

***ABSTRACT***

***DESIGN BOOK TRADITIONAL CAKE BETAWI***

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Jakarta cultural diversity, one of which is the typical culinary manifold Betawi traditional cake. But in fact, the citizens of Jakarta prefer foods of cakes that come from outside Jakarta and outside Indonesia compared to the original culture of food. It is necessary an interesting media can foster a sense of community for keperduliaannya back to the culture of their own country so that maintained the existence and continuity. Media is needed is a series of books that contain information about the type of Betawi traditional cake as well as how to create and story behind the meaning of the cake in the Betawi culture. In the process of data collection, design book series betawi cake is done using the method of observation, library research, interviews, questionnaires and analysis matrix. Designing a target audience of this book is the middle class to the upper middle ages 20-30 who are in Jakarta and outside Jakarta. Besides this book as well as the attraction of domestic and foreign tourists, to introduce Betawi traditional cake. With the book series of Betawi traditional cake, is expected to increase the knowledge of one of the typical culinary culture of Betawi is to combine elements of drawing and photo cakes betawi according to themes raised in this book.

*Keywords: Jakarta, Serial Books, Cakes Traditional, Betawi*