ABSTRACT

Indonesia has a variety of typical foods. Typical food is food consumed by certain community environments, and passed down from generation to generation which is a cultural asset of the ancestors that must be preserved, and preserved. Bekasi is one of the regions in Indonesia that has typical food, but many Indonesian people, especially in the Bekasi region itself who have lived there for a long time, apparently do not know the culture of Bekasi, one of them is typical food, especially the younger generation who have a low perception of traditional food rather than fast food serving. Therefore, a design of information media was created to introduce Bekasi's special food. Through library study methods, interviews, surveys, observations, and matrix analysis The purpose of this design is to introduce traditional Bekasi food so that people are interested in traditional Bekasi food. Through the method of collecting observational data, questionnaires, interviews, literature studies, and comparative matrix analysis methods, it can be concluded that one of the media that is able to introduce Bekasi's specialty foods to the younger generation is digital comics because it has many interested people. Digital comics will package information through storylines and illustrations that are easily understood and remembered so that it is expected to be able to introduce Bekasi's special food especially to its young generation.

Keywords: Traditional Traditional Food, Digital Comics, Bekasi.