Changing Views and Fascination towards the Traditional Culinary of Klaten, Indonesia

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Abstract: This research is driven by exploring Public Perceptions and Interests in Traditional Klaten Culinary. The study aims to scrutinize the influence of the public's Perception and Interest in Klaten's traditional culinary offerings. Employing quantitative research methods, this research employs a survey-based approach. The research sample of 165 respondents was obtained through random sampling techniques. Data collection was conducted using questionnaires consisting of 10 statement items. Subsequently, the gathered data underwent a series of analyses, including requirements analysis, validity testing, reliability assessment, mean coefficient of determination calculation, simple linear regression analysis, and hypothesis testing (T-test), facilitated by SPSS version 26.00. The findings reveal that Perception yielded an average score of 2.92, falling within the "agree" category, while Interest garnered an average score of 2.87, indicating an "interested" inclination among respondents. Notably, the coefficient of determination regarding the impact of Perception on Public Interest stands at 69%. The T-test results confirm a significant relationship between Perception (X) and Interest (Y), with a p-value of 0.000, which is less than 0.05. Moreover, the calculated value of 2.177 surpasses the critical t-table value of 1.97462, signifying a substantial perception-driven influence on the public's Interest in traditional Klaten culinary, as evidenced by this study.

Keywords: Interest, Traditional Culinary, Javanese Food, Klaten Culinary, Perception.

1. Introduction

Food is an expression of culture, as well as producing culture. In everyday life, food is often associated with certain cultural events. For example, ketupat is eaten during Eid, noodles or tarts are a birthday celebration dish, eggs symbolize Easter celebrations, chocolate is a sign of love on Valentine's Day, and so on (Mutiarani, 2022). Not only that, food as a cultural expression can also be seen in the categorization of certain foods within the span of one day, which has become a habit. Food regularly forms behavioral patterns. Food creates order and produces rules (Untari et al., 2018). Culinary is something related to cooking and the kitchen. Thus, culinary is a kitchen commonly referred to as something related to cooking or the culinary profession (Zulfan & Yunus, 2021). However, another term is known as gastronomy. The culinary term is a transfer of language from a foreign language, so poisoning occurs, thinking that what is meant is the art of preparing or serving delicious dishes is wrong, the correct terminology is gastronomy (Krisnansari, 2018).

Culinary is closely related to food science, where food is part of culinary arts and is a source of energy for humans. Nutrition and nutrients are the main determining factors for the quality of human resources (Krisnansari, 2018) so the composition of nutrition and nutrients in food is one of the important things in culinary development. Analyzing nutrition and engineering food ingredients is the answer to the limited food resources experienced by most countries in the world (Setiawan, 2016). Culinary is a reflection of humans' relationship with their environment. The basic ingredients of food are very dependent on the environmental conditions of the region. Food crops in Indonesia are very diverse. This is because there is a diversity of types of Indonesian agroecology reflected in the region's various physical characteristics, slope, and height above sea level. Regional diversity, land topography, water availability, and climate have shaped plants to grow and adapt to specific locations.

Traditional culinary is a traditional food, which is food and drink, including snacks and mixed ingredients or ingredients used traditionally, and has long been developed specifically in the area and is processed from recipes that have long been known by the local community with local sources of ingredients and has a unique taste. relatively in accordance with the tastes of the local community (Muliani, 2019). Traditional culinary means everyday people's food, whether in the form of staple food, side dishes, or special dishes passed down from generation to generation. Processing methods for traditional culinary recipes and their tastes are generally hereditary, so traditional culinary delights vary from place to place or region.

From the two definitions of traditional culinary above, it can be said that traditional culinary is food that has been passed down from generation to generation and each region has different characteristics. There are many kinds of traditional Indonesian culinary, based on the level of its existence in society until now. The diversity of traditional culinary in the area. With the large diversity of traditional culinary delights in an area, there are quite a few that are almost forgotten by today's society, one of which is the traditional culinary specialty of Klaten.

