

ABSTRACT

Padangsidimpuan, a city in North Sumatra, is famous for its unique culinary riches that are still unknown to the people of North Sumatra and there is no media that documents the city's culinary in an attractive form. This study aims to design a culinary information book that displays the city's typical dishes to facilitate access to information for people outside Padangsidimpuan City as tourists. This research method uses qualitative methods including observations at local restaurants, interviews with culinary actors, and literature analysis. The selection of book media is considered a more appropriate medium for presenting culinary information in a structured and attractive way. The resulting book includes detailed descriptions, illustrations, and culinary guides for dishes such as Holat, Ikan Salai Gulai, and Bolu Salak. With an attractive visual communication design, this book aims to introduce the culinary riches of Padangsidimpuan and provide comprehensive information. It is expected to increase public insight and attract tourists to explore local culinary, as well as contribute to the preservation of regional culinary culture.

Keywords: Culinary Culture Preservation, Illustrated Books