

PELESTARIAN KUE KLEPON KHAS JAWA TENGAH YANG KEKINIAN DI ERA ADAPTASI KEBIASAAN BARU

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ABSTRACT

Tourism is one of the important sectors that are favored in ensuring the welfare of the community after the agricultural and maritime sectors. At a time when the development of the tourism sector is very fast, therefore the tourism sector must be managed appropriately and wisely. Natural and cultural wealth is one of the most important components in the tourism sector in Indonesia.

Traditional food is food or kuline typical of a certain area with distinctive and distinct characteristics or tastes that are owned by an area. In the midst of the Covid19 pandemic, the culinary business or online food business is growing rapidly. It is hoped that the new culture will be able to preserve traditional foods, one of which is the traditional Klepon cake which is popular especially in Central Java.

This type of research that the writer takes is qualitative research. Qualitative is the derivative of quality. Qualitative is the opposite of quantity which refers to the amount or amount of something in a particular object. The use of SWOT analysis for the internal and external environment in the study.

The aim of this research is to find out the perspective on the traditional preservation of the Klepon Cake which is already becoming difficult to find in the Klaten Regency, Central Java, as well as food alertness and the community in the effort to maintain the traditional Klepon Cake, and the Klepon Cake marketing strategy in the new habit era.

Few of the people use this Klepon cake object as a traditional food that must be preserved. Given that those who are able to carry out this preservation are the surrounding communities in addition to maintaining their existence, they also maintain traditional and cultural values that have existed since time immemorial. In the marketing of Klepon cCke, to be able to see information about Klepon Cake, you have to go through a cake seller in the market, because there is no introduction through the media so it is very difficult to find out more in-depth information.

Key words: Klepon Cake Traditional Food, Central Java, Culture.