

## **ABSTRACT**

### **THE DESIGN OF BOOK OF TRADITIONAL FOOD FROM BATAK TOBA**

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Batak Toba Tribe in North Sumatera, Indonesia has many variety of traditional culinary. There are special culinary for traditional ceremony and also for casual snack. The use of specific seasoning and spices from Andaliman Region makes traditional culinary of Batak Toba unique. Although there are many traditional foods, they've been forgotten by the time, especially by young people. This tradition of cuisine also increasingly displaced by the presence of foreign food. Author did the research by observation, collected related theories, interviews with those who expert on Batak Toba cuisine, visual book's author, and media promotion expert as the guide for author, and questionnaire. While the analysis used matrix method where it describes the advantages and disadvantages of this book. From all of this, it can be generated a recipe book with traditional Batak Toba food information that will become a media of learning of the culture as well. The benefits are in the form of introducing Indonesian culture generally and being educative at the same time about the traditional cuisine for the people of Batak Toba especially for the youth.

Keyword: Traditional Food, Recipe Book, Batak Toba.