

FINAL PROJECT
DESIGNING A ZINE AS AN EDUCATIONAL MEDIUM THE
REAL FOOD CONCEPT IN INDONESIAN CUISINE

To fulfill some of the requirements for obtaining a Bachelor's degree (S-1)



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APPROVAL PAGE

**DESIGNING A ZINE AS AN EDUCATIONAL MEDIUM THE
REAL FOOD CONCEPT IN INDONESIAN CUISINE**

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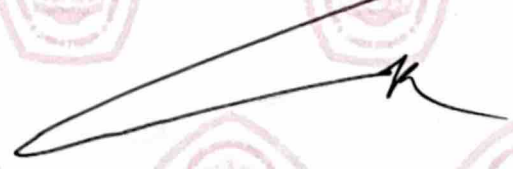
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AGREEMENT PAGE

**DESIGNING A ZINE AS AN EDUCATIONAL MEDIUM THE REAL
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STATEMENT OF FREE PLAGIARISM

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I declare that in this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable laws and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 20, 2026

Who Made the Statement



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ABSTRACT

In recent years, the trend of healthy eating and real-food-based lifestyles has grown increasingly prominent across various media platforms. However, many people still associate real food with Western-style dishes or bland boiled meals, causing them to overlook the fact that Indonesian cuisine is also real food, rich in flavor, nutrition, and local wisdom. The lack of deeper understanding regarding healthy eating through real food within the context of Indonesian cuisine indicates a decline in public nutritional awareness of local food potential. This phenomenon forms the foundation of the design of the zine, which aims to educate the public, particularly young adults, about the importance of healthy eating while encouraging them to appreciate Indonesian cuisine as a healthy option.

This project employs the Design Thinking method, consisting of the stages Empathize, Define, Ideate, Prototype, and Test. The Test stage was not conducted, as the final output is a printed zine that does not require direct audience testing and due to production cost considerations. Primary data were obtained through interviews with nutrition experts, a clinical nutrition doctor, zinesters, and young adults, as well as observations at an independent bookstore. Secondary data were collected from books, journals, articles, and relevant digital references.

The analysis reveals that although young adults are familiar with the term real food, they tend to associate it more with Western dishes. In contrast, Nusantara cuisine, despite being made from natural, minimally processed ingredients is not yet viewed as a healthy eating option, and many young adults lack the ability to cook traditional dishes due to perceived complexity. Based on these findings, the zine concept was developed using a visual approach that embraces whimsy, childlike joy, and warm nostalgic fun, combined with content that is light, niche, easy to understand, and predominantly visual. The content includes explanations of Nusantara cuisine as real food, simple recipes, fun facts, and personal narratives to create emotional resonance with readers.

Through this design, the zine is expected to serve as an effective alternative medium for educating young adults about healthy eating through Nusantara cuisine, while also functioning as a visual archive that can be collected and revisited. This zine is further intended to build new perspectives, demonstrating that healthy eating does not have to follow Western standards but can begin at home through the natural, flavorful dishes of Nusantara

Keyword : Design Thinking, Indonesian Cuisine, Education Media, Real Food, Zine

FOREWORD

Praise and gratitude to the presence of Allah SWT who has bestowed His gifts, grace, blessings and guidance so that the author can complete the final assignment report with the title "**Designing A Zine As An Educational Medium The Real Food Concept In Indonesian Cuisine**" as one of the requirements to obtain a bachelor's degree properly and completely.

In the process of implementing activities and compiling this final assignment report, the author would like to express his gratitude to various parties who have contributed and provided much support, guidance, and input at every step of the author's life up to the point of completing his undergraduate education. With respect, express our deepest gratitude to:

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Surabaya, April 2026



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