

## ABSTRAK

Nama : Gisela Priscilla, Maya Priyanka Rusdi  
Program Studi : Bisnis Perhotelan  
Fakultas : Kewirausahaan dan Bisnis  
Judul : *Mooncake* dan Perayaan *Mid-Autumn Festival* di  
Indonesia : Mengungkap Warisan Budaya Tionghoa

Perayaan *Mid-Autumn Festival* adalah perayaan pertengahan musim gugur pada tanggal ke-15 dan bulan ke-8 kalender Tiongkok. Festival ini menempati urutan kedua perayaan terpenting budaya etnis Tionghoa setelah perayaan Imlek dalam skala kemegahan dan tradisi acaranya. *Mid-Autumn Festival* memiliki pesona kue utama yaitu *mooncake* yang dikenal dengan Festival Kue Bulan di Indonesia. Namun, *Mid-Autumn Festival* kurang diminati dan diketahui informasinya oleh masyarakat Indonesia, khususnya oleh Generasi Z. Tujuan dari tugas akhir ini adalah untuk memberikan edukasi informatif kepada masyarakat, khususnya generasi Z mengenai hal-hal yang berkaitan dengan *Mid-Autumn Festival*. Tugas akhir ini juga bertujuan agar perayaan *Mid-Autumn Festival* yang merupakan warisan budaya Tionghoa tidak terancam punah di masa depan dan terus dilestarikan. Dalam tugas akhir dan konten video *storytelling*, disajikan informasi edukatif mengenai keunikan *Mid-Autumn festival* yang memiliki banyak latar belakang, perbedaan perayaan di beberapa daerah di Indonesia, variasi *mooncake* khas Indonesia baik secara tradisional dan *modern*, dan upaya komunitas Tionghoa dalam mempromosikan festival ini. Metode penelitian tugas akhir adalah deskriptif kualitatif dan sumber data primer yang diperoleh dari wawancara terhadap narasumber. Data sekunder diperoleh melalui buku, jurnal, dan artikel. Hasil penelitian disajikan informasi *Mid-Autumn Festival* yang mempunyai 4 latar belakang yaitu: Legenda *Chang'E*, Legenda *Yue Lao* dan *Jade Rabbit*, Legenda *Wu Gang Chopping Trees*, dan Legenda Dinasti *Yuan*. *Mid-Autumn* di Indonesia juga terdapat perbedaan di beberapa daerah di Indonesia ( Madiun, Yogyakarta, Solo, Jakarta, dan Bangka). Variasi *mooncake* khas Indonesia versi tradisional adalah memiliki jenis rasa coklat, keju, cempedak, durian, dan kacang-kacangan. Versi *modern* memiliki varian *snowskin mooncake* dengan isi *yogurt*, *Shanghai thousand layer*, dan rasa unik seperti *ferrero*, jeruk, ubi ungu, dan *strawberry cheesecake*. Upaya komunitas Tionghoa generasi muda, salah satunya Koko Cici Jakarta adalah dengan membuat kampanye dalam bentuk kegiatan bazar, lomba, *workshop* untuk memperingati *Mid-Autumn Festival* di beberapa tempat umum. Koko Cici Jakarta juga berusaha mengundang duta budaya lain agar tercipta toleransi dan budaya Tionghoa dapat terus dipromosikan dan dilestarikan.

Kata Kunci: Budaya etnis Tionghoa, Generasi Z, Komunitas Tionghoa, *Mid-Autumn Festival*, *Mooncake*

## ***Abstract***

Name : Gisela Priscilla, Maya Priyanka Rusdi  
Study Program : Hotel Business  
Faculty : School of Entrepreneurship and Business  
Title : Mooncake dan Perayaan Mid-Autumn Festival di Indonesia  
: Mengungkap Warisan Budaya Tionghoa

*The Mid-Autumn Festival is a mid-autumn celebration that falls on the 15th and 8th months of the Chinese calendar. This festival ranks as the second most important celebration of ethnic Chinese culture after the Chinese New Year celebration in terms of its grandeur and tradition. The Mid-Autumn Festival also has its main character, namely mooncake which is known as the Moon Cake Festival in Indonesia. However it is less popular and well-known by the Indonesian people, especially Generation Z. Generation Z is more familiar with mooncakes than the mid-autumn festival itself. The aim of this final assignment is to provide informative education to the public, especially generation Z, regarding matters related to the Mid-Autumn Festival. This final assignment also aims to ensure that the Mid-Autumn Festival celebration, which is a Chinese cultural heritage, is not threatened with extinction in the future and continues to be preserved. In the final assignment and video storytelling content, educational information is presented regarding the uniqueness of the Mid-Autumn festival, which has many backgrounds, differences in celebrations in several regions of Indonesia, typical Indonesian mooncake variations, both traditional and modern, and the efforts of the Chinese community in promoting this festival. The final assignment research method is descriptive-qualitative, and primary data sources are obtained from interviews with informants. Secondary data was obtained through books, journals, and articles. The research results presented information that Mid-Autumn has four backgrounds, namely: the Legend of Chang'E, the Legend of Yue Lao and Jade Rabbit, the Legend of Wu Gang Chopping Trees, and the Legend of the Yuan Dynasty. Mid-Autumn in Indonesia also has differences in several regions (Madiun, Yogyakarta, Solo, Jakarta, and Bangka). The traditional version of Indonesian mooncake has chocolate, cheese, cempedak, durian, and nut flavors. The modern version has a snowskin mooncake variant with yogurt filling, Shanghai thousand layers, and unique flavors such as ferrero, orange, purple sweet potato, and strawberry cheesecake. The efforts of the younger generation of the Chinese community, one of which is Koko Cici Jakarta, are to create campaigns in the form of bazaars, competitions, and workshops to commemorate the Mid-Autumn Festival in several public places. Koko Cici Jakarta is also trying to invite other cultural ambassadors so that tolerance can be created and Chinese culture can continue to be promoted and preserved.*

*Keywords: Chinese ethnic culture, Generation Z, Chinese Community, Mid-Autumn Festival, Mooncake*