

INDONESIAN AND MALAYSIAN STUDENTS PREFERENCE ON SELECTED TRADITIONAL FOOD

Oleh: kokom komariah, marwanti, dewi eka murniati, badraningsih

ABSTRAK

The research aims to select traditional foods as culinary products to be tourism destination icon among university students. Furthermore, the research has a long term objective to standardize the recipes of selected traditional foods as teaching materials for university students. The study will take place in Yogyakarta, Indonesia and Johor, Malaysia. The method will be used is research and development with the following steps namely: 1) Analyze the culinary potential in Yogyakarta and Johor covering; the variety of culinary that already exist, the potential of food as the basic ingredients of development, the culture of eating the community, the possibilities of development. 2) Prepare the standard recipes to support regional tourism and conduct limited testing. 3) Make standardization of final culinary recipes from Yogyakarta and Johor. The expected results from this research are: a) Data on culinary potential (local foodstuffs, food culture and development possibilities, b) the discovery of standardization of culinary potential recipes to support regional tourism and limited testing, c) the acquisition of regional culinary standardization as the development of teaching materials as well as to support tourism program. The research is aimed to publish the findings on Journal of Technical Education and Training published by UTHM (Scopus indexed) by year of 2018/2019 and also on a copyright book of selected traditional food standard recipes by 2019.

Kata Kunci: *Culinary potential, preference student, traditional food*