

Abstract

Indonesia has a number of local processed foods in each region, recipes that are used and passed down from generation to generation. One of them is traditional Bandung Surabi snacks. Traders selling traditional snacks come from various circles. Starting from youth to adults, men and women, as well as traders from within and outside Bandung. Not only do traders come from various circles, but also buyers, the majority of whom come from the younger generation. Namely people aged 16 to 30 years. The research method used is a descriptive qualitative research method. Traders and the younger generation are closely related to each other, namely as producers and consumers. The design of the 2D Animation character entitled "Nyurabi Kuy!" created and also developed in accordance with the data and results of observations that have been made. The result of this design is a 2D animated character to provide a solution in information media featuring traditional Bandung snacks, namely Surabi Bandung.

Keywords: *character design, surabi bandung, young generation*