

ABSTRACT

Betawi cuisine, a significant part of Jakarta's culture, is slowly losing its importance due to modernity, a lack of documentation, and a dearth of media targeting young people. This triggers concerns that traditional cooking styles may disappear due to global food trends. This study creates an instructional zine for young adults aged 22 to 26, serving as a Betawi cooking guide. To design an efficient method of communication, the researcher employed field observations, interviews, and literature reviews, and utilized a comparison matrix to facilitate analysis. The zine that emerged from this project shares stories about food through expressive drawings, personal narratives, and accessible information about Betawi meals and their cultural significance. The results show that the zine does a good job of helping young readers connect with their emotions and preserving traditional culinary culture. In conclusion, zines are an excellent way to educate younger people about their local food culture. This project utilizes a different medium to increase knowledge and appreciation for Betawi food, thereby helping to keep it relevant in today's culture.

Keywords: *Betawi Cuisine, Culinary Heritage, Visual Media, Youth, Zine*