

ABSTRACT

The existence of traditional culinary in the minds of the public will gradually shift with the many new products that have sprung up. Moreover, until now Banyumas Regency still does not have information media that specifically discusses traditional snacks, to increase public awareness of traditional snacks in Banyumas Regency, an appropriate media is needed to be used as information media to increase awareness about traditional snacks in Banyumas Regency. One of the suitable media in today's digital era is Instagram. The placement of Instagram media in this design is used as a culinary guide, where later in the Instagram is devoted to discussing traditional culinary packed through a design approach. The method used in this design is descriptive qualitative, with data collection techniques in the form of observation, interviews, questionnaires, documentations and literature studies. The results of the SWOT analysis are used as a foundation for finding basic ideas in Instagram design. The design is carried out by considering the information, context, and messages that will be conveyed through Instagram content with a design approach.

Keywords: *Instagram, traditional culinary, awareness, Banyumas Regency*