

ABSTRACT

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Study Program : *Hotel Business*

Title : PENINGKATAN AWARENESS GENERASI MILENIAL TERHADAP MAKANAN TRADISIONAL YOGYAKARTA (KASUS GUDEG MERCON)

Gudeg is a traditional Yogyakarta's cuisine since 500 years ago , from young jackfruit that mixed continuously called "hangudeg" in Javanese and become the reason behind its name. In general, gudeg has sweet taste. In 1992, Gudeg Mercon Ibu Tinah became the pioneer of spicy gudeg located in Asam Gede Street, Yogyakarta. This study aims to know the history, the secrets behind the spiciness and its success journey. This study used descriptive analysis from primary data of interviews, photos, and videos in Yogyakarta. It results the score of 4 out of 5 for its taste, look, and price. All the customers agree to comeback. The satisfaction of costumer is the main reason of its success. Us writers wish to give reference for Indonesian traditional cuisine lover in Indonesia and other countries for its existence. Personal inputs are given in hope to make Gudeg Mercon Bu Tinah to grow even more in its business.

Key Words : *Traditional cuisine of Yogyakarta, gudeg mercon, awareness, milenial.*