

ABSTRACT

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Study Program : Hotel Business
Title : Kari Lam – Kari Legendaris di Kawasan Pecinan Glodok

This storytelling was conducted to reintroduce “Kari Lam” as an acculturated legendary food which was influenced by Tionghoa and Indian cultures in Chinatown, Glodok. Also, to know the strategic of “Kari Lam” to maintain the business until it can exist for more than 30 years, and to know the history and philosophy of “Kari Lam”.

Our target audiences are people who love to eat, local and international tourists who want to do culinary tour in Chinatown, Glodok, practitioners in culinary field who want to know about “Kari Lam” the legendary curry which was influenced by Tionghoa and Indian cultures, and also the culinary businessmen or businesswomen or need some references when they want to open a curry business.

Keywords: Kari Lam, curry, culinary, the legendary food, Glodok

