

ABSTRACT

Kudus is a small regency located in Central Java Province. Kudus also has the slogan Gus Ji Gang which means 'Bagus Ngaji dan Dagang', because the people of Kudus develop businesses in the field of trade, even becoming one of the busy trading locations on the island of Java. Kudus's trade business extends to the culinary field. One of the culinary specialties of Kudus that is quite popular but not many people know is Lentog Tanjung, where this culinary has a history related to the spread of Islam in the era of the 'Wali', namely Sunan Kudus, and has a philosophical value from its development, making and serving.

The purpose of this research is to design information media about Lentog Tanjung culinary specialties of Kudus including history, philosophy, to its development and presentation in a clear and interesting manner. Data collection was carried out by conducting observations to Tanjung Karang Village and to Lentog Tanjung sellers, followed by interviews with the Head of Tanjung Karang Kudus Village, Lentog Tanjung seller Mr. Sokip, and illustrator, then conducting questionnaire surveys and conducting literature studies on traditional culinary and Lentog Tanjung. The data that has been obtained then analyzed as a determination of the media design of this research, illustration books. With the design of this information media, it is hoped that Lentog Tanjung culinary can be better preserved its historical and philosophical values so that it is better known by people outside Kudus and even outside Java.

Keywords: Culinary, Lentog, illustration