ABSTRACT

DESIGNING TRADITIONAL SUNDANESE FOOD BOOK
(Case Study : Sundanese Traditional Snack Food)

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Traditional food is a part of society culture, food itself is not only a means to fulfil human body need but also there are a lot of values within. These values comes from choosed ingredients, food processing, packaging, presentation, function, and the meaning from the food design.

Bandung as the central of sunda and sundanese culture, the people of Bandung should know the culture elements that form traditional sundanese food, but still there are a lot that doesn't know about it. Thus, designing information media in a book about sundanese traditional food in particular about snack food is a solution for the people to know more about traditional sundanese food.

Keywords: Information Media, Book, Sundanese Traditional Snack Food.