadi media alternatif dalam memperkenalkan makanan khas Surabaya kepada masyarakat luas, terutama generasi muda yang cenderung lebih responsif terhadap media visual. Selain itu, buku ilustrasi ini juga diharapkan mampu berkontribusi dalam upaya pelestarian budaya kuliner lokal agar tidak hilang ditelan perkembangan zaman. Dengan adanya media yang komunikatif dan mudah diakses, identitas kuliner Surabaya dapat terus diwariskan dan diapresiasi oleh generasi berikutnya.

Kata kunci: perancangan, buku ilustrasi, kuliner tradisional, Surabaya, desain komunikasi visual, pelestarian budaya

ABSTRACT

Surabaya is one of Indonesia's major cities, rich in traditional cuisine with deep historical and cultural value. However, with the passage of time and modernization, the community's understanding of regional specialties—especially among the younger generation—has begun to decline. The lack of media that presents local culinary information in an interesting and easy-to-understand manner is one of the reasons why Surabaya's culinary heritage is not yet fully known and appreciated. This highlights the need for an educational medium that can reintroduce Surabaya's culinary identity in a more visual and communicative way.

This study uses a qualitative method with a descriptive approach involving several data collection techniques, namely literature study, field observation, visual documentation, and interviews with competent sources. Through this approach, the researcher sought to explore comprehensive information about the history, serving process, uniqueness, and cultural values contained in Surabaya's signature dishes. The collected data was then analyzed to find patterns, visual characteristics, and relevant messages to be incorporated into an illustrative medium.

The design stage was carried out by developing a visual concept that included the selection of illustration styles, colors, typography, layout, and the creation of a narrative that was in harmony with the strong, warm, and story-filled character of the city of Surabaya. This design resulted in an illustrated book containing six of Surabaya's signature dishes, presented in an informative and artistic manner. Each page is designed not only to present culinary information but also to deliver a visual experience that can capture the attention of readers from all walks of life.

The final result of this research is expected to become an alternative medium for introducing Surabaya's signature dishes to the wider community, especially the younger generation who tend to be more responsive to visual media. In addition, this illustrated book is also expected to contribute to efforts to preserve local culinary culture so that it is not lost in the tide of progress. With the existence of a communicative and easily accessible medium, Surabaya's culinary identity can continue to be passed on and appreciated by future generations.

Keywords: design, illustrated book, traditional cuisine, Surabaya, visual communication design, cultural preservation

FOREWORD

The author would like to express his gratitude to God Almighty for His grace and blessings, which enabled him to complete his thesis entitled “Designing an Illustrated Book of Surabaya's Local Cuisine” successfully and on time. This thesis is one of the requirements for completing a degree in Visual Communication Design. During the process of writing this thesis, the author received a great deal of support, guidance, and assistance from various parties. Therefore, on this occasion, the author would like to express his gratitude to:

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The author acknowledges that this thesis still has limitations. Therefore, constructive criticism and suggestions are greatly appreciated for the improvement of this work in the future. The

author hopes that this thesis can be beneficial, particularly in the field of visual communication design and the preservation of Surabaya's culinary culture.

Surabaya, November 17, 2025

Aulia Lillah Violita

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