

## "Traditional Food Of Solo Strait As Immaterial Cultural Heritage: Protection, Preservation, And Promotion"

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**Abstract:** *This study aims to examine the role of traditional Solo Straits food as an immaterial cultural heritage and investigate steps that can be taken to protect, preserve, and promote it. The research method used involved literature review, direct observation, interviews with cultural experts, and qualitative data analysis. The results that the traditional food of the Solo Strait has high cultural value as a symbol of tradition, togetherness, local wisdom, hospitality, and cultural identity. However, this traditional food faces threats in the form of changes in lifestyle, the influence of globalization, and the loss of traditional knowledge in food processing and serving. To protect, preserve, and promote the traditional food of the Solo Strait, steps are needed that involve legal recognition and protection, cultural education, preservation activities such as documentation and training, as well as support from the local community and related stakeholders. In addition, promotion strategies through social media, participation in culinary events, collaboration with tourism actors, and development of related products and services are also needed to introduce this traditional food as a culinary tourism attraction and support local economic development. This research provides a deeper understanding of the importance of traditional Solo Straits food as an immaterial cultural heritage and provides recommendations to local governments and local communities to protect, preserve, and promote this traditional food. It is hoped that by adopting the right policies and implementing strategies, the traditional food of the Solo Straits can be protected, preserved, and become a driver of sustainable local economic development.*

**Keywords:** solo strait; immaterial cultural heritage

### INTRODUCTION

Indonesia is known for its rich cultural and culinary diversity. Traditional food is often eaten by ancestors up to today's society (Almli et al., 2010) Every region in Indonesia has a unique traditional culinary heritage. Traditional food is an important part of the country's cultural heritage. Traditional food is an integral part of a country's immaterial cultural heritage. Traditional food preservation is important to maintain cultural identity, preserve traditions, and encourage the younger generation's understanding of their history and culture.

"Protection, Preservation, and Promotion" are the importance of understanding and maintaining the cultural wealth possessed by a region, especially in the form of traditional food. Traditional food is an important part of a community's cultural heritage, as it not only reflects their cultural identity but also plays an important role in maintaining and passing on the traditions and values inherent in that community. Traditional food has a great opportunity to be offered as the number of tourists who care about local culture and heritage increases, traditional food can be one of the best ways to know about local culture and heritage (Sims, 2009).

The Solo Strait, located in the Surakarta region and its surroundings, is considered as an area rich in delicious and unique traditional food. Foods such as nasi liwet, serabi, gudeg, and tengkleng, are culinary icons that distinguish the Solo Strait from other regions in Indonesia. However, with changing lifestyles and the influence of globalization, there is a risk of losing traditional knowledge about food processing and presentation.

An in-depth study of the history, ingredients, cooking techniques, presentation, and cultural values associated with the traditional food of the Solo Strait could be conducted. It is also important to involve various stakeholders, such as local communities, local government, academics, culinary experts and tourism actors, in formulating effective protection, preservation and promotion actions.

Intangible cultural heritage includes cultural elements which have no physical form but are passed down from generation to generation, such as oral traditions, knowledge, social practices, and even traditional food. In this context, the traditional food of Solo Strait is an important part of the cultural identity and history of the people in the region. This research attempts to connect the traditional food of the Solo Strait with the concept of immaterial cultural heritage. Immaterial cultural heritage includes intangible cultural practices, knowledge and expressions, such as stories, dances, music, and in this context, traditional cuisine.

