



Slow Food: The Understanding among Generation Z in Jakarta

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Abstract: Slow Food is an international movement that aims to promote local food, protect biodiversity, and reduce the negative impact of food production on the environment. This movement became popular in Italy in 1986 and has now spread throughout the globe, including Indonesia. However, among Generation Z in Jakarta, the understanding of Slow Food is still limited and less known. This study aims to explore the understanding of Generation Z in Jakarta about Slow Food. The method used was qualitative descriptive with data collection techniques through in-depth interviews and participatory observation. The research subjects consisted of 10 respondents who were representatives of Generation Z living in Jakarta. The data analysis used thematic analysis techniques. The results show that Generation Z in Jakarta has a fairly good understanding of the concept of Slow Food and the importance of maintaining food quality and sustainability. However, some aspects still need to be improved in the implementation of Slow Food, such as the lack of access to organic food and the high price of healthy food. A deeper understanding of Slow Food is expected to help Generation Z choose and eat healthy and sustainable food and encourage the development of a better food system in Indonesia.

Keyword: Slow Food, Generation Z, Jakarta.

1. Introduction

Slow Food is a global movement promoting local, quality, and sustainable food. The movement was founded in Italy in 1986 by Carlo Petrini in response to the rise of fast-food restaurants in Rome. Carlo Petrini is a journalist who created and maintains a website to promote his aspirations, accessible at www.slowfood.com. Through the website, Petrini often writes about culinary in Rome, Italy, which is then identified with the snail emblem (Fairus, 2019). Slow Food fights for the right to enjoy good, clean, and fair food for all, and educates people about important aspects of food such as sustainability, biodiversity, and the importance of maintaining local traditions in producing and consuming food. The movement also seeks to promote fair trade for local farmers and producers, as well as maintain biodiversity through the preservation of local plant and animal species (Yacob et al., 2022).

The slow food movement began to grow and develop in Indonesia in 2009 with a pioneer named Herlianti. To promote its quality and sustainable products, Herlianti established javara.co.id, which sells various food ingredients and herbs with a slow food system. It has many customers, from foreigners to Indonesians, who care about the health and quality of food. Herlianti herself is recognized as the Chairwoman of Slow Food Convivium in Kemang, which is the name for the slow food member group. Chairwoman or Chairman is a term for leaders or representatives or can also be called regional chairmen (Isharyadi, 2018).

Generation Z are those who were born between 1995-2010. They are the digital generation, which cannot be separated from devices. This generation prefers fast food because it can be consumed anywhere and anytime (Rachmawtai, 2019). This fast food was originally mostly a franchise from abroad, but now there are also several franchises from within the country. Moreover, during the pandemic, food needs, be it heavy food or in the form of snacks, are very easy to obtain. As long as they are covered with a Wi-Fi network, the order will be recorded quickly.

The essence of Slow Food requires a deliberate and unhurried process. In the context of Slow Food, this means using fresh ingredients, following specific procedures and using cooking methods that are not rushed or hurried (Ruspandi & Mahendra, 2018). Understanding the Slow Food concept among Generation Z is crucial, as it can pave the way for a future where farming and food processing are done correctly and sustainably. This, in turn, will contribute to a healthier and better quality of life for this generation as they move forward. It's worth noting that Generation Z is poised to take on significant roles in government and business over the next 10 to 20 years, as highlighted by Simbolon in 2018. As future leaders, they are responsible for ensuring the continued availability of agricultural and food resources in Indonesia, thereby ensuring food security for generations to come. The researcher, therefore, aims to explore Generation Z's understanding of the importance of a slow approach to food as a crucial factor in ensuring the well-being of future generations.

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The movement aims to promote biological and culinary diversity, preserve local culinary traditions, and develop better relationships between producers and consumers. Initially, Slow Food focused on Italy and organized a "*mangia lento*" (slow eating) protest in Rome in 1986 in response to the opening of a McDonald's outlet in Piazza di Spagna.

