

ABSTRACT

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Rasa Bakery & Café which is located at Jalan Tamblong no.15, Braga, has been established since 1936, it is not a short time to be able to maintain a restaurant for that long, the research objective of this final project is to see and find out what factors which can cause Rasa Bakery & Café to last for 86 years. Behind Rasa will discuss further about the history of Rasa Bakery & with qualitative methods including, field observations and interviews with resource persons. We will put the results of this research in the form of a story-telling video which will discuss further about the history and ways Rasa Bakery & Café maintains the authenticity of the distinctive taste of its food. Through this, we hope to introduce Rasa Bakery & Cafe to tourists, especially legendary culinary lovers in Bandung.

Keywords: Legendary restaurant, Bandung, culinary, Rasa Bakery & Café