

Culinary Tourism of Traditional Market Snacks in Jabodetabek

**Mimi Enggriani^{1*}, Linda Desafitri Ratu Bilqis¹, Robiatul Adawiyah¹,
Alifatqul Maulana¹, Faiza Rachim¹**

¹Trisakti Institute of Tourism

**mimienggriani@iptrisakti.ac.id*

Abstract

This research aims to discover that market snacks in Jabodetabek are a culinary tourism attraction that attracts visitors to enjoy diverse and delicious food. The research method uses qualitative data analysis, starting with data collection involving systematically searching and compiling information obtained through interviews, observation, and documentation to facilitate understanding and share knowledge with others. The research results show that increasing interest in culinary tourism has positively impacted traders' businesses, with increased sales and income. Innovation in menus and maintained cleanliness are the keys to keeping the attractiveness of traditional markets. Market snacks also play a role in preserving culture and positively impact tourism. Government support through regulations and infrastructure is essential for the growth of this market.

Keywords: culinary tourism, snack market, traditional market

A. Introduction

Even though many modern culinary delights and international restaurants have developed throughout Indonesia, the snack market still has a strong appeal. The existence of snack markets is not only tempting in terms of taste but also offers an authentic culinary experience and is rich in cultural heritage. Market snacks are often prepared using hereditary recipes that have been around for centuries. This maintains the authenticity and distinctive taste, which is difficult for modern food to imitate. Previous generations of the same family prepared many market snacks. Ancient recipes and traditional techniques are taught from parents to their children, ensuring the continuation of culinary traditions (Askarno, 2020).

Some raw materials in market snacks are only sometimes available in supermarkets or modern markets. Therefore, market snack sellers often rely on traditional sources of raw materials in their culture. Cooking and processing ingredients in market snacks often use traditional techniques requiring special skills. This creates a unique and quality taste that is difficult to achieve with modern cooking methods. The custom of serving market snacks at traditional events, celebrations, or specific cultural celebrations also maintains the desirability of these recipes. This food has become a symbol of local culture and identity. People often are loyal to certain market food vendors they have visited for years. This maintains demand for traditional market snacks and supports the business desires of sellers (Wijaya, 2019).

Affordable prices make traditional market snacks easily accessible to everyone, including those on a limited budget. This makes market snacks a favorite food among various communities. Despite their affordable prices, traditional market snacks often provide excellent value. Traditional market snacks can be found in many places, such as markets, street vendors, and roadside carts. This makes it easy to access and a quick and convenient option for meals or snacks. Market snacks are often obtained in large portions to enjoy and enjoy with family or friends. This creates a fun and affordable social experience. Most market snacks have substantial cultural and historical value. People can enjoy and maintain traditional culinary heritage at affordable prices without paying high costs (Muhandri et al., 2020).

One of the significant advantages of market snacks is the variety of choices. Snack markets offer a wide variety of food, from sweet to savory, so almost everyone can find something to suit their taste. Each region in Indonesia also has its typical market snacks, so tourists and locals have many different culinary options to explore. This diversity of choices allows everyone to find something they like in traditional market snacks (Andriani et al., 2021).

The problem with market snacks at wholesale centers is that they only have short hours of operation in the morning. With limited operating hours,

market snack sellers have limited time to sell their products. Consumers who work or have busy schedules outside operating hours may need help finding and enjoying market snacks. This can make market snacks less accessible and less popular among young people and office workers.

B. Literature Review

Culinary Tourism

Culinary tourism is a form of travel or tourism that focuses on experiencing unique food and drinks from a region or country. This involves exploring various eating places, restaurants, food stalls, food markets, or food outlets to taste, explore, and enjoy a variety of typical dishes and local culinary delights from the places visited (Putri et al., 2023).

Culinary tourism includes experiences such as trying traditional dishes, attending food festivals, learning how to cook local food, and interacting with local people. Culinary tourism is often an exciting way to understand the cultural and gastronomic diversity of different regions of the world. It can also encourage cultural exchange and enrich understanding of the rich and diverse culinary heritage (Matlovičová et al., 2014).

