

Abstract

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Title : Taoge Goreng: Makanan Tradisional Khas Bogor

The purpose of this study is to describe (1) How to increase the interest of young people to consume traditional food. (2) How to increase the popularity of taoge goreng. (3) What makes Toge Goreng Ibu Hj. Omah can remain until now. The research was conducted using descriptive qualitative method. The results of this study showed that (1) There are many ways to increase the interest of young people to consume traditional foods such as creating a traditional food festival, producing a film about traditional food, etc. (2) There is a way to increase the popularity of taoge goreng by creating a taoge goreng cluster/zone. (3) The reason why Toge Goreng Ibu Hj. Omah remains until now because the taste of their taoge goreng is consistent. The limitation of this study is only research into one legendary taoge goreng store which is Toge Goreng Ibu Hj. Omah that has been established since the 1970's. This study contributes to (1) Give advice to the government about how to increase the consumption of traditional foods among young people more effectively from a cultural practitioner's point of view. (2) Give advice to Toge Goreng Ibu Hj. Omah about how to promote the store through Instagram. (3) Give more acknowledgement about traditional food, especially taoge goreng to young people.

Keyword: Traditional Food, Bogor, Taoge Goreng