

ABSTRAK

Camilan tradisional Minangkabau adalah bagian dari warisan budaya yang kaya rasa dan penuh makna. Sayangnya, banyak anak-anak zaman sekarang yang lebih mengenal makanan modern dibandingkan makanan khas daerahnya sendiri. Berdasarkan hasil kuisioner dan observasi, diketahui bahwa anak-anak usia 6–12 tahun di Kota Padang masih jarang mengenal camilan tradisional seperti Pinyaram, Lamang Tapai, Sambareh, dan Galamai. Untuk mengatasi hal ini, dirancanglah sebuah media edukatif berupa buku cerita bergambar yang menarik dan mudah dipahami oleh anak-anak. Perancangan dilakukan dengan metode *Design Thinking* melalui lima tahap yaitu *Empathize*, *Define*, *Ideate*, *Prototype*, dan *Test*. Buku ini menggunakan bahasa Indonesia, ilustrasi warna-warni, serta cerita yang mengajarkan nilai budaya. Hasil dari perancangan ini adalah buku cerita bergambar yang bisa membantu anak-anak mengenal, memahami, dan mencintai makanan tradisional Minangkabau sejak dini, sekaligus menumbuhkan rasa bangga terhadap budaya sendiri.

Kata kunci : Camilan Tradisional Minangkabau, buku cerita bergambar, edukasi budaya, *Design Thinking*.

ABSTRACT

Traditional Minangkabau snacks are part of our cultural heritage, rich in flavor and meaning. Unfortunately, many children today are more familiar with modern foods than their own regional specialties. Based on questionnaires and observations, it was found that children aged 6–12 in Padang City are still rarely familiar with traditional snacks such as Pinyaram, Lamang Tapai, Sambareh, and Galamai. To address this, an educational medium was designed in the form of an engaging and easily understood picture storybook. The design was carried out using the Design Thinking method through five stages: Empathize, Define, Ideate, Prototype, and Test. The book uses colorful Indonesian illustrations and a story that teaches cultural values. The result of this design is a picture storybook that can help children recognize, understand, and love traditional Minangkabau snacks from an early age, while also fostering a sense of pride in their culture.

Keywords: Traditional Minangkabau Snacks, picture story book, cultural education, Design Thinking.