Traditional market

Traditional markets are a form of market that carries out its operations traditionally, where traders sell various goods, including food, vegetables, fruit, clothing, household equipment, and other merchandise. These traditional marketplaces are usually permanently located in city centers or urban areas. They follow a routine operational schedule with specific days to operate and offer various products, including food, clothing, household supplies, flowers, and others (Suryadarma et al., 2010).

In traditional markets, buyers and sellers interact directly, where sellers display their wares in their booths or stalls, and haggling over prices is expected. In addition, traditional markets have a strong sense of local culture and traditions, including elements such as distinctive architecture, local music, and traditional dishes. These markets are often an essential part of the cultural heritage of a region with a long history. Traditional markets have a significant role in shopping activities and social information exchange in many communities worldwide. They contribute to the local economy and promote regional culture and identity. Even though modern markets and retail continue to develop, conventional markets still play an essential role in people's daily lives (Saino, 2019).

Market Snacks

Market snacks are food usually served in miniature form or pieces and sold in traditional markets or street vendors. Market snacks often have a variety of flavors and textures and can be sweet, savory, or even a sweet-savory mix. This dish is integral to Indonesia's culinary heritage and is often served on special occasions, such as celebrations and traditional ceremonies (Mayasari et al., 2021). Market snacks are often prepared using hand-me-down recipes that have existed for centuries, maintaining their authenticity and distinctive taste, which is difficult for modern food to imitate. Local traders often sell them in traditional markets, and the simple packaging and manufacturing process open for customers to see makes the eating experience more intimate and warm. The authenticity of the taste of market snacks often matches Indonesian people's taste preferences, making them popular and loved (Haryanto et al., 2015).

C. Research Methods

The research method used is qualitative data analysis, namely an inductive approach analysis. Data analysis begins with data collection, and then the data is developed into an acceptable hypothesis and a theory. The data analysis process in this research was carried out in qualitative form before entering the field research stage, and this data analysis was continued until the field research was completed. Qualitative data analysis includes systematically searching and collecting information obtained through interviews, observation, and documentation to facilitate understanding and sharing knowledge with others.

The number of informants cannot be determined with certainty in advance because the number of informants depends on the information obtained from previous informants. Informants in this context include two groups: First, market snack traders, who provide data on their income, number of visitors, and their views and impact on culinary tourism in traditional markets selling market snacks in the Jabodetabek area. Second, visitors provide information regarding their reasons for buying market snacks, their considerations, and assessments of the market snack area. These observations and interviews are only limited to traditional markets selling snacks in the Jabodetabek area. The number of informants will be adjusted to the data obtained in the research.

D. Result and Discussion

Traditional Snack Market in Jabodetabek

Jabodetabek is an area where popular snacks are proliferating and becoming increasingly popular. However, traditional cakes that have long been known for their best taste still survive and cannot be replaced over time. In the Jabodetabek area, there are traditional snack markets, including (1) Blok M

Square Subuh Cake Market, (2) Melawai Subuh Cake Market, (3) Kramat Jati Subuh Market, (4) Duren Sawit Subuh Cake Market; (5) Kebon Kembang Market Morning Cake; (6) Sitanala Subuh Market; (7) Detos Subuh Market; (8) Betos Cake Market Bekasi.

The Blok M Subuh Cake Market is among the best-selling and iconic in Jakarta. This is the atmosphere and variety of menu choices. Every day, this cake market, located in Blok M, starts business from 01.30 in the morning until 08.00 in the morning; the Blok M Square courtyard area will be filled with dozens of traders selling various cakes. Known as the Blok M Subuh Cake Market, people can shop for various cakes and snacks at low prices here. It can be resold or used as a treat at various events.

Subuh Melawai Cake Market is located on Jalan IV Number 17, Kebayoran Baru, South Jakarta, and is one of the popular destinations for looking for traditional cakes. Here, visitors will find various types of snacks that tempt their tastes. At Melawai Subuh Cake Market, various delicious market snacks are affordable. Traders will give discounts or discounts to buyers who buy in large quantities. This market operates daily from 04.00 to 07.00 WIB, with product prices ranging from IDR 1,000 to IDR 5,000.

