

Abstract

Tea offers unique tastes based on the kind of tea leaves used. How it is served is varying as well, such as hot or iced, with or without sugar, boiled with the leaves or dip-and-wait as is the case of modern teabag. The tea is also made into cakes, snacks, as well as ice cream, cosmetic or otherwise. Although it didn't originate from Indonesia, drinking tea has been a part of our culture since long ago. It is not strange for Indonesians to be drinking tea while hanging with friends, or alone in the morning.

The Indonesian tea itself is renowned for its quality that it is one of the prime exports of the archipelago. Indonesia is also the 7th largest tea producer in the world. Despite that, most Indonesians are only aware of green and black tea, eventhough there are more variants of tea from different regions in Indonesia, with different and interesting serving methods. In effort of introducing various kinds of tea in Indonesia, as well as its benefits for the drinker, an effective and interesting Coffee Table Book prototype is made to be a media for people of age 18-20, so that it can attract people interest on Indonesian tea.

Keyword: Coffee Table Book, Benefit, Informaion Media, Tea, Variety