

ABSTRAK

Nama: Muhammad Ramadhan Alif Asyam & Farrell Nathaniel

Program Studi : Bisnis Perhotelan

Judul : Roti Buaya Sebagai Kuliner Khas Betawi

This study aims to present information about the history of crocodile's bread and to describe the influence of culinary competition culture in Jakarta and also factors that can contribute to supporting the sustainability of crocodile bread. This research was conducted using descriptive qualitative method with primary data sources that has been obtained based on the results of interviews with interviewees, field observations, and video recordings. The secondary data is obtained based on news articles and books. Results showed that crocodile bread based on its actual function is not a cuisine that can be consumed daily. Crocodile bread based on its actual function is only intended as a symbol in Betawi's wedding ceremonies. It doesn't matter if there's someone that wanted to make a smaller version of crocodile bread that is intended for daily consumption, but this smaller version of crocodile bread cannot be used in Betawi's wedding ceremonies because it doesn't meet the original requirements. There are three components that contribute to support the sustainability of the crocodile bread that includes the government, community, and private. These three components have an important role in supporting the sustainability of crocodile bread with their respective capabilities. This research contributes to the presentation of information about the history of crocodile bread, describes the influence of culinary competition culture in Jakarta on crocodile bread nowadays, and describes the factors that can support the sustainability of crocodile bread.

Keywords : Crocodile bread, History of crocodile bread, Culinary, Culture, Betawi.