Duren Sawit Subuh Cake Market not only sells light snacks but also provides wet cakes. This market is famous for its long cakes, which are sought after by buyers with the vegetable and oncom variants. Meanwhile, visitors can find moist cakes such as layer and turtle cakes filled with green beans here. Cake prices at the Duren Sawit Subuh Cake Market start from just IDR 1,000. The location is on Jl Rw. Congratulations, Pondok Kopi, Duren Sawit, East Jakarta.



Figure 1. Blok M Square Subuh Cake Market

Source: detikfood.com (2022)



Figure 2. Subuh Melawai Subuh Cake Market

Source: liputan6.com (2019)

Kramat Jati Subuh Market, located on Jalan Raya Bogor, Kramat Jati, Kramat Jati District, East Jakarta, is a favorite destination for office workers who leave in the morning. Products such as sponge cake are in great demand in this market. Apart from that, various types of traditional fried foods and cakes are offered at very affordable prices. Even students often visit this market to buy

products which they then resell on campus. This market is open every day for 24 hours, with product prices ranging from IDR 500 to IDR 1,000.

Kebon Kembang Market's Subuh Cake is always a popular choice for the people of Bogor who are holding various events. The cakes sold here are available at affordable prices, and the price gets cheaper if purchases are made in large quantities. The variety of cakes offered includes layer cakes, lemper, pancakes, eclairs, rolled sponge cakes, and even cupcakes. This market is located in Cibogor, Central Bogor, Bogor City, with the price range for market snacks starting from IDR 5,000 to IDR 10,000. Operational hours are as follows: (1) Monday-Thursday and Saturday from 04.00 to 07.00 WIB; (2) Friday from 07.00 to 00.00 WIB; (3) Sunday from 00.00 to 07.00 WIB.

Sitanala Subuh Market is located in the Tangerang area, precisely on Jalan Dr. Sitanala Number 9, Neglasari District, is also the main destination for traditional cake lovers. Like other traditional markets, here visitors can find a variety of market snacks available at very affordable prices, ranging from IDR 1,000 to IDR 5,000. Sitanala Subuh Market operational hours are as follows: (1) Monday, Wednesday and Thursday from 08.00 to 19.00 WIB; (2) Tuesday, Friday, Saturday and Sunday from 08.00 to 20.00 WIB.



Figure 3. Kramat Jati Subuh Cake Market
Source: tribunjakarta.com



Figure 4. Kebon Kembang Subuh Cake Market
Source: detikfood.com (2022)

Subuh Detos Market is located in a very strategic location, namely in the Depok Town Square area. In this market, various types of cakes are available at affordable prices. Besides the friendly prices, visitors also like to buy cakes retail or in large quantities packaged in tampahs. This traditional market operates throughout the day, from 03.00 to 05.30 WIB, and the products offered have a price range from IDR 1,000 to IDR 5,000.

Betos Cake Market Bekasi is a unique destination for traditional cakes at Betos Market. The location is on Jalan Cut Mutia Number 81, East Bekasi District, Bekasi, West Java, close to the Bekasi terminal. In this area, many sellers offer various variations of traditional cakes at very affordable prices. Therefore, for Bekasi residents, visiting this place is the right choice. This market operates

daily from 10.00 to 21.00 WIB, with the products sold having prices ranging from IDR 1,000 to IDR 5,000.

Types of Traditional Market Snacks

Market snacks vary from region to region in Indonesia; there are many other types, namely klepon cake, onde-onde cake, lumpur cake, apem cake, talam cake and bugis cake, cucur cake, lapis basah cake, putu ayu cake, lempur cake, nagasari cake, gethuk cake, thok cake, jadah cake, apem cake, puki cake, and many other types of market snacks. The following is an explanation of the types of market snacks in Indonesia.

Klepon is a traditional Indonesian cake that is often found in the market. Klepon is characterized by being round and covered in grated coconut. This snack is also known for its green color. Klepon is a snack made from sticky rice filled with brown sugar. Visitors will feel a savory and sweet sensation when enjoying this snack. Onde-onde is also one of the traditional Indonesian cakes often found in the market. Like klepon, onde-onde is also round but brown and covered in sesame on the outside. Onde-onde is prepared by frying. What characterizes this snack is its delicious filling. Onde-onde has a special filling, namely green beans. Onde-onde is undoubtedly very easy to find, not only in various traditional markets but also in several souvenir centers.