Social, economic and cultural changes can threaten the preservation of traditional foods. Globalization, modernization and dietary changes can lead to the loss of sustainability of traditional foods. Contrary to the urgency of preserving and developing traditional culinary tourism, several studies have reported that traditional culinary arts are still under-empowered. Traditional food seems to be underestimated, local people prefer cuisine from international food products that are marketed en masse, such as McDonalds and other global chain foods (Blakey, 2012). In an effort to preserve the traditional food of the Solo Strait, adequate legal protection is needed. In addition, the promotion of these traditional foods is also important to maintain the sustainability of the region's culinary culture. Promotion can include marketing, food festivals, signature restaurants, and others. Protection efforts usually include formal recognition by the government or relevant international organizations as cultural heritage, as well as the creation of policies to protect and preserve the recipes, cooking techniques and knowledge surrounding these traditional foods. Preservation involves various measures to ensure that these traditional foods remain and are properly passed on to future generations. This may include training, documentation and education on how to cook these foods. Whilst promotion involves efforts to raise awareness and appreciation of these traditional foods among the wider community, perhaps through food festivals, exhibitions or media promotions.

This research is needed to document the traditional food of the Solo Strait, analyze threats to preservation, and formulate effective protection and promotion strategies. This kind of research can provide guidance to the government, communities, and stakeholders. In addition to examining the protection, preservation, and promotion of the Solo Strait traditional food as immaterial cultural heritage. Protection is needed to prevent the theft of traditional knowledge, misuse of the brand, or exploitation that could harm local communities. Preservation aims to maintain the sustainability and authenticity of Selat Solo traditional food, so that it can be enjoyed by current and future generations. Promotion is important to introduce the traditional food of Selat Solo to the wider community, both at the local, national and international levels, so that it can become an attraction for culinary tourism and support the development of the local economy.

By understanding and appreciating the cultural values contained in the traditional food of the Solo Strait, it is hoped that greater awareness and support can be created in sustaining this immaterial cultural heritage. In addition, this research can also provide recommendations to the government and other relevant parties regarding the policies that need to be implemented to protect, preserve and promote the traditional food of Selat Solo as a valuable immaterial cultural heritage.

## **METHOD**

The number of qualitative research is more than other types of research in line with several previous studies which reported that: researchers prefer qualitative research designs to conduct research in tourism, especially culinary tourism, rather than quantitative (Fountain, 2021; Guerrero et al., 2009; Kristbergsson, and Oliveira, 2016). This research uses a qualitative approach, the research subjects include local communities, culinary experts, tourism actors and local government. The research implementation procedure starts with studying literature related to the Solo Strait, conducting interviews, participatory observation, direct interviews with representative respondents, and analyzing related documents. Materials and instruments used include questionnaires, interview guides and field notes. Data collection techniques included interviews, surveys, participatory observations, and literature studies. Data were collected in the form of interview results, survey results, field notes, and related documents. Data analysis used a qualitative approach, namely thematic analysis. Data can be analyzed by identifying main themes, patterns, and similarities between data obtained from various sources. Analysis can be done manually or by using qualitative data analysis software. Research results

can be interpreted and presented in descriptive narrative form, by describing relevant findings and linking them to the research objectives.

## RESULTS AND DISCUSSION

The Solo Strait is one of the traditional foods in the Solo area that is rich in philosophy. Traditional food demonstrates the characteristics of an area and the value that exists within the area (Aprile et al., 2012; Krystallis et al., 2007; Perrea et al., 2015). But in addition to this food, Solo has several other culinary specialties that are no less delicious, including: (1) *Nasi Liwet*: *Nasi Liwet* is a traditional food made from rice cooked with coconut milk, bay leaves, lemongrass, and spices. *Nasi Liwet* is usually served with side dishes such as fried chicken, eggs, tempeh, tofu, and sambal. This food has a savory taste and distinctive aroma, (2) *Serabi*: *Serabi* is a traditional cake made from rice flour dough, coconut milk, sugar, and pandan leaf water. The cake is baked using a special flat pan called "takir". *Serabi* is usually served with grated coconut and liquid brown sugar sprinkled on top. It is sweet, soft, and has a chewy texture, (3) *Gudeg*: *Gudeg* is an iconic dish made from young jackfruit cooked with coconut milk, coconut sugar, shallots, garlic, and spices. The cooking process of *gudeg* takes quite a long time, so the young jackfruit becomes tender and sweet. *Gudeg* is usually served with free-range chicken, eggs, tofu, tempeh, and sambal krecek, and (4) *Tengkleng*: *Tengkleng* is a mutton soup. Goat meat is stewed with spices such as galangal, ginger, lemongrass, lime leaves, and cinnamon. *Tengkleng* has a thick, savoury gravy and fragrant spices. This dish is usually served with white rice and comes with lime and chilli sauce.



