

ABSTRAK

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Program Studi : Bisnis Perhotelan
Judul : WISATA KULINER LEGENDARIS KHAS YOGYAKARTA
DI JALAN MALIOBORO

Penelitian ini bertujuan untuk mengetahui upaya pengembangan potensi wisata kuliner legendaris di Jalan Malioboro antara lain Sate Kere Mbah Suwarni, Gudeg Yu Djum dan Angkringan kopi Joss Lik Man di Jalan Malioboro sebagai daya tarik wisatawan, persepsi wisatawan terhadap ketiga wisata kuliner tersebut.

Penulisan laporan menggunakan metode dalam pengumpulan data dilakukan dengan cara observasi lapangan, wawancara, media sosial maupun website dan survei. Kemudian data di analisis dengan cara kualitatif.

Hasil penelitian menunjukkan bahwa ketiga wisata kuliner tersebut telah mengembangkan potensi untuk menjadi daya tarik. Persepsi wisatawan terhadap ketiga kuliner tersebut karena memiliki keunikan khas yang berbeda dari wisata kuliner lain. Ketiga wisata kuliner tersebut melakukan berbagai upaya seperti mematuhi protokol kesehatan dan inovasi pembuatan produk dalam menghadapi masa pandemi Covid-19.

Batasan penelitian ini adalah: Pertama, penelitian ini hanya menganalisis beberapa wisata kuliner khas Yogyakarta di Jalan Malioboro yang sudah populer. Kedua, penelitian ini hanya menganalisis dari segi daya tarik wisata kuliner terhadap wisatawan sementara banyak faktor lain yang mungkin banyak yang belum diketahui khas kuliner lokal.

Pendokumentasian ini berkontribusi pada kualitas wisata kuliner, daya tarik terhadap wisatawan, situasi wisata kuliner di masa pandemi. Selain itu, penelitian ini dapat memberikan referensi wisata kuliner bagi pencinta kuliner Indonesia baik penduduk lokal sampai mancanegara akan eksistensi wisata kuliner tersebut.

Kata kunci: Jalan Malioboro, Wisata Kuliner Yogyakarta, Wisata Kuliner Legendaris, Persepsi Wisatawan, Pandemi Covid-19, Pengembangan Potensi

ABSTRACT

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Study Program: Hotel Business Program

Title : YOGYAKARTA LEGENDARY CULINARY TOUR ON MALIOBORO STREET

This study aims to determine the efforts to develop the potential for legendary culinary tourism on Jalan Malioboro, including Sate Kere Mbah Suwarni, Gudeg Yu Djum and Angkringan Kopi Joss Lik Man on Jalan Malioboro as tourist attractions, tourists' perceptions of the three culinary tours.

Report writing using methods in data collection is done by means of field observations, interviews, social media and websites and surveys. Then the data were analyzed in a qualitative way.

The results show that the three culinary tours have developed the potential to become an attraction. Tourists' perceptions of the three culinary delights are because they have unique characteristics that are different from other culinary tours. The three culinary tours made various efforts, such as complying with health protocols and product manufacturing innovations in the face of the Covid-19 pandemic.

The limitations of this study are: First, this study only analyses some of the popular culinary tours of Yogyakarta on Jalan Malioboro. Second, this study only analyzes in terms of the attractiveness of culinary tourism to tourists while there are many other factors that may be unknown to local culinary specialties.

This documentation contributes to the quality of culinary tourism, attractiveness to tourists, the situation of culinary tourism during the pandemic. In addition, this research can provide a reference for culinary tourism for Indonesian culinary lovers, both local and foreign residents existence of culinary tourism.

Keywords: Malioboro Street, Yogyakarta Culinary Tourism, Legendary Culinary Tourism, Tourist Perceptions, Covid-19 Pandemic, Development Potential