

ABSTRACT

Tempe, a traditional Indonesian food made from fermented soybeans, is widely known not only in Indonesia but also globally as an alternative to meat, especially for vegetarians. Over time, tempe has become part of global cuisine and was proposed as an intangible cultural heritage by UNESCO in 2018. One of the tempe-based dishes that is iconic to Banyumas is mendoan, which is characterized by being half-cooked and is often served during family gatherings known as medang. Mendoan is now recognized in several cities across Indonesia, and efforts to preserve it continue, including its proposal to become Banyumas' intangible cultural heritage. Public service advertisements are one effective way to preserve and promote mendoan as part of Banyumas' traditional culinary culture. Public service advertisements aim to convey socially beneficial information, such as the process of making mendoan, its history, and the importance of maintaining the sustainability of this traditional dish. By utilizing media advertisements, it is hoped that the public will better understand and appreciate mendoan as a cultural heritage that needs to be preserved, thus supporting the conservation of Banyumas' traditional culinary heritage

Keyword : Mendoan, Culture, Public Service Advertisement.