

## **ABSTRACT**

### ***Designing Media Applications Culinary Foodtruck in the city of Bandung For Young Travelers***

***By :***

**Rizki Kurniawan**

***Supervisor :***

**Ashni N. Sastrosubroto, S.Ds, M.Ds.**

**Paku Kusuma, M.Sn**

*Bandung is known for creative culinary very interesting visitors who traveled. Therefore, it should be introduced food at affordable prices contained in Bandung city still quite young foreign tourists who visit the city of Bandung. Through media applications make it easier for foodies to get information about places to be visited. Used media applications become effective promotion for young travelers and can convey messages and visual well. Foodtruck culinary tour duo still unknown by the young tourists who visit. A wide range of culinary and creative becomes the target of young travelers to hunt for food at a price that is still fairly affordable. The young traveler very close to the gadget that is always in his cell. Therefore, proper application media to help the tourists to seek a wide range of creative culinary served by foodtruck in Bandung. Media design applications culinary foodtruck in Bandung in pertunjukan for young travelers who want to visit and visiting the city of Bandung*

***Keywords: Media Application Design, Culinary Foodtruck, Bandung City***