**Figure 1:** The Solo Strait cuisine as an example of the acculturation of European and Indonesian food cultures.

Culinary tourism is a travel experience to a gastronomic area for recreation or entertainment purposes, which includes visits to primary and secondary food producers, festivals, food fairs, events, farmers markets, cooking events and demonstrations, tasting quality food products, or related tourism activities with food (World Tourism Organization,

2012). Food is an important part of the holiday, so a visit to a restaurant tends to be a peak experience for tourists (Blichfeldt, Chor, Ballegaard, 2010; Horng and Tsai (2010); Yeoman & McMahon-Beatte, 2016). The cultural values contained in the traditional food of the Solo Strait, the local community can understand and appreciate the importance of maintaining, preserving, and promoting this traditional food as a valuable immaterial cultural heritage. The cultural values contained in the traditional food of the Selat Solo such as tradition, togetherness, local wisdom, hospitality, and cultural identity can be analyzed to understand how important this traditional food is as an immaterial cultural heritage. In the value of Tradition, the traditional food of the Solo Strait represents a tradition that is passed down from generation to generation. The use of the same recipes and distinctive cooking techniques preserved over time reflect the rich culinary traditions upheld by the local community. The community value of the traditional of the Selat Solo is often served and enjoyed together by family or community members. The food creates close social ties and promotes togetherness, both in the cooking process and in the moments of eating it with loved ones. Traditional Selat Solo food reflects local wisdom in the selection of ingredients, cooking techniques and presentation. Existing knowledge around the proper processing of ingredients, the use of spices, and a balanced blend of flavours are examples of the local wisdom contained in these traditional foods. Traditional Solo Strait food is often associated with the value of hospitality and friendliness. When traditional food is served to guests, it reflects an attitude of hospitality and respect towards guests as part of the Solo Strait culture. Traditional food becomes a means to welcome and establish good relations between people. In addition, there is the value of cultural identity where the traditional food of the Solo Strait symbolizes the cultural identity of the region. The foods showcase regional characteristics, reflecting the uniqueness, history and cultural diversity of the Solo Strait. Traditional food is an important aspect of maintaining a distinctive cultural identity and reinforcing a sense of pride in local cultural heritage.

Traditional Solo Strait foods face several threats that could threaten their sustainability and authenticity. Some of these threats include changes in modern lifestyles, including the tendency of people to prefer fast food or ready-to-eat meals, which can threaten the sustainability of traditional Solo Strait foods. Decreased interest in traditional foods can lead to a decrease in demand and production of these foods. A further influence is that globalization and the adoption of foreign foods can shift people's interests and preferences towards traditional Solo Strait food. Fast food from abroad or increasingly popular Western food can shift people's interest in their own traditional food. In a modern society, traditional knowledge in the processing and presentation of traditional Selat Solo food can be endangered. The

younger generation may no longer have sufficient knowledge of the recipes, cooking techniques and traditional ingredients used in the food. Changes in agricultural patterns and environmental conditions can affect the availability of traditional ingredients used in traditional Selat Solo food. Climate change, deforestation, and changes in cropping patterns can affect the availability of typical ingredients required for traditional food. Traditional Solo Strait food also faces the risk of commercialization and modification that can change the original character and taste of the food. Modifications to meet broader market tastes or excessive commercialization can reduce the authenticity and cultural value of traditional foods. By identifying these threats, efforts to protect, preserve and promote Solo Strait traditional food can be aimed at maintaining the sustainability, authenticity and cultural value of the food.

