

ABSTRACT

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Title : PERJALANAN MARTABAK ARANG ENCEK GANG AUT BOGOR

Martabak is a food from Indonesian-Chinese acculturation. Martabak was originated from China and was brought to South East Asia at 1500s by Hakka ethnic. Martabak was popularized in Indonesia by Hakka ethnic in Bangka Island. The Hakkas used to call martabak as “Hok Lo Pan”, which means “Hakka’s people cake”. They cooked martabak with charcoal stove. As time goes by, most martabak seller nowadays decided to switch to gas stove. Unlike most martabak seller, Encek who owns Martabak Bangka Legendaris stall at Gang Aut, Bogor has always been using charcoal stove as a method of cooking his martabak. Encek is 77 years old, he has been selling martabak for 46 years. He stays using charcoal stove because he believes that the authentic taste of martabak came from the stove we use. However, most people don’t know the history and the process of making a martabak terang bulan. This study aims to educate people about the history and the process of making the popular Martabak Arang Encek, Bogor. The purpose of this research is to raise Indonesian millennials' awareness about food acculturation like martabak. In this study, researchers used a descriptive method. The data were obtained by interviewing 3 sources of informants, and distribution of questionnaires with millennials as the audience. The secondary data were obtained from digital journals and articles. Based on the conducted analytical data, it can be concluded that millennials are curious and willing to try out Martabak Arang Encek Gang Aut Bogor for the first time.

Keyword: *Martabak, Encek, Charcoal Stove, Gang Aut Bogor, Process, History, Martabak Gang Aut.*