



## ABSTRAK

Kuliner terbagi menjadi kuliner tradisional dan kuliner modern. Upaya memperkenalkan kuliner tradisional Indonesia kepada masyarakat yang telah dilakukan salah satunya dalam bentuk festival. Promosi diperlukan untuk memajukan sebuah festival di suatu daerah. Tujuan dari kegiatan Tugas Akhir ini adalah (1) Mengidentifikasi potensi kuliner tradisional dan *venue* di Kota Bogor, (2) Membuat rancangan festival kuliner tradisional di Kota Bogor, (3) Membuat rancangan media promosi festival kuliner tradisional Kota Bogor, dan (4) Mengetahui karakteristik, persepsi, dan motivasi responden terhadap rancangan media promosi yang dibuat. Kegiatan dilaksanakan pada bulan Maret-Mei 2022 dengan metode observasi, wawancara langsung, kuesioner (150 responden) dan studi literatur. Potensi kuliner tradisional di Kota Bogor terdapat 28 kuliner tradisional didukung dengan 11 potensi *venue*. Perencanaan festival yang dibuat bernama “Bogor Refoodlution” yang akan dilaksanakan pada hari Minggu, 16 Oktober 2022 untuk memperingati Hari Pangan Nasional dan berlokasi di GOR Pajajaran Kota Bogor. Festival “Bogor Refoodlution” memiliki sasaran 3.000 peserta. Rancangan media promosi yang dibuat memiliki *background* berwarna merah dan dipadukan dengan warna kuning. Informasi yang dicantumkan dalam media promosi terdiri dari nama festival, tanggal pelaksanaan, tempat pelaksanaan, *itinerary*, harga tiket, *link* registrasi tiket, *tagline* dan daftar sponsor. Rancangan media promosi disebar kepada 150 responden untuk mendapatkan data karakteristik, persepsi dan motivasi.

**Kata Kunci : Festival Kuliner, Kuliner Tradisional, Media Promosi**

## ABSTRACT

*Culinary is divided into traditional and modern culinary. One of the efforts to introduce traditional Indonesian culinary to the community has been in the form of a festival. Promotion is needed to advance a festival in an area. The objectives of this Final Project are (1) to identify the potential of traditional culinary and venues in the city of Bogor, (2) to design a traditional culinary festival in Bogor city, (3) to design a promotional media for the traditional culinary festival in Bogor city, and (4) to identify characteristics, perceptions, and motivations of respondents to the design of the promotional media made. The activity was carried out in March-May 2022 with the method of observation, direct interviews, questionnaires (150 respondents) and literature study. There are 28 traditional culinary potentials, supported by 11 venues in Bogor City. The planning for the festival is called "Bogor Refoodlution" which will be held on Sunday, October 16, 2022 to commemorate National Food Day and will be located at GOR Pajajaran, Bogor City. The "Bogor Refoodlution" Festival is targeted to 3,000 participants. The promotional media design made has a red background and is combined with yellow. The information contained in the promotional media consists of the name of the festival, the date of event, the venue, the itinerary, ticket price, ticket registration link, taglines and list of sponsors. The promotional media design was distributed to 150 respondents to obtain data on characteristics, perceptions and motivations.*

**Keywords: Cullinary Festival, Traditional Cullinary, Promotional Media.**