

ABSTRACT

The wide definition of culture is, the total amount of thoughts, creations, and human's works which is not rooted into its nature, and because those are the one that created by humans after a series of learning process (koentjaraningrat 2015 : 2). Cullinary is one of the culture and even becomes an identity for each region. Each and every single of the cuisine that represents a particular region has its own uniqueness such as its shape and color, especially a traditional food which belongs to as an important part of the culture that needs to be preserved. Whilst there aren't many educated people aware that preserving the tradition is an important matter, sundanese people for instance, is getting affected by western tradition and its value which eventually cover up their own tradition (Saini K.M, 2006: 77). According to a journal on "Perancangan Buku Jajanan Tradisional di Surabaya", can be concluded that along with the development of the century in this globalization era, there are many modern/non-traditional cakes and pantries that appears causing traditional cakes/food slowly vanishing, and resulting to little knowledge in young people today about their traditional foods and even foreign to it. Based on that phenomenon, the author is interested to adapt west java's cullinary, into a character which is meant to be delivered among children and teenagers. Considering the role of the author as a character designer, make it even more urgent to come up with a new and interesting character also liked by the audience. It is hoped that the story book that will be produced by the author is going to be accepted and loved by them and becoming a media to introduce them and be familiar with our own tradition also developing a great interest toward our own culture, especially the cullinary.

Thahira, Nisrina. 2017. Design

Key Words : Traditional Cullinary Culture, Character, Story Book, Cartoon