

## **ABSTRACT**

### ***ILLUSTRATION BOOK DESIGN OF “OPIEUN” AS AN INFORMATION MEDIA ON WEST JAVANESE TRADITIONAL SNACKS***

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*Nowadays, fast food dominates society's interest as a quickly served food option rather than local snacks which is increasingly left behind and decreasing in numbers. One of the reasons why it happens is because most of mass media, such as television and internet, are advertising fast food as a better and more hygienic food than local snacks. Society, especially teenagers living in West Java, do not know much about West Javanese local snacks even though local snack is one of cultural identities that must be preserved. In this design, research was done by doing observation, collecting various data and theories through books and online media, doing interview, and distributing questionnaires. Meanwhile, data analysis was done by matrix analysis method, in which some visual objects were compared to conclude their advantages and deficiencies, and questionnaire data analysis method. It is hoped that this illustration book can increase teenagers' curiosity about West Javanese local snacks and familiarize them to the culture in West Java.*

***Keywords: Snacks, Illustration Book, West Java***