Klaten is a district located between the cities of Jogja and Solo. With its strategic location and traversed by the Jogja-Sola route, it is one of the advantages for Klaten to develop its potential, especially in the service and commercial sectors. However, Klaten has not been able to optimize this potential. Only a few potentials that have started emerging are introduced to the community, such as tourism. There is one potential that Klaten has that should have enough potential to be developed, namely culinary. Klaten has various unique culinary delights, and certainly not inferior to the culinary delights of Jogja and Solo. So far, only a few people know this potential. In addition to culinary locations that are scattered and far apart, to obtain it requires a struggle to enter the countryside. Klaten does not yet have a place to sell its culinary delights, which is easy to reach and easily known by the wider community, especially those who pass through the city of Klaten.

Regarding the many typical Klaten culinary delights, many people have perceptions of traditional culinary delights, including the perception of typical Klaten culinary delights. According to Kotler & Keller (2017), perception is the process used by an individual to select, organize, and interpret information input to create a meaningful picture of the world. Perception is the ability to differentiate or group focus on objects. Fatmawati & Soliha (2017) state that perception is a person's process of obtaining information from the surrounding environment.

The public's interest in traditional culinary currently is the development of society with the concept of modernization, which ultimately encourages people's interest in consuming western food, so the consequence is that traditional food is increasingly being displaced. A person's interest in an object will be more visible if the object is on target and related to the wants and needs of the person concerned (Issalillah et al., 2021). According to Mirandha and Bahadian (2017), interest is a combination of desire and will that can develop if there is motivation.

Interest is related to someone's feelings of liking or pleasure towards an object. This is as stated by Natalia et al. (2019), who state that interest is a feeling of preference and attachment to a thing or activity without anyone telling you to. Interest is basically the acceptance of a relationship between oneself and something outside oneself. The stronger or closer the relationship, the greater the interest. Judging from the discussion presented previously, this research aims to look at the public's perception and interest regarding Klaten culinary delights to introduce the variety of Klaten culinary delights to the wider community.

From the explanation provided in the introduction, the variables created in the form of a framework of thought and hypotheses developed in this research are as follows:
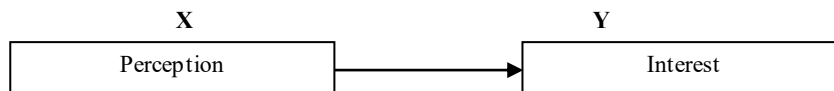

Fig. 1. Framework

2.   Methodology

Data collection techniques consist of primary and secondary data, for primary data in research is by distributing Questionnaires. Researchers use this technique to reveal high or low criteria for public perception and interest in traditional Klaten culinary delights. This research instrument will assist researchers in explaining people's perceptions and interests in traditional Klaten culinary delights. The population of this study is a number of people who have visited Klaten and have tasted Klaten's traditional food. The sampling technique uses a simple random sampling method. The sampling method can be done randomly, namely selecting sample individuals and locations that will be used randomly to represent the population and region as a whole. In this study, a sample was determined from the total population, and sampling was taken using a random sampling technique from the total research population, namely all 165 people who had visited and tasted traditional Klaten culinary delights.

The design in this research used a descriptive with a quantitative approach. The quantitative method is a research method based on the philosophy of positivism and is used to examine specific populations or samples. The data collection uses research instruments. Data analysis is quantitative or statistical in nature, with the aim of testing predetermined samples. Data collection techniques consist of primary and secondary data, primary data in research is by distributing questionnaires. According to Sugiyono (2017), "a questionnaire is a data collection technique that is carried out by giving a set of questions or written questions to respondents to answer". This questionnaire was distributed online using Google Forms and links via social media and messenger applications. The questionnaire in this research uses a Likert scale from 1 to 4 points (1; Strongly Disagree, 2; Not Agree, 3;

Agree, 4; Strongly Agree) to answer each instrument item. According to Sugiyono (2017) "the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena". Researchers use this technique to reveal high or low criteria for public perception and interest in traditional Klaten culinary delights. This research instrument will help researchers explain people's perceptions and interest in traditional Klaten culinary delights. Meanwhile, secondary data was taken from the internet in the form of previous research and journals used to support research and research reports related to the final project topic. This is done to obtain theories related to the problems being studied.