Uniquely, not only are they required to carry banners or posters, but protestors also carry bowls filled with penne paste that they give to the pedestrians passing by. Their slogan is "We don't want Fast Food... we want Slow Food!". Petrini and his fellow protestors still could not get rid of Mc. Donald's, but they gave the message that there were other events to think about food, and since then, the Slow Food Movement was born (Hodgson & Toyka, 2007). The movement later evolved into a global movement and now has global membership. In addition to promoting varied and high-quality food, Slow Food also helps build better relationships between farmers and consumers. This movement encourages people to buy food directly from manufacturers and to cook for themselves, thereby reducing dependence on processed foods and helping to promote healthier and more sustainable food (Madina, 2023).

Generation Z, also known as the digital generation, is a largely young group growing and thriving in the era of advanced digital technology. They depend significantly on digital technology and use different electronic devices, such as smartphones and computers, to interact with the world and obtain information. Hellen Chou P. (2012) stated that it is not surprising that people at a young age, especially students, are skilled in the use of technology. Generation Z has special characteristics where the internet and digital media thrive. Generation Z is a combination of Generation X and Generation Y, who were born and raised in the digital era, when technology is increasingly sophisticated and diverse, such as computers, laptops, mobile phones, iPads, MP3, MP4, and so on. Generation Z has been introduced and accustomed to various advanced gadgets and applications early on. This has a major effect on the development of behavior and personality, as well as on their education and learning outcomes as students. Although it has advantages, such as being skilled in the use of technology, Generation Z also has weaknesses, including being less skilled in verbal communication and less patient in the process, and preferring instant things. According to Sudrajat (in Mahmudah, 2019), Generation Z has different behavioral and personality characteristics when viewed from the previous two generations. It is further explained that the general characteristics of Generation Z include:

Generation Z is a digital generation with the ability and familiarity with using information technology, including various applications and computer or laptop facilities. This technology allows all the information needed to be accessed easily and quickly for daily and educational purposes. Generation Z tends to have a longer time to communicate and interact with many people from various circles through various social networking platforms such as Facebook, Twitter, SMS, BBM, and so on. They socialize not only with peers but also with younger or older people. In addition, Generation Z is more open to people from across regions and countries and has a high tolerance for cultural and environmental differences. Generation Z tends to perform multiple tasks simultaneously, such as reading, talking, watching, or listening to music at the same time. They want everything fast and efficient and don't like slow or complicated processes. Generation Z tends to perform multiple tasks simultaneously, such as reading, talking, watching, or listening to music. They prioritize efficiency and speed in doing everything and are reluctant to get stuck in slow or complicated processes.

2. Methodology

The research used a descriptive qualitative method with the case study approach. The descriptive qualitative method is a research method that refers to collecting, analyzing, and interpreting data in the form of a detailed description of a phenomenon or problem under study (Rukajat, 2018). The case study approach is a form of the descriptive qualitative method used to study a phenomenon or research object in detail through direct observation and in-depth analysis of the object (Rahardjo, 2017). The respondents involved in this study were 15 Generation Z people in Jakarta who were selected by purposive sampling techniques. Data were collected through in-depth interviews and participatory observation.

The data were collected through in-depth interviews using structured interview guides tailored to the research topic. Interviews were conducted face-to-face with predetermined respondents. In addition, researchers also conducted participatory observations to obtain a more comprehensive picture of the level of understanding of Generation Z in Jakarta about Slow Food. Data obtained from interviews and participatory observations were analyzed using content analysis techniques. Content analysis is a data analysis method used to analyze the content of messages in the form of text, images, or sounds to identify patterns and themes that appear in the message (Darmiyati & Afifah, 2021).