To protect and preserve the traditional food of the Solo Strait, some steps that have been taken or could be taken include legal protection where the government and relevant institutions can adopt legal protection policies for the traditional food of the Solo Strait. This can be done through official recognition as immaterial cultural heritage, protection of the name and geographical identity of food, as well as arrangements related to certification and special labels for traditional foods. Furthermore, recognition as a cultural heritage is an effort to recognize traditional Solo Strait food as immaterial cultural heritage at the local, national and international levels. This recognition can provide protection, understanding and appreciation of the cultural values contained in traditional foods, and increase public awareness of the importance of preservation. In addition, cultural education is an important step in preserving traditional Solo Strait food. Cultural education programs can involve schools, communities and educational institutions to introduce knowledge about traditional foods, cooking techniques and associated cultural values. The younger generation's knowledge and appreciation of these traditional foods can be preserved and passed on to the future.



**Figure 2.** Explore the National Cuisine of Solo Strait, a Dynamic Cultural Icon  
(source: resepkoki.id)

Documenting traditional Solo Strait food through the collection of information, recipes, cooking techniques, stories and images can be an important step in preservation. This documentation can be done by cultural institutions, researchers, local communities, or individuals who care about the sustainability of these traditional foods. Documented information can be used as a reference source and as learning material for future generations. Finally, training and supporting local communities in the processing, presentation and promotion of traditional Solo Strait foods can be a concrete step. By providing skills and knowledge to community members, they can be actively involved in the preservation and development of these traditional foods. Supporting the community through promotional programs, culinary festivals and local business partnerships can also strengthen the sustainability of traditional food. Through the above measures, it is hoped that the traditional food of Selat Solo can be protected, preserved and continuously appreciated as an important part of our rich and valuable immaterial cultural heritage.

To promote traditional Solo Strait food as a culinary tourism attraction and support the development of the local economy, here are some strategies and steps that can be taken, such as: (1) promotion through social media such as Instagram, Facebook, and YouTube to promote traditional Solo Strait food. Sharing interesting photos and videos of the food-making process, recipes, and stories behind the food. Using hashtags and including locations and relevant contact information to make it easier for tourists to find places that serve these traditional foods, (2) participation in Culinary Events: Participate in local, regional or national culinary events that feature traditional food. This leads to increased exposure and public awareness of the food. Serving Selat Solo's signature dishes in culinary events can also attract visitors and tourists, (3) collaboration with Tourism Practitioners: Collaborate with tourism practitioners such as travel agents, hotels, restaurants, and shopping centres. Provide culinary tour packages that include visits to traditional Selat Solo culinary spots, cooking courses, or unique gastronomic experiences. This kind of collaboration can expand promotional reach and increase tourist visits, (4) develop products related to Selat Solo's traditional food, such as culinary souvenirs, special seasonings, or ready-to-eat meals that can be purchased as souvenirs. Providing catering or delivery services for traditional food can also expand market share and facilitate access for tourists who want to enjoy the food, (5) partnerships with local restaurants and traders: Build partnerships with local restaurants and merchants that serve traditional Solo Strait food. Provide support and assistance in terms of promotion, training, menu development, or quality improvement. Involving them in promotional events or culinary festivals can also increase the visibility and popularity of traditional food and (6) provide education and interactive

experiences to visitors or tourists about Solo Strait traditional food. For example, cooking workshops, culinary tours, or visits to local farms and ranches where ingredients are sourced. This not only increases their understanding of traditional food but also provides a memorable experience. Through these strategies and measures, it is hoped that the traditional food of Selat Solo can be effectively promoted as a culinary tourism attraction, increasing tourist visits, as well as making a positive contribution to local economic development and cultural preservation.