3.   Results and Discussion

Table 1. Respondent Characteristics

	Frequency	Percent (%)
GENDER		
Male	62	37,6
Female	103	62,4
Total	165	100,0
AGE		
15 – 25	64	38,8
26 – 35	38	23,0
36 – 45	27	16,4
46 -60	36	21,8
Total	165	100,0
EDUCATION		
High School	58	35,2
Bachelor/Diploma	100	60,6
Magister	7	4,2
Total	165	100,0
OCCUPATION		
Students	34	20,6
Entrepreneur	21	12,7
Private Employees	34	20,6
Government Employees	12	7,3
Unemployed	3	1,8
Others	61	37,0
Total	165	100,0
RESIDENT		
Jakarta	25	15,2
Tangerang	25	15,2
South Tangerang	49	29,7
Bandung	4	2,4
Bogor	7	4,2
Bekasi	5	3,0
Klaten	41	24,8
Aceh	1	0,6
Medan	7	4,2
Melbourne	1	0,6
Total	165	100,0
INCOME (IDR)		
1.000.000 s/d 5.000.000	77	46,7
5.000.000 s/d 10.000.000	36	21,8
10.000.000 s/d 15.000.000	14	8,5
15.000.000 s/d 20.000.000	15	9,1
Others	23	13,9
Total	165	100

Source: Researcher (2022)

It can be seen in Table 1 that the highest number of respondents were female, namely 103 respondents (62.4%), while male respondents were 62 respondents (37.6%). Age range: The highest number of respondents was in the age range of 15-25, namely 64 respondents (38.8%), in the age range of 26-35, there were 38 respondents (23%), in the age range of 36-45 years there were 27 people respondents (16.4%) and with an age range of 46 – 60 years there were 36 respondents (21.8%). Education background, the highest number of respondents was Diploma/S1

Education, namely 100 respondents (60.6%), while Highschool Education was 58 respondents (35.2%), and Master's Degree Education was seven respondents (4.2%).

Occupation indicator, the highest number of respondents are other occupations (Housewife, Chef, Supervisor, Manager), namely as many as 61 respondents (37%), Jobs as students 17 respondents (10.3%), Jobs as students 17 respondents (10.3%), jobs as entrepreneurs were 21 respondents (12.7%), jobs as private employees were 34 respondents (20.6%), jobs as civil servants were 12 respondents (7.3 %), and three respondents (1.8%) unemployed.

Domicile indicator, the largest number of respondents were domiciled in South Tangerang, namely 49 respondents (29.7%), 25 respondents domiciled in Jakarta (15.2%), 25 respondents domiciled in Tangerang (15.2%), and 25 respondents domiciled in Bandung. 4 respondents (2.4%), seven respondents domiciled in Bogor (4.2%), five respondents domiciled in Bekasi (3%), 41 respondents domiciled in Klaten (24.8%), 41 respondents domiciled in Aceh, one respondent (0.6%), seven respondents (4.2%) domiciled in Medan and one respondent (0.6%) domiciled in Melbourne.

Income indicator, the highest number of respondents is with an income of IDR 1,000,000 to IDR 5,000,000, namely 77 respondents (46.7%), with an income of IDR 5,000,000 to IDR 10,000,000 as many as 36 respondents (21.8%), with an income of IDR 10,000,000 to IDR 15,000,000 as many as 14 respondents (8.5%), with an income of IDR15,000,000 to IDR 20,000,000 as many as 15 respondents (9.1%) and with other income as many as 23 respondents (13.9%). Mean analysis: The mean is the average value of the variables Perception (X), Interest (Y) Traditional Klaten Culinary, which can be seen from Tables 2, 3, and 4.

