

ABSTRACT

This study aimed to design and develop a culinary recipe book as a medium to preserve and promote the traditional foods of Sungsang Village, Banyuasin Regency, South Sumatra. The research was conducted in response to the lack of systematic documentation of traditional recipes, where most culinary knowledge was previously transmitted orally, increasing the risk of losing local culinary heritage, particularly among younger generations. This research employed the Research and Development (R&D) method by Sukmadinata, which consisted of three main stages: preliminary study, product development, and final product testing and revision. The unit of analysis in this study was a culinary recipe book containing selected traditional seafood-based dishes from Sungsang Village. Data were collected through literature study, field surveys, interviews with local residents, and documentation of traditional dishes. The product was evaluated through limited and wider testing involving experts and respondents with culinary knowledge or interest. The data were analyzed using qualitative descriptive techniques by classifying, organizing, and interpreting the collected information. The results of this study produced a finalized, structured, and visually appealing culinary recipe book that includes standardized components such as dish names, ingredients, preparation steps, cooking time, food photographs, and brief menu descriptions. The final product was successfully developed and validated, and it functions as both an educational resource and a medium for cultural preservation and culinary promotion of traditional foods from Sungsang Village. It is recommended that the developed culinary recipe book be utilized by students, educators, and local communities as a learning and promotional medium. Furthermore, it can be further developed through wider dissemination and digital integration to enhance the promotion of traditional foods and support culinary tourism development.

Keywords: *culinary documentation, cultural heritage, recipe book design, Sungsang Village, traditional food*