

CHAPTER 5 CONCLUSION

5.1 Conclusion

The webcomic “Jejak Semanggi” was created in response to the issue of low interest among young people aged 18–25 in traditional cuisine, caused by shifting food preferences influenced by globalization and the influx of popular foreign foods, which has resulted in a lack of familiarity with local cuisine in their own country, particularly pecel semanggi. This issue is addressed by introducing pecel semanggi cuisine through the webcomic “Jejak Semanggi,” which prioritizes the “show, don’t tell” approach, allowing the audience to understand directly through the visuals presented while remaining entertained.

The webcomic “Jejak Semanggi” adopts the slice-of-life genre, featuring a laid-back storyline with a main character of Indonesian-Dutch heritage designed to represent an audience unfamiliar with Indonesian cuisine, serving as a guide. The webcomic also showcases the appearance of pecel semanggi, its key ingredients, preparation steps, and history. Through this presentation of information, the audience can gain a deeper understanding of pecel semanggi in a fun and entertaining way.

Based on the above conclusions, this webcomic is expected to effectively and entertainingly introduce pecel semanggi to young people aged 18–25. Consequently, once the target audience becomes familiar with pecel semanggi, there is a likelihood they will be interested in trying it, thereby increasing the dish’s recognition.

5.2 Recommendation

Jejak Semanggi webcomic is a final product that has many imperfections due to the designer’s limited skills and time in its execution. Therefore, it is recommended to conduct further research by creating storylines and illustrations that are more appealing to the interests of the younger generation, as well as presenting a variety of other rare traditional culinary stories. Additionally, a broader geographic reach of the target audience is needed to increase the number of people who are familiar with traditional cuisine.