

ABSTRACT

Design Mobile Application To Introduce Betawi food for Adult 22-30 year old in Jakarta

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Batavian Ethnic is original inhabitant of Special Region of Jakarta that has typical character, compared with imigrans there, such as the language, culture, and tradition. Batavian people have unique tradition and knowledge about their dialect, folktale, folk art, and craft, and many more including food and drink. As how Batavian culture that consist of combination of some foreign cultures from China, Middle East, and Netherland the cullinary is also contains the combination of those foreign countries that can be known in the traditional cullinary of Batavia. Most of all Nusantara cullinary have entered Jakarta city, until Kerak Telor and Soto Betawi are the only two left as little icons of Batavian cullinary. About 76% teenagers in Jakarta do not know much about Batavian cullinary. This reaserch using AIO (activities, interest, opinions) method of approach to recognise the daily activities and likes of Jakarta's teenagers today. The growth number of internet usage is 50% until 80% and most of gadget users are teenagers. Based on the explanation above, an information media is needed to introduce Batavian cullinary through mobile application with more interesting display by using Batavian typical colors to get more teenager's attention in knowing and learning the Batavian cullinary. This application named "Dapur Betawi Mpok Ipeh", it contains history, information of benefit of the ingredients, recipes, and the steps.

Keyword : Batavia, Cullinary, Mobile Application