

ABSTRACT

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Cirebon represent one of a city with millions of culinary. Its culinary tourism's culture that came from acculturation with lots of foreign language, made Cirebon one of the most unique city in Indoneasia. However, this doesn't make Cirebon's culinary revieve love or interest from the younger generation in the metropolitian city. This matter could be cause due to the lack of information and accessibility to explore Cirebon. The majority citizen of Indonesia makes Cirebon a transit city without knowing or giving inquisitiveness to the potential of the city. After we had finishes our research on the city's culinary, the city taught us their unique culinary which no words couldn't defined it. Therefore, we are interested to do deeper research for the citizen of Indonesia, especially the younger generation in the big city. We are hoping via this research the young generation will be interested and are willing to explore the city. We will promote the culinary to the younger generation through cinematic video with the concept of modern storytelling and E-poster.

Key Words: Cirebon, Culinary, Culinary Tourism, Storytelling