

ABSTRAK

Nama : Herlin Loren
Program Studi : Bisnis Perhotelan
Judul : Explorasi Kuliner Tradisional Dan Inovatif Di Lengkong Street
Bandung Sebagai Destinasi Wisata Kuliner

Penelitian ini bertujuan untuk mengeksplorasi perkembangan kuliner di Lengkong Street, Bandung, serta dampaknya terhadap pariwisata dan kuliner lokal. Kuliner di

Lengkong Street terkenal dengan variasi makanan tradisional dan inovatif seperti cimol bojot, bola ubi kopong, jawara basmut, dan nasi tutug oncom. Metode penelitian yang digunakan adalah observasional, melibatkan wawancara dengan pedagang kuliner dan wisatawan, serta dokumentasi visual. Hasil penelitian menunjukkan bahwa variasi kuliner yang disajikan memiliki daya tarik kuat bagi wisatawan, baik lokal maupun mancanegara. Selain itu, perkembangan kuliner di Lengkong Street telah memberikan kontribusi signifikan terhadap peningkatan jumlah wisatawan dan pendapatan kuliner lokal. Temuan ini memperkuat literatur tentang pentingnya inovasi kuliner dan strategi promosi dalam mendukung pariwisata. Pemerintah dan komunitas lokal disarankan untuk memberikan dukungan yang lebih efektif bagi pengembangan usaha kuliner di Lengkong Street, melalui bantuan finansial, pelatihan, dan program promosi yang terkoordinasi. Penelitian lebih lanjut disarankan untuk mengeksplorasi dampak jangka panjang dari perkembangan kuliner terhadap kuliner lokal dan menganalisis preferensi wisatawan terhadap makanan tradisional dan inovatif.

Kata kunci: Lengkong Street, Bandung, Kuliner tradisional, Pariwisata, Kuliner, Destinasi pariwisata

ABSTRACT

Name : Herlin Loren
Study Program : Hotel Business
Title : *Exploration of Traditional and Innovative Culinary at
Lengkong Street Bandung as a Culinary Tourism Destination*

This study aims to explore the development of culinary activities in Lengkong Street, Bandung, and their impact on local tourism and economy. Lengkong Street's culinary scene is renowned for its variety of traditional and innovative foods such as cimol bojot, bola ubi kopong, jawara basmut, and nasi tutug oncom. The research employs an observational, involving interviews with culinary vendors and tourists, as well as visual documentation. The findings indicate that the variety of culinary offerings strongly attracts both local and international tourists. Furthermore, the culinary development in Lengkong Street has significantly contributed to the increase in tourist numbers and local economic revenue. These findings reinforce the literature on the importance of culinary innovation and promotional strategies in supporting tourism. It is recommended that the government and local communities provide more effective support for the development of culinary businesses in Lengkong Street through financial aid, training, and well-coordinated promotional programs. Further research is suggested to explore the long-term impact of culinary development on the local economy and analyze tourist preferences for traditional and innovative foods.

Keywords: *Lengkong Street, Bandung, Traditional culinary, Tourism, Culinary, Tourism destination*