Lumpur cake has a round shape and usually uses raisins as the topping. Has a very soft texture and is delicious when enjoyed. Lumpur cake uses various ingredients, including wheat flour, potatoes, coconut milk, and eggs. Lumpur cake is also classified as wet, so it only lasts for a while. Apem is a traditional Indonesian brown cake made with various ingredients including rice flour, eggs, coconut milk, sugar and tape. Apem is prepared by steaming and served with a sprinkling of grated coconut. The soft texture of apem has a savory and sweet taste when enjoying this snack. Visitors can buy at various traditional markets if they are curious about the taste of apem.



Figure 5. Klepon, onde-onde, lumpur cake, apem cake

Source: kompas.com (2020)

Talam cakes contain various ingredients, including rice flour, coconut milk, granulated sugar, and salt. Talam cake has a unique shape with pandan leaf

decoration on top. The sweet and savory taste is undoubtedly very suitable to be enjoyed and pampers the tongue. Talam cakes are also sold at relatively affordable prices. Bugis cake is a cake that has the appearance of being wrapped in banana leaves. This cake has various ingredients, including grated coconut, brown sugar, salt, rice flour, coconut milk, and others. Bugis cake has a sweet grated coconut filling, which is very delicious. This cake is sold relatively cheaply and is easy to find in various traditional markets and wet cake sellers.



Figure 6. Talam cake and bugis cake
Source: yummy.co.id (2020)

Cucur cake is round and flat and offers a sweet taste. Cucur cake is made with various ingredients, including rice flour, brown sugar, pandan leaves, wheat flour, salt, and water. The distinctive sweet taste makes this cake very interesting to try. Lapis basah cake is layered and usually made with various attractive colors. This cake is also wet, so it does not last long; it has a soft and chewy texture with a sweet taste. This cake is made with the main ingredient of rice flour. Even though it is a traditional cake, it is easy to find lapis basah cake. Putu ayu is characterized by being green in color and topped with grated coconut. Putu ayu has a texture similar to sponge cake. Visitors will be pampered with the sweet and delicious taste of grated coconut. Apart from offering a delicious taste, this cake is sold relatively cheaply. The soft texture certainly makes visitors want to stop by again and again.



Figure 7. Cucur cake, lapis basah cake, putu ayu cake

Lemper is a favorite traditional snack. The taste offered by Lemper is more savory and sweet. This snack is made from sticky rice filled with shredded or minced chicken. The chicken filling is seasoned to make it taste savory and delicious. The lempur filling can be varied with other things such as beef, shredded meat, or grated coconut. Nagasari is a snack made from rice flour, coconut milk, sago, sugar, and banana as a filling. Sometimes, small pieces of jackfruit are in the "meat" of this market snack. Nagasari is wrapped in banana leaves and then steamed so that the aroma of the banana leaves penetrates the cake. Currently, many variations of Nagasari are available, such as white Nagasari, which uses coconut milk; red Nagasari, which uses Javanese sugar; green Nagasari, which uses suji leaves; and blue Nagasari, which uses butterfly pea flowers.

Gethuk is a cake with various choices, including gethuk lindri, gethuk rolls, and gethuk trio. Even though they have different names, the main ingredient for making this snack is the same, namely cassava. Cassava is processed by steaming and mashed by pounding. This snack is usually served with grated coconut, often adding brown or granulated sugar. Thok cake, ku cake, or mata kebo cake, is a snack resulting from acculturation between the Indonesian archipelago and China. This cake, made from sticky rice flour and green bean filling, is bright red, and its shape resembles a turtle shell. In ancient times, it was said that ancient Chinese people often made offerings in the form of live turtles when praying during village harvest times. It is just that the number of turtles continues to decline; Chinese people are getting around this by offering this red turtle cake.

