

ABSTRACT

The Ministry of Agriculture released data that Indonesian people's rice consumption which is too high, and the types of food are less diverse. The government is trying to increase food diversity and reduce rice consumption with a local food diversification program. Bogor Regency has an agricultural commodity, namely bogor taro, which has the potential to become a food substitute for rice. However, the awareness of Bogor Regency people about the potential of taro as a staple food is still lacking because promotion and educational media is not optimal yet. This causes people to only use taro as a snack and after that they continue to eat rice. The data collection methods used are observation, interviews, questionnaires, and literature reviews. Then the data will be analyzed using a SWOT analysis and a comparison matrix. The results of this design are needed to provide education to Bogor Regency people about the benefits of taro in an illustration book. This design is focused on education about taro which has the potential as a local staple food substitute for rice and how to process it. Hopefully, the design of this illustration book can provide information to Bogor Regency people about the potential and benefits of taro to help the government to reduce Indonesian people's rice consumption with a local food diversification program.

Keywords: Illustration, Food Diversification, Bogor Taro