Table 2. Perception Variable Mean Value (X)

No	Indicator	N	Mean Statement	Mean Variable
1	I am easy to find out Klaten traditional culinary information	165	3,01	2,92
2	I find types of Klaten traditional culinary easily	165	2,92	2,92
3	I know Klaten traditional culinary place	165	2,76	2,92
4	I know Klaten traditional culinary products.	165	2,88	2,92
5	I am interested in Klaten traditional culinary	165	3,38	2,92
6	I get facilities when i come directly to the Klaten traditional culinary place.	165	2,88	2,92
7	I often consume Klaten traditional culinary	165	2,59	2,92

Source: Researcher data (2022)

Based on Table 2, the results of the recapitulation of the mean value for the Perception variable indicator (X) for statement number 1 received a value of 3.01, which means that respondents agree and find it easy to find information about traditional Klaten culinary delights, statement no. 2 received a value of 2.92, which means that respondents agree and easily know the types of traditional culinary specialties of Klaten, statement no. 3 gets a value of 2.76, which means that respondents agree and know traditional culinary places typical of Klaten, statement no. 4 gets a value of 2.88, which means that respondents agree and know traditional culinary products. typical of Klaten, statement no. 5 gets a score of 3.38, which means that the respondent agrees and is interested in traditional culinary typical of Klaten, statement no. 6 gets a score of 2.88, which means that the respondent agrees and gets facilities when coming directly to a place to eat traditional culinary typical of Klaten. and statement no. 7 gets a value of 2.59, meaning the respondent agrees and often consumes traditional Klaten culinary delights. From the recapitulation results, the mean value for the Perception variable indicator (X), which got the highest value of 3.38, was found in indicator number 5, meaning respondents were interested in traditional Klaten culinary specialties. However, on the other hand, the lowest score of 2.59 was in indicator number 7: "I often consume traditional culinary specialties from Klaten, which means that respondents' intensity in trying traditional culinary specialties from Klaten needs to be increased again.

Table 3. Mean Value of Variables of Interest (Y)

No.	Indicator	N	Mean Statement	Mean Variable
1	I tend to choose Klaten Traditional Culinary	165	2,79	2,87
2	I occasionally buy Klaten Traditional Culinary	165	2,87	2,87
3	I bought the Klaten Traditional Culinary, because it has many variations	165	2,96	2,87

Source: Researcher Data (2022)

Based on Table 3, the results of the recapitulation of the mean value of the Interest variable indicator (Y) for statement no. 1 get a value of 2.79, which means that the respondent is interested and tends to choose traditional

Klaten culinary specialties, statement no. 2 gets a value of 2.87, which means that the respondent is interested and occasionally buy traditional Klaten culinary and statement no 3 gets a value of 2.96, which means that the respondent is interested and buys traditional Klaten culinary because it has many variations. From the recapitulation of the mean value of the Interest variable indicator (Y), the highest score of 2.96 is found in the Y3 indicator, which means that respondents are interested in the traditional culinary delights of Klaten because it has many variations. However, on the other hand, those who get the lowest score of 2.79 are found in the Y1 indicator "tends to choose traditional Klaten culinary types" which means that the respondents' intensity to choose Klaten typical culinary types needs to be increased again.

Correlation results between the Perception variable (X), the Interest variable (Y), with the Klaten Traditional Culinary variable. This test is carried out to show how strong the relationship between variables is. The results of the correlation coefficient test can be seen in Table 5 below:

Table 4. Correlation from Perception Variable (X) and Interest Variable(Y)

Variable	N	Person Correlation	Sig. (2-tailed)
Perception (X) → Interest (Y) Klaten Traditional Culinary	165	.931**	0,000

Source: Researcher Data (2022)

Based on Table 4, it can be seen the relationship between the variable Perception (X) of Klaten Traditional Culinary. The questionnaire calculations with 165 respondents show that the relationship between the Perception variable (X) and the Klaten Traditional Culinary has a significance value of 0.910 with a "Strong" interpretation between perception and Klaten traditional culinary delights. While the direction of the relationship is positive (+), it means that perception has a positive effect on traditional Klaten culinary.

Meanwhile, the relationship between the Interest variable (Y) and the Klaten Traditional Culinary. The calculation of the questionnaire with 165 respondents shows that the relationship between the Interest variable (Y) of Klaten Traditional Culinary has a significance value of 0.867 with a "Strong" interpretation between interest and Klaten's traditional culinary specialties. Meanwhile, the direction of the relationship is positive (+), meaning interest has a positive effect on traditional Klaten culinary delights.

