

## **ABSTRACT**

*Indonesia is a country that has a diversity of cultures, one form of which is traditional snacks surabi Bandung. But now Indonesia has entered the era of globalization which has resulted in foreign food products being spread in Indonesian territory and the younger generation is more familiar with these snacks compared to traditional snacks in their area. And if left unchecked, traditional snacks will be forgotten by the next generation of young people. Therefore, the storyboard design for 2D animation aims to convey information in the form of stories and visualize it so that the younger generation can easily receive information about traditional snacks surabi Bandung. Data collection is carried out through literature study, observation, and interviews. Based on the results of data analysis, the taste that is typical of surabi Bandung is the oncom taste, the use of traditional cooking tools will affect the taste of surabi, the younger generation prefers the taste of modified surabi, and the younger generation does not know information about surabi Bandung. The design result of this study is the design of a storyboard for a 2D animation with a duration of 06.25 minutes entitled "Nyrabi Kuy!".*

**Keywords:** *Surabi Bandung, Storyboard, Young Generation*