



The development strategy of Betawi Eco-Culinary Tourism as a potential business in DKI Jakarta, Indonesia

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Abstract

The aims of this study were manifold including: a) to analyze the potential of Betawi Culinary; b) to analyze and representation test of socio-culture Culinary of communities in Jakarta; c) to analyze supply and demand poisoning of market culinary in Jakarta; d) to analyze the psychological orientation (perception, motivation and preference) of multi-stakeholder toward the development of Betawi Eco-culinary Tourism; and e) to create Grand Strategy to develop Betawi Eco-culinary Tourism in Jakarta. An impartial method was used as the input of this study by involving the multi-communities inhabiting Jakarta and a One Score One Indicator was used to assess data. Non parametric statistics functioned to analyze the output of representation test. Afterwards, a Matrix of Strategic Management was used to create a Grand Strategy. The results show that there is a knowledge GAP of multi-communities in Jakarta and it is difficult to maintain the originality of Betawi Culinary. Moreover the study found that modifications are happening in almost all of Betawi culinary (cooking utensils, cooking process and procession of serving). Synergy among all related stakeholders is needed in the context of regional development and also in Jakarta. The study of psychological orientation (perception, motivation and preference) of multi-stakeholder, shows that the perception of stakeholders (entrepreneurs, culturalists, Betawi communities, non-Betawi communities and government) have considerable differences, but all of them have the same motivation and preferences to promote the Betawi culinary types as an objective of the Eco-Culinary Tourism drive in DKI Jakarta. The main recommendations to develop the familiar culinary is to increase the economic value thereof. While the focus strategy is to develop a 'recall culinary' to strengthen SMEs. The main strategy is to develop past known culinary aspects and to increase the program of socialization, variation and socio-cultural value of Betawi cuisine in Jakarta's society

Keywords : Betawi cuisine, Betawi Eco-Culinary aspects, Jakarta, impartial method.

Introduction

The diverse human needs for cuisine seem to keep growing in recent times. Rather than merely fulfilling biological needs, cuisine has recently been used to show one's economic status. Cuisine is thus a cultural reflection and relationships formed between humans and their ecological environments (Marten, 2001). Dishes as culinary products become one of indicators of successful sustainable development in a country, where the emphasis on the fulfilment of its population's food needs has been one of its indicators. Population as one of development objects has increased up to 5.8 billion (World Bank. 2015). The same happens in Indonesia, where the population increase projection will reach 1.38% per year (Bapenas, 2013). The huge population in Asia has led to its enormous food consumption percentage (Indonesia > 47%; Myanmar > 70.1%; Cambodia >70%; The Philippines > 47%; Thailand > 40%; Singapore> 20% and; Vietnam>50%). Meanwhile, countries like America and Canada with their populations amounting to over 300 million have their food consumption value proportion of more or less 15%, Australia < 20% (United States Department of Agriculture Economic Research Service, 2014). Hence, culinary business with their focus on providing foods has a great opportunity, both in the present and also in the future.



The inclusion of culinary industry into the creative industry development roadmap in Indonesia is the form of awareness that the government has of the humongous economic potential residing within it. The culinary subsector has the biggest contribution to make in creative industry in Indonesia or accounts for around 32.2% of the total contribution made by the creative industry to GDP in 2011 (Susanti, 2014). This industrial sector experiences fairly significant growth, as can be seen from increased amounts of food industry operations reaching up to 6.61 percent (BPS, 2013); growth of medium to large-scale restaurant businesses reaching at average 17% per year with the highest proportion being in the Special Capital District of Jakarta in 2011. From a micro perspective, the growth of culinary industry constitutes a link of lengthy and wide-ranging activities which accommodate manpower absorption; this can be seen from the fact that on average each restaurant employs 28 workers (Kemenparekraf, 2014).

The culinary diversity that Indonesia has is an asset, hence it will be highly unfortunate if it is left distorted and eroded by the concept of modernization. It is quite reasonable since the difference of soils in many areas significantly influences the diverse sources of foodstuffs processed by their respective society (Eng, 1996). In addition to their varied cooking procedures, there are diverse cooking wares and food presentation from one tribe to another. The diversity might even be unimaginable considering the number of large and small islands that Indonesia has which amount to 13,466 islands (Bad an informasi geospasial, 2014) wherein reside more than 300 ethnical groups and 1,340 tribes. This diversity just adds the long list of traditional cuisines that Indonesia has (Marliyati, Hastuti, Sinaga; 2013).