3. Results and Discussion

The concept of Slow Food emphasizes the importance of maintaining food diversity and local culinary heritage, as well as prioritizing the quality and safety of food produced sustainably and fairly for all parties involved in food production. The movement also encourages consumers to become more conscious in choosing and consuming food and to help support local farmers and food producers who produce foods with Slow Food values. Through the concept of Slow Food, it is hoped that the global food system can become more sustainable and fair for all parties involved (Putra & Ariana, 2022).

Generation Z's understanding of Slow Food in this study shows that they have a fairly good understanding of the concept of Slow Food and awareness of the importance of maintaining food quality and sustainability. Generation Z in Jakarta realizes that healthy, natural food is a better choice than mass-produced food using chemicals. They also understand that organic and local food is more sustainable and environmentally friendly options. However, there are several obstacles to implementing the Slow Food concept in Jakarta, such as the lack of access to organic food and the high price of healthy food. Therefore, efforts are needed to increase access and expand the reach of organic food, as well as reduce the price of healthy food so that it can be accessed by all.

Realizing a healthy and sustainable food system in Indonesia is still faced with various obstacles and challenges in realizing a healthy and sustainable food system in Indonesia (Suryana, 2014). Therefore, it is necessary to improve several aspects of the application of the Slow Food concept including: (1) Access to organic food; (2) Healthy food prices; (3) Limitations of information; (4) Less supportive consumption culture; (5) Limited choice; (6) Low consumer awareness.

Access to Organic Food

Although respondents have a good understanding of organic foods and their benefits, there are still limitations in terms of access to these organic foods. This is because the availability of organic food is still limited in the market. Some of the reasons for the limited availability of food in the market are: (1) The demand for organic food products continues to increase along with consumer awareness of the health and environmental benefits associated with organic products, but the growth in organic production does not always increase. able to meet this high demand; (2) Organic food production is often more complicated and requires more attention to sustainable farming practices and without the use of pesticides or chemical fertilizers, this can make organic production more expensive and less efficient; (3) Conversion of conventional land into organic land requires time and investment, this conversion process can take years before the land actually meets organic standards, meaning that organic availability is still limited to the conversion process; (4) Organic food production tends to be more expensive due to labor costs, plant maintenance and more intensive supervision, this can make the price of organic products higher than conventional products; (5) In several countries, the government has not provided adequate support for organic farming, such as fiscal incentives or training for organic farmers. Without this support, farmers may be reluctant to switch to organic farming; (6) The infrastructure for collecting, transporting, and storing organic products may be less developed than conventional product infrastructure, this may limit the access of organic products to a wider market; (7) Although some consumers may not fully understand the benefits of organic food or even know about the organic products available, consumer education about the benefits of organic products can help increase demand and availability; (8) Dependence on Global Markets: Some organic producers may be too dependent on global markets, which may affect the availability of organic products in local markets when global market fluctuations occur.

To overcome these limitations, efforts are needed from various parties, including farmers, government, producers, and consumers to support and promote organic farming, so that the availability of organic food can increase in a sustainable manner, such as (1) Farmers, switching or increasing organic farming, joining farmer groups organic, and increase their knowledge; (2) The government makes policies and regulations that support organic farming and provide incentives, funding, and technical support; (3) Producers, investing in organic supply chains, increasing product transparency, and communicating with consumers; (4) Consumers, buy organic products consistently, increase awareness of their benefits, and provide support to organic producers.

Healthy Food Prices

One of the main obstacles in implementing Slow Food is the price of healthy food which is still quite high. The respondents admitted that the price of organic and healthy food is still more expensive compared to regular food. Respondents also had difficulty finding information about organic and healthy foods that fit the criteria of Slow Food. Constraints of high healthy food prices and lack of information about organic and healthy food according to the Slow Food criteria are problems that can be overcome in various ways: (1) Educational campaigns to increase consumer awareness about the long-term health benefits of organic food and food that are compatible with Slow Food principles can help justify higher prices; (2) The government can provide fiscal incentives or subsidy programs for organic food producers so that prices can be more competitive. In addition, they can also play a role in providing accurate information about organic food; (3) Encouraging the growth of the organic and sustainable food market can help reduce prices by increasing competition and efficiency in the supply chain; (4)

Supporting local farmers who use sustainable farming practices and offer organic products can help get healthy food into the local market at a more affordable price; (5) Building an online platform or application that provides information about organic and healthy food according to Slow Food criteria, as well as sources to find it, can help consumers find and choose better.