Jadah is a traditional snack made from sticky rice mixed with coconut milk, pandan leaves, salt, and grated coconut. Jadah is also known as tetel or uli ketan. The structure is soft and sticky. And generally white. Besides being sold as snacks in traditional markets, jadah is often served at proposals or weddings. The bride and groom's families exchanged prayer beads at the event. Bika Ambon is a golden yellow cake initially sold at the intersection of Jalan Ambon in Medan. Because of its soft texture and unique taste, Ambon bika has become popular among the people of Medan in a short time. This is, of course, because the people of Medan accept this cake. The main ingredients for this cake are tapioca flour and sago flour or wheat flour. To make it a beautiful yellow color, turmeric powder is added as a natural coloring.

This pukis cake is an acculturation of the waffle cake. If you look at the history circulating, this semi-circular cake was originally a typical market snack in Sampang Village, Kebumen Regency, Central Java. At that time, a young man worked for the Chinese to produce pukis cakes. At first, the recipe was kept secret by the business owner. However, the young man's tenacity convinced the business owner to reveal the secret recipe. Long story short, the young man left

his job and opened his own pukis cake business in his native area, namely Kebumen.

There are many market snacks in Indonesia; of course, many types of snacks have yet to be mentioned one by one in this research. The many types of market snacks show how great the Indonesian people are in maintaining unity amidst the diversity of cultural backgrounds in each region of Indonesia. Each type of market snack has its unique taste and texture, so trying various market snacks is an excellent way to experience the various flavors of Indonesia.

Market Snacks Are a Culinary Tourism Attraction

Market snacks in the region have great appeal as part of culinary tourism. The Jabodetabek area is a diverse metropolitan area with various cultures and culinary traditions. The following are several reasons why market snacks in the Jabodetabek area are a culinary tourism attraction: (1) Diversity of dishes: The Jabodetabek area is home to various ethnicities and cultures, so there is a diversity of dishes from various regions in Indonesia, which creates opportunities for visitors to experience various culinary dishes. Traditional markets and snacks from all over the country; (2) Unique taste: Traditional market snacks often have an authentic and distinctive taste. Visitors can experience authentic Indonesian flavors and discover dishes that may be difficult to find elsewhere; (3) Cultural experience: visiting traditional markets in Jabodetabek is not only about food but also about cultural experience; visitors can see firsthand how the snacks are prepared and sold, as well as interact with local traders; (4) Traditional atmosphere, several traditional markets in Jabodetabek maintain traditional architecture and atmosphere, providing a different experience from the center of the modern world. This creates a distinctive atmosphere for enjoying food; (5) Culinary innovation, traditional market traders also often innovate by creating new variations of traditional dishes that are attractive to visitors who want to subscribe to something new; (6) Affordable prices, traditional market snacks often have affordable prices, so they are suitable for various groups. This makes culinary tourism more inclusive; (7) Tourist destinations: Several traditional markets in Jabodetabek have become tourist destinations in their own right; visitors from inside and outside the city come specifically to subscribe to market snacks and shop at specific traditional markets.

Government Support Supports the Development of Traditional Markets

Government support is critical to developing traditional markets as culinary tourism destinations. With solid support from the government, traditional markets can develop into attractive culinary tourism destinations, help revive local culinary traditions, and provide economic benefits for local

communities. Finally, snack markets in the Jabodetabek area have become a solid culinary tourism attraction because they serve delicious food and provide a unique and authentic cultural experience.

The government can create regulations that support the growth of traditional markets, including reducing bureaucratic obstacles in building or managing businesses in these markets. The government can regulate the licensing process for traditional market traders. This includes reducing the requirements and administrative steps required to obtain a business license. Then, the government can make licensing procedures more accessible and boldly reduce bureaucratic obstacles. Traders can apply for permits, report taxes, and manage their business administration through the online platform. The government can consider reducing or exempting traditional market traders from licensing fees, especially for small and micro businesses. Furthermore, creating clear and easy-to-understand guidelines for traders regarding licensing, taxes, and other regulations will help avoid traffic jams and the occurrence of traffic jams. The government can provide training, counseling, and technical assistance to traditional market traders to help them understand licensing requirements and comply with them correctly.

