

CHAPTER V

CONCLUSION

5.1 Summary

The design of the illustrated book “Makanan Khas Kota Surabaya” (Typical Foods of Surabaya) aims to introduce and preserve the rich traditional cuisine of Surabaya through attractive, informative, and educational visual media. Based on the research and design process that has been carried out, the following conclusions can be drawn:

1. Illustrated books are an effective visual communication medium for introducing local culinary culture to the wider community, especially the younger generation who are more familiar with visual and illustrative media.
2. Through a narrative and illustrative visual approach, information about the history, ingredients, and uniqueness of each of Surabaya's specialties can be conveyed in a lighter, more interesting, and easier to understand manner.
3. The design process was carried out through stages of primary and secondary data research, target audience analysis, creative concepts, and exploration of illustration styles that match the warm, lively, and colorful character of Surabaya's culture.
4. This book also serves as a medium for preserving local culture, presenting authentic content that describes the culinary characteristics of each region in North, South, East, and West Surabaya so that readers can understand the diversity of flavors and history behind each dish.
5. The final result of this design is expected to be an educational and appreciative tool for traditional culinary wealth, as well as a visual reference that strengthens the cultural identity of the city of Surabaya.

5.2 Rekomendations

1. For further development, this book can be developed into a digital or interactive version, such as an e-book or educational application, so that it has a wider reach and can be accessed by younger generations who are familiar with technology.
2. Collaboration with government agencies, culinary SMEs, and cultural institutions is needed so that the content of the book can be continuously updated and used as a medium for promoting culinary tourism in Surabaya.

3. Further research can be conducted by expanding the discussion to modern cuisine resulting from cultural acculturation that has developed in Surabaya, so that readers gain a more comprehensive view of the culinary dynamics of this city.
4. For other visual communication designers, it is hoped that they can continue to highlight local cultural themes in their visual works so that more young people will recognize, appreciate, and take pride in their own cultural heritage.