Likewise, the relationship between Perception (X), Interest (Y), and Traditional Culinary Typical Klaten. The calculation of the questionnaire with 165 respondents shows that the relationship between the variables Perception (X), Interest (Y), and the Klaten Traditional Culinary variable (Y) has a significance value of 0.931 with a "Strong" interpretation between perceptions, interests, and traditional Klaten culinary specialties. Meanwhile, the direction of the relationship is positive (+), meaning that perceptions and interests have a positive effect on the traditional culinary delights of Klaten. The following are the results of research on the coefficient of determination test by looking at the R square value:

Table 5. Result of Coefficient Determination

Model	R	R Square	Adjusted R Square	Std. Error of The Estimate
1	0,931ᵃ	0,867	0,866	0,670

Source: Researcher Data (2022)

In Table 5, the R square figure in table 5 is 0.867, meaning that Klaten Traditional Culinary is influenced by Perception (X) and Interest (Y) by 86.7%. Meanwhile, the remaining 13.3% was influenced by other factors outside this research.

Table 6. Perception Variable (X) towards Interest of Klaten Culinary Traditional (Y)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Model					
(Constant)	0,918	0,252		3.648	0,000
Perception	0,254	0,021	0,612	11.914	0,000
Interest	0,327	0,047	0,358	6.973	0,000

Source: Researcher Data (2022)

In accordance with Table 6, the results of the t-test (partial) show that the significance value of Perception (X1) of Interest (X2) is 0.000 < 0.05 and the t value is 3.648 > t table value 1.97462, so H1 is accepted. This means there is a significant Perception (X) of Interest (Y) in Traditional Klaten Culinary.

There is an indicator variable Perception (X), "often consuming traditional Klaten culinary specialties" which means that the intensity of respondents to try traditional Klaten culinary specialties needs to be maintained without reducing local wisdom. Respondents tend to choose traditional types of culinary typical of Klaten," which is found in the Interest variable indicator (Y), which means that to preserve local knowledge, the respondent's intensity in selecting Klaten specific culinary styles must be maintained. The government should be more aware of promoting traditional Klaten culinary delights; entrepreneurs open business outlets for typical Klaten traditional culinary delights, for example, hotels are required to serve traditional Klaten culinary delights when there are morning, lunch, and evening dishes, the media promotes various kinds of typical traditional culinary delights. In Klaten, academics help to conduct research or studies on traditional Klaten culinary delights, and the community maintains the preservation of Klaten traditional culinary delights.

4.   Conclusion

The respondents' average response concerning Perception was 2.92, classifying it within the "quite good" category. Notably, the highest indicator average score reached 3.38, while the lowest indicator average score was 2.59. Most respondents consistently selected alternative answer 3 for each indicator, indicating agreement. This implies that the Perception variable (X) regarding Traditional Klaten Culinary resonates with the respondents and aligns with the intention to introduce the diverse culinary delights of Klaten to a broader audience. Conversely, the respondents' average response regarding Interest was 2.87, categorizing it as "interested." The highest indicator average score was 2.96, and the lowest average indicator score recorded was 2.79. Again, most respondents leaned towards alternative answer 3 for each indicator, expressing their genuine interest. The positive coefficient value observed between the Perception (X) and Interest (Y) variables signifies a direct relationship. The calculated R-square value of 0.867 indicates that the Interest in Klaten Traditional culinary (Y) is influenced by the Perception variable (X) to a substantial extent, accounting for 86.7% of the variation. The remaining 13.3% can be attributed to factors beyond the scope of this research. Furthermore, the t-test (partial) results demonstrate the significance of Perception (X) on Interest (Y), with a significance value of 0.000, which is less than 0.05. The t-value of 3.648 surpasses the critical t-table value of 1.97462. These findings affirm that Perception (X) significantly influences Interest in Traditional Klaten Culinary (Y), confirming the acceptance of the hypothesis stating that Perception (X) has a significant impact on Interest in Traditional Klaten Culinary (Y). While this research has limitations, it is a valuable reference for future studies. It encourages subsequent researchers to explore additional factors and broaden the research scope, including the incorporation of more variables. By expanding on the aspects covered or omitted in this study, it is anticipated that future research efforts will yield valuable insights and implications.

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