Among these many traditional cuisines, Betawi Traditional Cuisine is the one of great attractiveness for more in-depth review, considering that Betawi culture has a relatively high historic and social value in both its cultural sociological development and the general development history of Indonesia. Avenzora, Dudung, Prihatno and Untari (2014) in their research find that there are approximately 86 Betawi-specific dishes. However, it is quite unfortunate that the very existence of Betawi Cuisine as a reflection of Betawi Culture has recently begun to be marginalized, and this has caused the existence of Betawi Culinary (as a culture product) to decrease significantly (Avenzora, Dudung, Prihatno & Untari, 2017a). Betawi is one of those tribes with many culinary varieties and theoretically speaking, Betawi cuisine has relatively great potential for development. However, despite the great potential existing in the Special Capital District of Jakarta, Betawi cuisine fails to gain more popularity. Untari, (2019) in his research found that not more than a half of the number of Betawi culinary varieties is known and sold continuously. Intensive and professional management is what is required to develop the extended sustainable existence of Betawi cuisine. The main problem encountered in developing Betawi Traditional Culinary is the lack of dissemination of knowledge on culinary variety, and even in the Betawi Community (Avenzora, Dudung, Prihatno & Untari, 2017b).

Tourism generally plays quite a big role in developing an area from both economic and social points of view. Trebicka (2016), in her article even suggests that in Albania, tourism's direct contribution is expected to be 5.6% to 6.1% of its GNP until 2024, and in Indonesia the tourism sector constitutes one of the big five sectors with greatest contribution to Indonesia's foreign exchange (Untari, 2012). The development of culinary ecotourism has a positive impact on the society through its absorption of manpower as well as on the ecology, both human and environmental ecologies. Nonetheless, it is undeniable that tourism could also present negative effects on the culture where value degradation occurs (Oktaviyanti, 2013). In regard to traditional cuisine, the development of traditional cuisines based on a market view eventually puts it under a situation where cuisine originality is missing, when originality is actually the main thing to be maintained in any effort to develop traditional cuisines (Widyakusumastut, 2014). The occurring paradox between the great market opportunity and



the currently distorted existence of Betawi cuisine becomes a challenge for the development of Betawi Traditional Cuisine (BTC) in the Special Capital District of Jakarta. Considering the foregoing, the problem for which a solution needs to be found through this research is how to optimize the potential of Betawi traditional cuisine to improve the economic benefits and strengthen the regional identity in the Special Capital District of Jakarta. In relation to the stated problem, there are specifically several operating objectives in this research, they are: a) to analyze the potential of BTC; b) to analyze and to test the socio-cultural representation of cuisine in the society of Special Capital District of Jakarta ; c) to analyze the market supply and demand position of culinary tourism in the Special Capital District of Jakarta; d) to analyze the psychological orientation (Perception, Motivation and Preference) of stakeholders towards the development of Betawi Traditional Culinary Ecotourism; and e) to build a Development Strategy of BTC Ecotourism in the Special Capital District of Jakarta. In order to affect high quality of papers, the respondents were requested to follow instructions given in this sample paper.

Methodology

Research Site

The research was conducted in the Special Capital District of Jakarta Province, given that the potential for tourism development in the Special Capital District of Jakarta is relatively high and in order for the researcher to better understand the tourism and culinary development states of affairs, the study case in the Special Capital District of Jakarta is then taken. The consideration for picking the site is that Special Capital District of Jakarta is the centre of administration, the centre of economic activities and the main destination for tourists in Indonesia. From the supply perspective, the Special Capital District of Jakarta is capable enough of representing culture, including Betawi Cuisine as a cultural embryo in the Special Capital District of Jakarta. From the demand perspective, with its high attractiveness the Special Capital District of Jakarta could be an area for culinary tourism development. More specifically, the research is conducted in eight culinary centres in the Special Capital District of Jakarta, namely Setu Babakan, Kawasan Senen, Cipulir, Pejompongan, Kawasan Kebon Sirih, Kota Tua, Kelapa Gading and Kawasan Blok S.

Research Instruments

In view of the type of data required in this research and in line with its problem focus, this research then used such instruments or data collecting devices as: (1) direct observation manual, (2) questionnaires, and (3) documentation study manual. The observation manual and questionnaire was used to collect data information from the society, relevant parties, and tourists regarding their experience with and understanding about Betawi culinary tourism, while the documentation study manual was used to collect data on culinary entrepreneurs and craftsmen which included raw material storage, production processes, finished material storage and distribution of both the products and services. To develop the Likert scale (1 - 5 was further extended and developed into 1 – 7 scale).

