

## **ABSTRACT**

*Regional food is an important element in recognizing the cultural richness of a region. Traditional food is not just a dish, but part of the cultural heritage that reflects the history, values, and identity of the community. Traditional food is an important part of cultural heritage that is now increasingly eroded by the dominance of viral food trends, including in the Riau region, which is rich in typical Riau Malay cuisine. The lack of interesting and educational information media makes the community, especially young people, less familiar with traditional Riau regional foods. This study aims to design a zine as an informative and attractive visual information media in introducing and preserving Riau's traditional foods to the public, especially young people. This research method uses a descriptive qualitative approach through literature studies, interviews, observations, and questionnaires. This study emphasizes the importance of an appropriate visual approach to increase the interest and appreciation of the younger generation for traditional foods and support efforts to preserve culinary culture and promote regional tourism.*

**Keywords :** Zine, Information Media, Traditional Food, Melayu Riau