

## ABSTRACT

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Title : Gado-Gado Legendaris Taman Sari Raya

*Legendary Gado-Gado Taman Sari Raya is a legendary culinary that has been established for 61 years in the Taman Sari Raya area. It is believed that this traditional culinary heritage can inspire millennials to appreciate local culinary more and teach them how to compete with current competitors while maintaining the traditional values of the gado-gado itself. The legendary Gado-Gado Taman Sari Raya has been known to many people from young people to adults because it has been established since 1960 and has been held by 2 generations of successors. Even though it has built its business for 61 years, this legendary Gado-Gado stall at Taman Sari Raya still maintains its originality and traditional taste. Therefore, there is a desire to introduce and tell this legendary culinary to the public and how the business journey of the owner of the Legendary Gado-Gado Taman Sari Raya has been fighting for his business until now. This is very interesting to be documented as a work that can be enjoyed by culinary lovers who will become the heirs of Indonesian culinary culture.*

*Keywords : Gado-Gado Betawi, Gado-Gado Taman Sari Raya, Kuliner Legendaris, Ikon Kuliner Indonesia.*