

ARTIKEL ILMIAH
PELESTARIAN MAKANAN TRADISIONAL KICAK
DI ERA KEBIASAAN BARU

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ABSTRACT

Tourism is an important sector for the welfare of society after agriculture and maritime affairs. Currently the development of tourism is very fast, to create tourism must be managed wisely. Natural and cultural wealth is one of the most important components in tourism in Indonesia.

Traditional food is typical food from a certain region with different flavors that the region has. The era of new habits, many people have to preserve traditional food, one of which is the traditional Kicak food from Yogyakarta.

The type of research taken is qualitative. Qualitative is a derivative of quality, qualitative is the opposite of quantity which refers to the number or amount of a particular object. As well as using a SWOT analysis to evaluate the internal and external environment in the study.

The purpose of this research is to find out about the preservation of Kicak traditional food which is starting to be difficult to find in Yogyakarta, community participation in preserving Kicak traditional food, and Kicak marketing strategy in the new habit era.

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

Keywords: Kicak Traditional Food, Yogyakarta, Culture