Approach and Data Collection Process

The research consisted of five phases, namely inventory, representation, market testing, analysis of stakeholder's perception, motivation and preference, and strategy building. Each research phase had different objectives, thus the method and sample used followed these objectives of each research phase as stated below.

Phase 1. During this phase, the activities included data collection in a comprehensive manner about Betawi cuisines existing in the Special Capital District of Jakarta, both those which still



exist and those which can no longer be found. The culinary inventory process will be obtained by the research through literature review. To confirm and enrich the culinary inventory data, the researcher engaged Betawi traditional leaders and Betawi artists.

Phase 2. Having collected all information influencing culinary ecotourism development, the next thing to do was to test representation. This representation test aimed at mapping Betawi cuisines into the Betawi Culinary Cultural order, sorting and finding out the position of Betawi cuisine from the perspective of several communities and thus doing so the researcher gained a clear description about the existence of Betawi cuisine. The aspects evaluated in this representation test were knowledge on culinary products, uniqueness value, originality value, social value, distribution, sensitivity and seasonality of culinary products.

Phase3. The third phase was the market test, aiming at seeing the existence of Betawi cuisine. From a tourist's perspective, the researcher identified the tourist profile of culinary tourism in the Special Capital District of Jakarta from the eight culinary centres in the Special Capital District of Jakarta, namely Setu Babakan, Kawasan Senen, Cipulir, Pejompongan, Kawasan Kebon Sirih, Kota Tua, Kelapa Gading and Kawasan Blok S as well as Hotels and Catering businesses. In addition, from its culinary entrepreneurs' side, the researcher also saw the entrepreneurs' profile from the eight culinary centres in the Special Capital District of Jakarta.

Phase 4. The analysis of stakeholder's perceptions, motivation and preference was performed in order to figure out the perception, motivation and preference of every stakeholder related to Betawi culinary ecotourism development in the Special Capital District of Jakarta. The stakeholders this research focused on consist of four elements, i.e.; entrepreneurs, artists, government and society in general.

Phase 5. The method employed in building the alternative strategy was the qualitative one, where three methods were used, which involved input, matching and building strategy methods (Fred, 2009). The input method that the researcher used was IFAS/EFAS (Internal Factor Analysis Summary/External Factor Analysis Summary) matrix, by preparing the key factors as those factors which influence the culinary ecotourism development both internally and externally; while the matching method used here were the Grand Strategy and SWOT (Strengths, Weaknesses, Opportunities, Threats) matrix in order to obtain several alternative strategies

Result and discussion

Classification of Betawi cuisine types

The people's personal style greatly influences the knowledge of variations in Betawi Culinary. The perception that Betawi Culinary aspects is that it is less attractive and not modern and this further alienates them from Betawi cuisine because it is considered less attractive. Based on data processing using the Non Parametric Test (Median K Sample Matching Test), it was found that there was no difference in knowledge between the original Betawi community in five Jakarta regions (Asymp. Sig. 0.250). Likewise the Betawi Descendants community in five Jakarta regions (Asymp. Sig. 0.118). Meanwhile, there is a very significant difference between the Non-Betawi community in each area of Jakarta (Asymp. Sig. 0,000). On the other hand, knowledge has a very significant role in shaping people's perceptions, especially about Betawi Culinary issues. The results showed that people's knowledge of culinary variations in the Non-Betawi community was very dependent on the availability of cuisine in the market.

People have an understanding of the social values of various Betawi culinary cultures. The reason behind this is the fact that the long history of the development of Betawi culture is influenced by ethnicity and other ethnicities both from within and outside Indonesia. Thus,



many Betawi Cuisine types are considered to have the same quality in terms of their names, shapes, colors and even cooking utensils and presentation tools with dishes from other tribes. The overlays that have occurred make Betawi cuisine to be considered less identical. 34 types of culinary are included in category 5, 37 into category 4, 36 into category 3, 41 into category 2 and, finally, 2 dishes are included in category 1.

Positioning of Betawi Traditional Cuisine Demand.

