

ABSTRACT

DESIGNING SUNDANESE CULINARY PHOTOGRAPHY BOOK IN THE CITY OF BANDUNG

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The city of Bandung is one of the highest in Indonesia in the Tourism index, reaching 95.30%. The city of Bandung has hundreds of cool tourist destinations, ranging from natural tourist spots, museums to shopping places. But that is not all that makes the city of Bandung always a tourist destination for both foreign and domestic tourists, its special culinary is the reason people visit this city. Involving the majority of the population of the City of Bandung are Sundanese, Muhtadin (2018: 1) said "Sundanese culinary in the city of Bandung has its own taste image that distinguishes it from other culinary. The image of fresh and spicy taste gives a sense of uniqueness to the culinary ". Culinary from abroad is getting more and more days into Indonesia. This has an impact on the number of people outside the city of Bandung who are aged 18-35 years do not know what Sundanese culinary is in the city of Bandung and there is no media information about Sundanese culinary in Bandung in the form of photography books. This final project uses the observation method, which is to find out what Sundanese food is in Bandung, interview to explore more information, literature study to get references from books, journals and using a questionnaire to get information and ask advice from the people of Bandung to design Sundanese culinary photography books in Bandung. The final project entitled "Designing a Sundanese Culinary Photography Book in Bandung" has the purpose of providing information and documenting the Sundanese culinary in the city of Bandung and to find out the design of a photography book on Sundanese culinary in Bandung.

Keywords: Tour, Culinary Tourism, Sundanese Culinary, Bandung, Photography book.