



**Preservation of Betawi Traditional Food as Intangible Cultural
Heritage in Jakarta Through Webtoon Using Three-Act Structure
Storytelling and AISAS Model**

By

Sherly Vania Amanda

013201800016

Supervised by :

Remandhia Mulcki, S.Sn., M.Ds.

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ABSTRACT

Indonesia diverse culinary traditions are an integral part of its intangible cultural heritage that is reflecting the country's history, tradition and culture, and regional diversity. However, this tradition now faces an increasing threat from globalization, modernization, changing food preferences from the influence of other countries and the lack of knowledge of our own traditional food. This thesis will create a 2D illustration in the form of a Webtoon using three-act structure storytelling that is easier to understand for slice of life themes. The data collection will be done using qualitative methods by literature review, interview with experts in the field and observation. The objective of this project is to develop an interest and increase awareness in the younger generation, especially Gen Z, to get to know more about their own traditional food. In this study, the region that is specifically used is Jakarta with its Betawi cuisine. By using webtoon as a medium, it is hoped to make a process of preservation of Betawi traditional food and promoting it to people so they have the knowledge and interest about it.

Keyword : 2D Illustration, Storytelling, Webtoon, Preservation, Intangible Cultural Heritage, Traditional Food

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