

ABSTRACT

Legendary cuisine is a term that often arises in society regarding a particular type of cuisine. However, the existence of such legendary cuisine is generally only known by the local community in a certain region. This issue is important because of the lack of reading information sources related to legendary cuisine, which can potentially cause gaps in written history. The Legendary Cuisine Catalog is a medium to address this issue. By presenting information about legendary cuisine in Purwokerto, it can become a reading and information source in the future. Therefore, the design of the Legendary Cuisine Catalog collaborates with Dinporabudpar Banyumas, which is the cultural center of Banyumas. The research method used is a qualitative and quantitative method using SWOT analysis to define the strengths and weaknesses of the Legendary Cuisine Catalog Purwokerto. The results of the study include the main medium of the Legendary Cuisine Catalog Purwokerto and supporting media such as banners, t-shirts, stickers, keychains, and Instagram posts. Based on the results of this study, the Legendary Cuisine Catalog will become a reading information source that will be a recap archive in the future.

Kata kunci: Keywords: Legendary Cuisine, Catalog, Archive, Purwokerto.