

ABSTRACT

The digital era has brought significant changes in various aspects of life, including the eating patterns of Indonesian people. The increasing popularity of foreign foods and fast food has led to a decline in interest in traditional foods, especially among children. In addition, fast food is the top choice for busy parents to enjoy when spending time with the family, causing children to become dependent on modern food. This research aims to help increase children's interest in traditional food from an early age, which can familiarize children with the taste of Indonesian food on their tongues and can still introduce Indonesian food as a form of maintaining cultural preservation. In this research, interview, observation and literature study methods were used as data collection and matrix analysis and design thinking methods were used as data analysis. The research results show that many children in Bandung City are not familiar with Sundanese food, which indicates the importance of digital innovation as a means of education, namely in the form of digital book applications which are expected to be able to attract children's interest and contribute to preserving traditional Sundanese food in the digital era.

Keywords: *traditional food, application, design thinking*