

## **ABSTRACT**

*Culinary products are the result of a processing raw materials into meals. Culinary history is closely related to the culture in the region itself, each region has a different characteristic. The Melayu culinary have its own characteristic which dominated by the use of herbs, spices, and coconut milk to produce fatty foods and concentrated. However, as the time gradually shifted, society start to forget the local culinary cuisine therefore, as a youngster of this nation we need to know and preserve the unique culinary of Indonesia. The purpose of the study is to provide information and promotion of Melayu cuisine to given a knowledge to public and tourists through a visual approach that is able to attract the reader to read a book, and as strategy to introduce to the culinary of Melayu Deli Medan. The research method is through the various stages of collection of data from observation includes documentation, literature, and interviews with informant of Melayu culinary experts. The benefits of this research is the presence of a culinary book is expected to introduce and promote the unique culinary Melayu Deli Medan to the main target market which is the people of Medan and tourists.*

*Keywords: Books, Culinary, Melayu.*