The other thing crucial to developing brand awareness of Solo Strait is to take care of the trademark to create a legal trade mark. Some traditional foods, including the Solo Strait, may have certain trademarks that should be protected by law to prevent duplication or unauthorized use. In Law No. 15 of 2001, the addition of the words "displayed graphically" emphasizes the position of the mark in a pre-designed form.



**Figure 3** : Solo Strait at Vien's Selat.

(Istimewa/Instagram @viens\_selat)

Sustainability is something that is highlighted nowadays. Efforts to preserve the traditional food of the Solo Strait must also be considered sustainability. This includes sustainable agriculture, preservation of natural resources, and reduction of food waste. Challenges in maintaining the sustainability of traditional Solo Strait food can involve a number of factors that affect the sustainability of this dish. Some potential challenges that could be the focus of research can include: (1) Modernization and Globalization: Traditional Solo Strait food can be affected by fast food and globalized foods that are more readily available. This can make it harder for traditional food to compete and threaten its sustainability, (2) Lifestyle Changes: Lifestyle changes, such as lack of time to cook home-cooked meals, could reduce people's interest in cooking Solo Strait. This could negatively impact the spread of the Solo Strait's culinary heritage, (3) Climate Change: Climate change can affect the availability of ingredients needed for traditional Solo Strait dishes, such as plants, spices and cattle. This



challenge could impact the availability and price of these ingredients, (4) Culinary Knowledge and Skills: The knowledge and skills in cooking the Solo Strait must be preserved and passed on from generation to generation. This challenge may arise if the younger generation loses interest in learning how to cook the Solo Strait, (5) Food Industrialization: The development of the food industry may replace traditional methods of producing food. This could reduce the quality and authenticity of traditional dishes, (6) Brand Protection and Geographical Indications: Brand protection and geographical indications can be legal obstacles that prevent traditional Solo Strait food producers from marketing their products widely, (7) Raw Material Availability: Key ingredients used in Solo Strait can be difficult to find or expensive, especially if they are endangered and (8) Changing Demographics: Changes in the demographic composition of the population can affect the demand for traditional foods. If the older population, which usually maintains more food traditions, is declining, this could affect the sustainability of traditional Solo Strait foods.

Sustainable innovation, while maintaining tradition, it is also important to be open to innovations that can improve the quality, appeal or sustainability of these traditional foods. While preserving tradition, it is also important to open up opportunities for development and innovation. This could include combining traditional elements with new ideas to reinvigorate selat solo and make it relevant for younger generations. Technology is therefore one of the main reasons why incomes have stagnated, or even decreased (Schwab, 2016).

Some recommendations to local governments, local communities and relevant stakeholders regarding policies and measures that need to be taken to protect, preserve and promote Solo Strait traditional food include legal recognition and protection, education and training, promotion and marketing, collaboration with the tourism industry, financial and infrastructure support, conservation of raw materials and partnerships with local communities. By adopting policies and implementing these measures, it is hoped that the traditional food of Solo Strait can be properly protected, preserved and promoted as an integral part of the cultural heritage and local economic resources.

## **CONCLUSION**

Traditional Solo Strait food has high cultural value as an important part of immaterial cultural heritage. It reflects tradition, togetherness, local wisdom, hospitality and rich cultural identity. However, traditional Solo Strait food also faces threats in the form of lifestyle changes, the influence of globalization, and the loss of traditional knowledge in food processing and presentation. These factors can threaten the sustainability and authenticity of these traditional

foods. To protect, preserve and promote the traditional food of the Solo Strait, the actions that need to be taken include legal recognition and protection, cultural education, preservation activities such as documentation and training, and support from the local community and relevant stakeholders. Other strategies include promotion through social media, participation in culinary events, collaboration with tourism actors, and the development of related products and services. With the adoption of policies and implementation of these measures, it is hoped that the traditional food of Solo Strait can be preserved, continue to be introduced to the wider community as a culinary tourism attraction, and make a positive contribution to local economic development and cultural heritage preservation.

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