The government can ensure that traditional markets have adequate facilities, such as toilets, rubbish bins, and adequate parking for visitors. Market care and maintenance are critical to keep the market environment clean and comfortable. The government can set strict hygiene and health standards that market traders must follow. Regular inspections and monitoring ensure that these standards are adhered to.

The government can help promote traditional markets as culinary tourism destinations through marketing and promotional campaigns. This may involve promoting on social media, publishing culinary guides, or holding special events at markets. The government can legally protect traditional markets with historical and cultural value. This could involve recognizing the market as a cultural heritage site. The government can support holding culinary events and festivals in traditional markets, attracting tourists, and promoting regional specialties.

Response from Market Snack Traders

The research team conducted surveys and interviews with market snack traders in various traditional markets in the Jabodetabek area regarding income, the number of visitors, and their views and impacts on culinary tourism in traditional markets.

Research results show traders only profit from IDR 300 to IDR 500 on each product. The more variants and products sold, the more profits you will get. When presented as a percentage for each product, this amount only makes a

profit of 1% -2%. Meanwhile, the total income obtained daily makes a profit of 10% -15% of the total turnover obtained in 1 day. Most businesses selling market snacks in Jabodetabek's traditional markets have a maximum income of IDR 950,000 to IDR 1,200,000 per day, with a monthly turnover of IDR 28,500,000 36,000,000 per month. Judging from the amount of income, this business has quite a high potential as a micro business.

The number of visitors who come to traditional markets to buy market snacks is highest on weekends, namely Saturdays and Sundays because many families spend time at traditional markets shopping for various foods and shopping together, and on weekends, many families have events such as weddings, birthdays, social gatherings and so on, so many people buy market snacks for these activities. According to market traders, on weekdays, the maximum number of visitors who come to traditional markets to buy market snacks is around 100-500 people, while on weekends, it exceeds 500 people.

The views and impacts felt by traders on culinary tourism in traditional markets selling market snacks in the Jabodetabek area are that they see an increase in customers and sales, especially on certain days. The impact of increased sales can result in increased income for merchants. This can help improve their economic welfare. Some vendors are getting more customers, including tourists from out of town who come specifically to watch their dishes. As part of culinary tourism, market snack traders can gain wider recognition and a good reputation in the culinary community. The profit impact on each trader can vary from one trader to another, depending on several factors such as product quality, price, and market location. Increasing culinary tourism in traditional markets is an opportunity for traders.

Response from Snack Market visitors

The response from market snack visitors is to provide information about their reasons for buying market snacks, their considerations, and assessments of the market snack area. Collecting and analyzing visitor responses can help related parties, including the government and traders, to understand consumer needs and preferences and improve the management and promotion of traditional markets as attractive culinary tourism destinations.

The reasons why visitors buy market snacks are; (1) The taste is delicious; many market snack visitors buy food because they assess the taste of the food as delicious, authentic, and a taste that is difficult to find elsewhere; (2) Satisfying curiosity, some visitors may be interested in trying market snacks because they are curious about certain regional specialties that they have never tasted before; (3) Memories and traditions: Some people buy market snacks because they want to celebrate or maintain local traditions and childhood memories; (4) Cheap

snack markets are often affordable, making them attractive to those who want to eat well without spending much money.

Visitors' considerations for buying market snacks are: (1) Cleanliness and quality of food: Visitors will consider factors of cleanliness and food quality; they will look for traders who maintain cleanliness standards and serve food with fresh ingredients; (2) Menu variety, menu diversity, and food variety in traditional markets can be an essential consideration for visitors who want to have many choices to meet their tastes; (3) Reasonable prices: Visitors tend to look for prices that are reasonable and commensurate with the value of the food they receive; prices that are too high can be an obstacle; (4) Atmosphere and experience the atmosphere of a traditional market can also be a consideration for visitors looking for a comfortable and lively place that provides a unique experience.

Visitors' assessments of the market snack area are: (1) Visitors will assess the market snack area based on safety and security factors, including cleanliness; (2) Accessibility, availability of parking spaces, transportation accessibility, and market location may influence visitors' assessments of the area; (3) The diversity of sellers and variety of snacks in the market can make the area more attractive to visitors.

