

UNIVERSITAS INTERNASIONAL BATAM

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DESIGN AND DEVELOPMENT OF THE MENU BOOK FOR LAVINTAGE USING ATTRACTIVENESS FOR FOOD PHOTOGRAPHY

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ABSTRACT

Lavintage is the exclusive restaurant in Universitas Internasional Batam. The place serves not only for practice but also as a study place for the students, a place to work together. It teaches the students to difference between what or what not to do in their duties. Due to the lack of presence about the restaurant and the place in general, author decided to make a menu book to introduce a deeper information about the Lavintage of Universitas Internasional Batam. In the making of this menu book, author uses the atraktif method that has 2 techniques of taking pictures, one being low angle and close up, author uses the Adobe reader Indesign CC 2020 software to edit the menu book. Result of this research is to show the effectiveness integration of each of the pictures taken, and author creates the menu book that can be used as a promotional media and providing information about the Lavintage restaurant in Universitas Internasional Batam.

Keywords: Photos, Menu book, Adobe Indesign CC 2020, Food Photography, Attractiveness Method