The study results during this phase showed that in general the majority of visitors of culinary tourism are tourists from Jakarta (39 percent) and the remaining groups come from Banten, Bogor, Bekasi, Depok, as well as other cities and abroad. This means that so far Betawi Cuisine is known by, and desired by Jakartans only. To top it off, the cuisines known to and desired by these people include only several cuisines of general nature. Another fact surfacing here is that most visitors of Betawi culinary tourism are students. The age range of these visitors is mostly 26 – 45 year old (49%). They earn between 2 and 5 million (38%). Lastly, the majority of these visitors enjoy Betawi Cuisines for their affordable prices (41%).

Positioning of Betawi Traditional Cuisine Supply.

In addition to evaluating the quality of cuisine providers in the ten area classifications, the researcher also mapped the business owners' knowledge on BTC variety and the cuisine variety commonly sold in their areas. In general, the entrepreneurs in Setu Babakan and chefs in Hotels have, on average, high culinary knowledge. Their knowledge averages are 80 and 72.8, respectively, of 150 BTC types. Meanwhile, the lowest knowledge on culinary variety is in catering owners, where they know 51.2 cuisines, on average, out of 150 BTC types. Setu Babakan becomes the area selling most varied BTCs (59 culinary types) and the least varied cuisines are sold in catering, i.e. only 6 culinary types are commonly offered.

What can be concluded from the data which was less than 60% of BTCs was known to culinary entrepreneurs and chefs, and less than 35% of BTCs are offered and marketed. This is the cause of the lack of BTC's market penetration, i.e. the entrepreneurs and chefs' limited knowledge of BTCs. From the culinary varieties on sale, Setu Babakan sells the most complete variety, followed by Pasar Senen and Kawasan Cipulir. However, based on the research data, not more than 34% of BTCs are marketed continuously. This contributes to the less and less knowledge that the society has of BTC variety.

Stakeholder's Perception, Motivation and Preference in Betawi Culinary Ecotourism Development

The mapping of each stakeholder's perception, motivation and preference was expected by the researcher to help break down every one of the existing problems and then building a comprehensive strategy. Using the K-Sample Median Matching Test and making comparison between the Asymp Sig. value of data processing output and the alpha value (5%), it was then found that there is perception in difference among the five stakeholders (Asymp Sig. 0.00) and that motivation and preference of the five stakeholders has no difference, with each having Asymp Sig. 0.703 and 0.903.

Betawi Traditional Cuisine Development Strategy

Based on its history, BTC Culture constitutes an acculturation of many tribes in Indonesia. BTC Culture is even a cross-cultural reflection amongst nations, hence it is safe to say that Betawi Culinary Culture is the miniature of cultures in Indonesia and the World at large. Betawi



Cuisine also has an extremely high potential market share, which derives from the large population of the Special Capital District of Jakarta plus the large number of people from its surrounding areas performing their activities in Jakarta and also the high rate of visits made by both domestic and foreign tourists; all of these just make the market potential of BTC Ecotourism development in the Special Capital District of Jakarta even bigger than ever before. In reference to the facts above, the vision to be developed in building BTC Ecotourism is then “Authentic Betawi Traditional Food For Native and Global Population through Eco-City Tourism and Business”.

In line with the strategic issues established by the Central and Regional Governments, in realizing the vision of BTC Ecotourism development in the Special Capital District of Jakarta, the fundamental construction in building the missions will be highly related to four strategic issues within regional identity. These include cultural, political, food resilience, and economic contexts. The established mission related to regional identity issue is “To make BTC a Culinary-germ for the cultural development of regional areas around the Special Capital District of Jakarta”. In relation to the cultural and political issues, the established plan would be “To make BTC an entry point of introduction and penetration of Betawi Culture thoroughly in cultural competition in the Special Capital District of Jakarta”. Meanwhile, in the food resilience issue, the established mission would be “To make BTC the food dignity axis of the Special Capital District of Jakarta Province”. On economic issues, the established mission in developing BTC Ecotourism in the Special Capital District of Jakarta would be “To make BTC resources for high economic power for Aboriginal Betawi community’s economic growth at all levels and scales of economic businesses”.

The BTC Ecotourism development strategy in the Special Capital District of Jakarta should put BTC as its center-point. Thus, the strategy is classified into three aspects, namely familiar culinary, recall culinary and past known culinary development strategies.

