

ABSTRACT

Name : David, Sherin Nathania, Vivi Velicya

Study Program : Hotel Business

Title : PERJALANAN TERANG SI MANIS ROTI GAMBANG TAN EK TJOAN

Bread is one of the oldest foods in the World. And it goes the same as Roti Gambang that is originated from Betawi. It has been 99 years for the legendary bakery in Batavia that sells Roti Gambang and now it has reached various areas in Jakarta. Roti Gambang has been sold by Tan Ek Tjoan Bakery since 1921 and they are still selling this so called “old school” bread because Tan Ek Tjoan Bakery wants to maintain the uniqueness of the traditional Betawi bread. However, many millennials have forgotten this legendary bread. This studies, which entitled as “ Perjalanan Terang Si Manis Roti Gambang Tan Ek Tjoan “ has stated a problem as in; why Roti Gambang has started been forgotten at this point, what makes Tan Ek Tjoan Bakery still sells Roti Gambang, and what is the history of Tan Ek Tjoan Bakery which still sells the Roti Gambang. The purpose of this research is to lift back the stories behind Roti Gambang which is sold at one of the legendary bakeries in Indonesia. As we hope that we can be a part of the one who conserve tradition bread to either Indonesia youth or International. In this study, researchers used a descriptive method where the data were obtained by interview with 3 sources and also with the distribution of questionnaires, with the target audience of millennials. Apart from that, the secondary data is obtained from digital articles. Based on the analysis that has been conducted, it can beconcluded that the popularity of Roti Gambang has been much reduced due to many innovations of modern breads that have entered Batavia. This research also draws the conclusion that many millennials do not know about the existence and the story behind the Roti Gambang that has existed since the Dutch colonial.

Keyword: Roti Gambang, Tan Ek Tjoan, Batavia, Betawi, Bread, Existence.