

## ***ABSTRACT***

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*Study Program*: Hotel Business

*Title* : **“KISAH PERJUANGAN DIBALIK SEMANGKUK LELE  
MBAH MARTO”**

*Mangut Lele Mbah Marto is a Jogja food owned by one of Indonesia's culinary heritage figures who we believe can inspire millennials to remain persistent in doing business and preserving traditional ways. Mbah Marto is widely known in the Special Region of Yogyakarta as a 97 year old woman who has consistently built her business from 1960 to the present day but remains strong in maintaining the originality and taste. However, only a few of people know about Mangut Lele Mbah Marto outside Jogja. Therefore, we would like to reintroduce the typical spicy food of Jogja to the public instead of Gudeg, and how Mbah Marto started the business and developed a very interesting Mangut Lele dish to document which the millennial generation can see and emulate as a cultural heir of Indonesia.*

*Keyword*: Culture, Traditional Food, Feminism, Entrepreneurship.