

MELESTARIKAN MIE DES SEBAGAI PRODUK KULINER TRADISIONAL KABUPATEN BANTUL

ABSTRACT

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Noodles are processed raw materials from noodles whose raw materials are from cassava flour or culinary yam this is one of the prima donna noodles from the Pundong area, Bantul district of Yogyakarta and is a typical culinary delicacy of raw cassava making food not contain gluten and also this des noodle becomes culinary destinations, tourists are very interested in the raw materials and also the taste and texture which is very different from other noodles and can also be eaten directly because these noodles have been processed first and given onion oil so that they are not sticky and then cooked again become Gureng noodles or noodle soup, with many tourists eating des noodles, this can continue to be sustainable and not lost with age, and we get these noodles at Mie Des Pak Yono Pundong, Bantul Regency, Yogyakarta, The data analysis used in this study is qualitative and uses a SWOT analysis. SWOT analysis considers internal factors such as weaknesses, as well as the external environment in the form of opportunities and threats.

Key words: Des noodles, SWOT Analyst, preserving strategy