

## ***ABSTRACT***

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*Study Program*: Hotel Business Program  
*Title* : “Nasi Uduk Ungu Primadona Kota Sukabumi”

*Uduk rice is one of the most popular traditional Indonesian food, it is made with rice, coconut milk, and spices, but Purple Uduk Rice is different from any other uduk rice, it uses beetroot and purple sweet potato extract as natural food coloring to give the vibrant color on the rice. Aside from that, Purple Uduk Rice is also rich in nutrients because of the Beetroot and Purple Sweet potato Extract.*

*Purple Uduk Rice has been chosen as the icon food of Sukabumi by its Mayor, and it is one of the must try food in Sukabumi, therefore with this storytelling we hope many people can know about Purple Uduk Rice and boost up its popularity.*

*The goals of the storytelling concept is that it can be used as a reference for people who want to try Purple Uduk Rice, and to boost the popularity of Purple Uduk Rice through our video, booklet and poster.*

*Keyword: Purple Uduk Rice, Culinary, Sukabumi, Beetroot, Purple Sweet Potato*

