

ABSTRACT

Sentra Roti Gang Babakan Rahayu Kopo has been a home-based bread production center in Bandung since the 1980s. As a pioneer in the local bread industry, it serves as both an economic driver for the community and a creator of inclusive employment opportunities, including for people with disabilities. While Bandung's bakery industry has recently flourished with modern bakeries and artisan bread shops, this growth has ironically marginalized the cluster's authentic bread products, despite their status as original forms of artisan baking predating current trends. Although Generation Z shows growing interest in historic and legendary places, awareness of this bread cluster remains limited. Mainstream media coverage has only provided superficial information without exploring the unique narratives behind this community. This final project aims to design a zine as a visual storytelling medium using Visual Communication Design to fully introduce the cluster's identity. Employing qualitative methods including field observation and in-depth interviews with local business owners, supplemented by creative experiments in illustration and layout design that reflect local character, the project will produce a printed zine. This zine will serve dual purposes: as an authentic visual archive documenting the traditional bread industry's local wisdom, and as an alternative promotional medium sharing humanistic stories about the cluster. Through this medium, the project hopes to authentically showcase local potential while inspiring younger generations to preserve Bandung's culinary heritage.

Keyword: *Babakan Rahayu Kopo Bread Cluster; Zine, Informational Media*