

**PHOTOGRAPHY BOOK MALANG CHINESE CUISINE FOR HISTORICAL
VALUE AND A REFERENCE FOR CULINARY DESTINATION IN
MALANG CITY**

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Abstract

Malang city is one of the cities in Indonesia that serves Chinese foods, but with new places to eat, chinese foods restaurants will be unknown. For that we need a promotional media to be able to promote these depots so that they can be known by people. Therefore, a photography book entitled Malang Chinese Cuisine was designed, to promote Chinese food restaurants in Malang City, especially for out-of-town and foreign tourists with an age range of 35-44. This design resulted in a book with photos of the depot and its food, along with brief information about the history and information of the foods, with media in the form of a 20x20cm photography book, and several other supporting media such as t-shirts, tote bags, tumblers, stamps, bookmarks, and social media. This design obtains data through qualitative methods to be analyzed and categorized into two, namely primary data and secondary data. These data will go through an analysis process in the form of data reduction, display data, and a conclusion. In addition, the design concept method goes through several stages, namely creative goals, creative strategies, creative programs, and creative costs, and in the end, it is continued with the final design and the production process, so that this design can produce books that can promote these depots.

Keyword: Photography Book, Food, Promotion