ABSTRACT

CHARACTER DESIGN OF KOREAN STREET FOOD IN BUSAN CITY SOUTH KOREAN

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South Korean is one of the famous food culture and always hereditary expanding forward, because result of overflow agriculture and rich of sea product Busan city are one of the biggest city in South Korean who are famous because of the delicious street food by local citizen old, young and by tourist.

The aims of this research, the writer used the information media to convey the information for solve the problems, and devise in media information as like character design food for teenager Senior High School to educational institution. This report describes of introduced street food which telling about prices, tastes, shape, about the food. As the final this report, the writer needs the design of strategy, and good visual concept, so that in this report can reach good communication and message.

Key words : *South Korean, Busan, Food, Street, Famous, Information, Introduction.*