Table 1. Strategy based on culinary category

| Culinary Category | Strategy |
|-------------------|--|
| Familiar Cuisine | Food production reorientation, from home-made foods to production of foods with economic value; dissemination of socio-cultural value of cuisine in order for the existing culinary development to move towards culinary knowledge improvement, making the originality of cooking utensils and presentation tools an added-value in culinary services, disseminating and introducing culinary variety and their cultural values to the youth, developing WOM promotion, increasing publications on Betawi cuisines, engineering culinary products for it to be marketable across time and space, focusing on developing familiar cuisines to make the six cuisines an icon, dissemination of accountable production process, organizing training to improve the culinary production ability, developing producer cluster and culinary marketing cluster, strengthening the procurement of culinary raw materials to maintain the existence of Betawi cuisines, strengthening entrepreneurs and traditional cooking utensil and presentation tool craftsmen and expanding Betawi Culinary market to surrounding areas of Jakarta. |
| Recall Cuisine | Revising culinary production operating system, optimizing the utilization of culinary production facilities and infrastructures, revising culinary sales service system, cooperating with caterings and hotels to add more Betawi cuisine varieties in the menu they are offering, focusing the community service activities on strengthening Betawi culinary SMEs in the face of global market competition, choosing some Betawi Recall cuisines as the Betawi culinary icon (and done alternately), maximizing the use of advertising media in publishing Cuisines, dissemination of accountable production process, organizing training to improve ability and knowledge in cuisine production, focusing on the established market targeting middle-down class, strengthening partnership in Betawi Recall Culinary retailers, reconstructing the direction of regulation for applying a test for SMEs in traditional culinary subsector, reorientation of public services in the effort of improving Betawi Recall culinary product quality, providing the society with incentive to develop Betawi Recall cuisines, modifying the culinary distribution system using a (more modern) delivery system, modifying cooking utensils; using briquette in the lieu of charcoal in their cooking process, directing capital loans not just for culinary entrepreneurs, making Betawi Cuisines the Greater Jakarta Culinary Icon |



| | |
|---------------------------|---|
| <i>Past Known Cuisine</i> | Cooperating with caterings and hotels to add more Betawi cuisine varieties in the menu they are offering, directing food production from home-made foods to production of foods with economic value, dissemination of socio-cultural value of cuisine in order for the existing culinary development to move towards culinary knowledge improvement, developing producer cluster and culinary marketing cluster, strengthening the procurement of culinary raw materials to maintain the existence of Betawi cuisines, dissemination of accountable production process, organizing training to improve the ability and knowledge in culinary production, engineering culinary products for it to be marketable across time and space, focusing on the established market targeting middle-down class, strengthening partnership in Betawi Recall Culinary retailers, providing the society with incentive to develop Betawi Recall cuisines and focusing the community service activities on strengthening Betawi culinary SMEs in the face of global market competition. |
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Sources : Processed data, 2018

Conclusion

Empirically, Betawi cuisine has relatively high development potential. The results showed that there were gaps in knowledge of the diversity of Betawi cuisine found in the Jakarta Capital City community. Modernisation currently has an impact on the originality of Betawi Cuisine; in the study it was found there is modification in almost all Betawi dishes

The strategy for developing Betawi Traditional Culinary Ecotourism must place Betawi Cuisine at its centre. Considering this, the recommendations of the main strategies in developing familiar cuisine will then increase the economic value of familiar cuisine, where most of the dishes included in this category are homemade dishes with less sales value. Meanwhile, the main strategy in developing cuisine recollection is to strengthen SMEs, both culinary entrepreneurs and Betawi cuisine craftsmen, where the results of the study show that most dishes in the recall category are those produced by small companies. Finally, the main strategy in developing dishes known from the past is to intensify the variety and communication programs for varieties and values of the Balinese Culinary Culture to Jakarta residents.

The government as the determinant of political-cultural direction must direct its policies and support for the development of the Betawi Culinary Culture by correlating the values of the Betawi Culinary Culture with all its social activities. In addition, the spread of Betawi Traditional Cuisine abroad, both in the marketing and cultural context can use the diaspora network of Indonesian citizens spread throughout the world. Thus, it can be expected to increase the spread of culinary knowledge between generations or even among communities. Regarding the market penetration of Betawi cuisine, there is a need to build a culinary centre with specific target markets to enable the preparation of effective marketing strategies. In addition, incentives such as financial rewards, skills training and hard skills for culinary entrepreneurs and craftsmen to increase the value of their Betawi Culinary services are needed so that they can compete in the global culinary market. In this way, positioning Betawi cuisine within the framework of global society in the Special Capital Region of Jakarta can be strengthened.

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