Operational Hours for Market Snacks at Traditional Markets

The problem in the traditional wholesale cake market is the limited operating hours, which only last in the morning. With limited operational time, market snack traders need more time to sell their products. It can be difficult for consumers who have busy work schedules or routines outside of morning operating hours to find and enjoy market snacks. As a result, the accessibility of these market snacks is limited and less popular among young people and office workers.

According to the traders the researchers interviewed, there are several reasons why market snacks in traditional markets are often only sold in the morning or at dawn because: (1) Market snacks in the morning have become a tradition and habit in many regions in Indonesia; people usually consume food as breakfast or morning snack; (2) Market snacks are often prepared with fresh ingredients and a careful manufacturing process; therefore, traders usually choose to sell snacks while they are still fresh, which usually occurs in the morning; (3) Many consumers seek out market snacks in the morning as part of their routine, which creates strong demand during these hours; (4) Mornings are often busy times at traditional markets, people come to shop for their daily needs, allowing market snack vendors to attract customers; (5) For traders, producing market snacks at night to sell in the morning could be an option that fits their schedule so they have free time during the day.

F. Conclusion

The snacks at Jabodetabek's traditional markets have a solid culinary appeal and various delicious regional specialties. This makes traditional markets an attractive culinary tourism destination for local visitors and tourists. The increasing interest in culinary tourism in conventional markets has positively impacted traders. Their sales and income can increase, providing economic benefits to local communities. Menu diversity and innovation in creating new variations of traditional dishes is the key to maintaining the appeal of conventional markets. Merchants need to continue to innovate to meet diverse consumer tastes. Cleanliness and safety factors are critical in preserving the reputation of traditional markets as culinary tourism destinations.

Traders and authorities must work together to ensure these standards are met. Market snacks also have a role in maintaining local traditions and culture. This is an excellent way to preserve and promote the region's cultural heritage. Market snacks in Jabodetabek's traditional markets have become an attraction for local and international tourists. This has a positive influence on the tourism industry in the region. The government is vital in supporting and developing traditional markets as culinary tourism destinations. Supportive regulations and adequate infrastructure support can help this market grow.

REFERENCES

- Adriani, N. D., Mulyantomo, & Widowati, S. Y. (2021). Strategi penjualan aneka jajanan tradisional (Studi kasus pada toko novi snack cabang Tlogosari). *SOLUSI : Jurnal Ilmiah Bidang Ilmu Ekonomi*, 19(4), 253-266. DOI: <http://dx.doi.org/10.26623/slsi.v19i4.3903>
- Askarno. (2020). Efforts to preserve public interest in traditional culinary products in order to improve the community's economy. *Devotion Journal of Community Service*, 1(2), 51-58. DOI:10.36418/dev.v1i2.62
- detikfood.com. (2022). Serunya belanja di pasar kue subuh Blok M yang eksis sejak 1960-an. <https://food.detik.com/pengalaman-bersantap/d-5960096/serunya-belanja-di-pasar-kue-subuh-blok-m-yang-eksis-sejak-1960-an>. Accessed on January 23, 2023.
- detikfood.com. (2022). 5 pasar kue subuh di Bogor hingga depok yang tawarkan kue murah meriah. <https://food.detik.com/info-kuliner/d-6368405/5-pasar-kue-subuh-di-bogor-bingga-depok-yang-tawarkan-kue-murah-meriah>. Accessed on January 10, 2023.
- Haryanto, D., Tanudjaja, B. B., & Salamoon, D. K. (2015). Perancangan buku modifikasi kreatif jajan pasar tempo dulu yang pernah ada di Surabaya sebagai pengenalan jajan pasar untuk anak. *Jurnal DKV Adimarna*,