Limitations of Information

This becomes an obstacle for them in choosing and consuming food that follows the Slow Food concept. People's consumption culture, which tends to prioritize practical and fast food, is also an obstacle in implementing the Slow Food concept. The constraint of a consumption culture that prioritizes practical and fast food in implementing the Slow Food concept is a real challenge. However, several steps can be taken to overcome this problem: (1) A strong educational campaign can help change consumer perceptions and behavior. This education program can cover the long-term benefits of sustainably produced food and promote the value of Slow Food; (2) Creating healthy food options that are easy to access and prepare can help. This could involve restaurants, cafes or food stores providing healthy food options quickly and conveniently; (3) Collaborating with the food industry to develop products and menus that are in line with the Slow Food concept can be a positive step; (4) Supporting local chefs and food producers who cook according to the Slow Food principle can increase people's understanding and appreciation of quality food; (5) Motivating local food movements that support sustainable agriculture and the use of local ingredients can build a community that is committed to Slow Food; (6) Media and social media can be used to promote a more conscious culture of consumption, highlighting success stories and benefits of sustainably produced food.

Less Supportive Consumption Culture

Respondents complained that healthy food choices around their homes are still very limited, making it difficult for them to meet their needs for healthy food following the concept of Slow Food. Respondents' complaints regarding the limited choice of healthy food around their homes reflect the obstacles in implementing the Slow Food concept. Within this concept, the importance of quality and healthy food is emphasized, but if choices are limited, this can hinder efforts to follow Slow Food principles, such as consuming local, natural and high-quality food while respecting the environment and culture. The government and community may need to work together to increase the accessibility and variety of healthy food in the area to support the Slow Food principle.

Limited Choice

Although respondents have a high awareness of the importance of choosing and eating healthy and sustainable foods, there are still people who are less concerned about it. This is an obstacle to expanding the application of the concept of Slow Food in the community. Constraints in public awareness and attention to the importance of choosing and consuming healthy and sustainable food are significant challenges in expanding the application of the Slow Food concept. Even though some people have high awareness, many still don't care about this, which can hinder changes in food consumption behavior. Therefore, wider education and outreach about the benefits of healthy and sustainable food, as well as the negative impacts of unhealthy food, can be key in changing people's diets and expanding the influence of the Slow Food concept.

The expected impact of a deeper understanding of the concept of Slow Food is to help Generation Z in Jakarta in choosing and eating healthier and more sustainable foods. With a better understanding of the importance of food quality and sustainability, generation Z is expected to make wiser decisions in choosing the food they consume. In addition, a better understanding of the concept of Slow Food is also expected to encourage the development of a better food system in Indonesia, which prioritizes values such as quality, sustainability, and fairness in food production and distribution. This can positively impact public health, the environment, and a more sustainable economy.

4. Conclusion

Generation Z in Jakarta already has a fairly good understanding of the concept of Slow Food and awareness of the importance of maintaining food quality and sustainability. However, several aspects need to be improved in the implementation of Slow Food, such as the lack of access to organic food and the high price of healthy food. A deeper understanding of Slow Food is expected to help Generation Z choose and eat healthy and sustainable food and encourage the development of a better food system in Indonesia. This research was conducted using qualitative approaches and data collection techniques in the form of interviews and observations. The collected data is analyzed using content analysis techniques. The results of this study can be a reference for the government and stakeholders in increasing understanding and access to healthy and sustainable food in Indonesia.

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