

ABSTRACT

Name : Christy Jo and Gary Johan
Study Program : Hotel Business
Title : Mengenal Warisan Makanan Tionghoa yang
Terpusat di Glodok dan Sekitarnya

This Final Project tells us that Chinese signature foods and beverages that has passed through generations along with all the stories behind still exist and are well preserved. Quite a lot of Chinese culinary destinations in Jakarta have successfully developed to open several branches outside their main location. Researcher see that until now there are still so many treasures in the form of Chinese food heritage scattered in Glodok area. But researchers also found a large of number of legendary Chinese culinary destinations that have been visited since childhood have now been closed due to the development of the times and globalization. Nevertheless, Chinese legendary culinary that we can still find now in Glodok able to steals the attention of visitors because of its distinctive taste. Knowing this, researchers endeavor to create a storytelling in the form of video titled, “**Glodok: Munching History**”, aiming to introduce, preserve, and promote Glodok area as Chinese legendary culinary destination. In addition researcher hope this storytelling could video can revive the valuable stories behind every Chinese culinary heritage that we show. We hope that through this video the audience can not only be educated but also able to be permeate every story behind the heritage object of Chinese cuisine located in Glodok and its surroundings. The process of creating this storytelling project using a combination methodology (tringulasi) between quantitative methods and qualitative methods. On quantitative methods researchers choose to use the survey method. While in qualitative methods researchers use Ethnography method which is a type of qualitative research where researchers conduct studies on the culture of a group in interviews. Interview and survey results that has been done by researchers towards 56 respondent shows 53,6% are young adults with age range between 18 – 25 years old. Then 76,8% from 56 respondent admitted they had visited Glodok area. And then researchers found 40 people from 56 respondent think that it is very important to keep preserve traditional foods and beverages that is older than 50 years. Also the survey shows 30 people from 56 respondent feels helped to preserve a traditional dish if they have already known the legend or story behind it. So from here we can conclude that the making of our storytelling video is relevant. Implication that researchers found from the making of this storytelling video is that people get more educated also motivated to promote and preserve the precious story behind every Chinese culinary dish that is centered at Glodok.

Keyword: Heritage, Culture, Food, Chinese, Glodok Area, Travel Destination.