- Universitas Kristen Petra*, 1(6), 1-12.
<https://publication.petra.ac.id/index.php/dkv/article/view/3300/0>
- kompas.com (2020). Resep klepon tradisional, cocok untuk dijual.
<https://www.kompas.com/food/read/2020/07/21/182555675/>. Accessed on December 22, 2022.
- kompas.com (2020). Resep onde-onde, kue goreng isi kacang hijau.
<https://www.kompas.com/food/read/2020/12/21/130900775/resep-onde-onde-kue-goreng-isi-kacang-hijau>. Accessed on December 20, 2022.
- kompas.com (2020). Resep kue lumpur kentang, masak di kompor pakai snack maker.
<https://www.kompas.com/food/read/2020/10/05/211200775/resep-kue-lumpur-kentang-masak-di-kompor-pakai-snack-maker?page=all>. Accessed on December 19, 2022.
- kompas.com (2020). Resep apem gula merah kukus, camilan tradisional untuk ngeteh sore.
<https://www.kompas.com/food/read/2020/07/09/120300375/resep-apem-gula-merah-kukus-camilan-tradisional-untuk-ngeteh-sore>. Accessed on December 17, 2022.
- Kusumawardhani, K. A., & Putri, F. R. (2020). Exploring the behavioural intention in culinary tourism: a study on bandung tourist destination. *GARUDA: (global Research on Tourism Development and advancement*, 2(1), 63-81. DOI:10.21632/garuda.2.1.63-81
- liputan6.com (2019). Berburu aneka kue basah nan murah di pasar kue subuh Melawai.
<https://www.liputan6.com/lifestyle/read/4062118/berburu-aneka-kue-basah-nan-murah-di-pasar-kue-subuh-melawai?page=2>. Accessed on January 15, 2023.
- Mayasari, I., Sugeng, N. W., & Ratnaningtyas, H. (2021). peran bauran pemasaran terhadap keputusan pembelian generasi milenial: Studi jajanan tradisional. *AT-Tadbir: Jurnal Ilmiah Manajemen*, 5(2), 135-147. DOI: <http://dx.doi.org/10.31602/atd.v5i2.4799>
- merdeka.com. (2022). Resep kue putu ayu pandan lembut.
<https://www.merdeka.com/gaya/resep-kue-putu-ayu-pandan-lembut.html>. Accessed on January 03, 2023.
- Muhandri, T., Hasanah, U., & Amanah, A. (2020). Perilaku konsumen terhadap jajanan tradisional di Kabupaten Pekalongan. *Jurnal Mutu Pangan*, 8(1), 10-16. DOI: 10.29244/jmpi.2021.8.1.10
- piknikdong.com. (2023). Resep kue cucur maknyus, cobain yuk!.
<https://www.piknikdong.com/resep-kue-cucur.html>. Accessed on April 25, 2023 .
- Putri, J. A., Denik, Y., Maryani, T., Yuliamir, H., & Rahayu, E. (2023). Potensi makanan tradisional sebagai daya tarik wisata kuliner di Kota Salatiga.

- Jurnal Manajemen Perhotelan dan Pariwisata*, 6(1), 207-213. DOI: <https://doi.org/10.23887/jmpp.v6i1.54032>
- Saino. (2019). Analysis factor of existence traditional market: the analysis of consumer behavior perspective (Study on the Progo Market, Tropodo Village, Waru Sidoarjo, East Java). *3rd ICEEBA International Conference on Economics, Education, Business and Accounting, 2019*.
- selerarasa.com. (2020). Resep kue lapis basah. <https://www.selerarasa.co.id/>. Accessed on Januari 12, 2023.
- Suryadarma, D., Poesoro, A., Madi, A., & Budiyati, S. (2010). Traditional food traders in developing countries and competition from supermarkets: Evidence from Indonesia. *Food Policy*, 35(1), 79-86. DOI:10.1016/j.foodpol.2009.11.002
- tribunjakarta.com. (2023). Pasar subuh Kramat Jati diminati masyarakat, begini sederet makanan yang banyak diburu. <https://jakarta.tribunnews.com/2018/07/09/pasar-subuh-kramat-jati-diminati-masyarakat-begini-sederet-makanan-yang-banyak-diburu>. Penulis: Nawir Aryad Akbar | Editor: Kurniawati Hasjanah. Accessed on May 5, 2023.
- Wijaya, S. (2019). Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism. *Journal of Ethnic Foods* 6(1), 1-10. DOI:10.1186/s42779-019-0009-3
- yummy.co.id. (2020). Kue talam dan kue bugis. <https://www.yummy.co.id/>. Accessed on January 15, 2022