

The Study of the Kangen Yogyakarta Market from the Viewpoint of a Traveler Experiencing the Culinary Festival

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ABSTRACT

Culinary is intricately connected to the creation of processed foods and beverages that are characteristic of a certain region. In Indonesia, a diverse range of gastronomic delights with distinct flavors may be found from Sabang to Merauke. Nevertheless, the swift advancement of technology in the culinary domain has led to novel breakthroughs in the creation of food and drink items, which have the potential to alter the presence of traditional local cuisine. In order to prevent the marginalization of local cuisine, several strategies are implemented to promote it, one of which is organizing a festival. Every year, Yogyakarta has a Pasar Kangen Festival. This festival has the capacity to "revive" or "showcase" the presence of local cuisine and enhance the economic status of micro, small, and medium enterprises (MSMEs). This study employed a quantitative descriptive-analytic approach, utilizing Google Forms questionnaires to collect data from a sample size of 50 respondents. This study aims to assess the perception of individuals who have attended the Yogyakarta Pasar Kangen Festival regarding local food. The study population consisted of tourists who were visiting Yogyakarta, whereas the sample specifically included visitors who had visited the Pasar Kangen Festival. The findings of this survey suggest a prevailing public interest in visiting the Pasar Kangen as a whole. Moreover, the primary factors that attract visitors are the diverse culinary offerings and the distinctive local cuisine. Their primary incentive for visiting the Pasar Kangen is self-driven and external factors from the gratification they derive from the experience. The beauty and main draw of the Pasar Kangen Festival lies in its diverse and distinctive gastronomic offerings. The research aims to elucidate the theoretical implications by examining tourists' impression of festival events. The practical implication is to offer valuable information to the event manager and destination in order to enhance their focus on the diverse and distinctive food offerings at the festival, ultimately leading to increased tourist satisfaction.

Keywords: Perception, Tourist Behavior, Local Food, Gastronomy, Tradition

ABSTRAK

Kuliner berkaitan erat dengan hasil olahan makanan dan minuman khas yang berasal dari suatu daerah. Di Indonesia, beragam kuliner dengan cita rasa yang berbeda tersebar dari Sabang hingga Merauke. Namun, percepatan perkembangan teknologi di bidang kuliner mengakibatkan terjadinya inovasi baru dalam mengembangkan produk makanan dan minuman yang menggeser keberadaan kuliner lokal. Untuk mengantisipasi pengabaian pada eksistensi kuliner lokal, diterapkan segala cara untuk mempromosikannya seperti melalui festival. Misalnya di Yogyakarta, diadakan Festival Pasar Kangen setiap tahunnya. Festival ini mampu “mengembalikan” atau “menghadirkan” kembali eksistensi kuliner lokal dan meningkatkan tingkat ekonomi para pelaku UMKM. Penelitian ini dilakukan menggunakan metode analisis deskriptif kuantitatif, dengan pengumpulan data melalui kuesioner dalam bentuk google form yang ditargetkan jumlah responden minimal mencapai 50 orang. Tujuan dari penelitian ini adalah untuk menganalisis bagaimana persepsi masyarakat yang telah mengunjungi Festival Pasar Kangen Yogyakarta terhadap kuliner lokal. Metode penelitian ini adalah menggunakan pendekatan kuantitatif dengan metode survey. Populasi pada penelitian ini adalah wisatawan yang berkunjung ke Yogyakarta, sementara itu sampel adalah wisatawan yang pernah berkunjung ke festival pasar kangen sejumlah 50 orang. Analisis data pada penelitian ini menggunakan statistik deskriptif kuantitatif menggunakan mean dan distribusi frekuensi. Hasil penelitian ini menunjukkan bahwa minat masyarakat untuk berkunjung ke Pasar Kangen secara umum tinggi. Selanjutnya, aspek variasi kuliner menjadi pendorong utama untuk datang berkunjung, diikuti oleh keunikan kuliner lokal. Motivasi mereka mayoritas berkunjung ke pasar kangen berdasarkan inisiatif mereka sendiri dan mendapatkan kepuasan dari experience yang didapatkan. Dapat disimpulkan bahwa pesona atau daya tarik utama dalam pengadaan Festival Pasar Kangen bertumpu pada aspek variasi dan keunikan kulinernya. Adapun implikasi teoretis penelitian ini adalah memberikan pemahaman terkait persepsi wisatawan pada kegiatan festival. Implikasi praktisnya adalah memberikan masukan kepada pengelola event dan destinasi untuk meningkatkan focus kepada variasi dan keunikan kuliner pada festival untuk menciptakan kepuasan wisatawan.

Kata kunci : Persepsi, Perilaku Wisata, Makanan Lokal, Gastronomi, Tradisi

INTRODUCTION

Food is an essential requirement for all living organisms, including humans. Over time, eating has evolved from being solely a physiological necessity to becoming a desire for unique experiences. This stimulates individuals to explore alternative cuisines and even embark on journeys. This opportunity has resulted in a tourism phenomenon characterized by gastronomy as the primary focal point. Presently, culinary enterprises are highly accessible. This demonstrates the significance of food accessibility. Food serves a purpose beyond just survival; it also exerts a distinct influence on human behavior. Both traditional and modern culinary delights offer unique experiences, particularly for individuals who have yet to sample these gastronomic pleasures. In addition to expertise, the culinary or gourmet tourism business also conveys the philosophical ideals of food from its creation to its presentation. Philosophical values are integral to the gourmet tourist sector. A culinary tourism organization is organizing a culinary festival to satisfy the need for food, boost tourism, and communicate cultural values. Indonesia hosts a multitude of culinary festivals in different regions to celebrate the diverse gastronomic offerings. One such event is the annual Kangen Market in Yogyakarta.

Kangen Market is a yearly celebration organized by the Yogyakarta Special Region Culture Service. The Yogyakarta Kangen Market was organized to cater to the public and tourists seeking to indulge in a wide array of regional culinary delicacies, ensuring their contentment. Kangen Market Yogyakarta houses numerous vendors that provide a diverse range of native cuisine and beverages. The prices supplied are highly economical, varying from hundreds to tens of thousands of rupiah. The event will take place twice in 2022. The first session will be conducted from 25 February to March 2022 at the Regional Archives Depot Building, while the second session will be held from

18 August to July 2022 at the Yogyakarta Cultural Park. Every event is characterized by a distinct theme. The objective of organizing the Kangen Market, as stated by market supervisor Ong Hari Wahyu in an interview with Harian Jogja, is to safeguard traditional cuisine from being supplanted by contemporary gastronomy. Purwati, the Head of the Yogyakarta Cultural Park, explained that the Kangen Market is designed to enhance the economic conditions of traders and artists in Yogyakarta. In addition to local delicacies, the market also features tenants selling antiques and collectibles. Various native gastronomic delicacies are offered, including bajigur, wedang ronde, Javanese beer, bir pletok, jadah tempe, botok, kipo, mie kopyok, mie penthil, sate kere, clorot, jenang gempol, and jenang suran (Yosef, 2022).

Similar to typical markets, there are numerous individuals who offer vintage electrical devices, second-hand items, pre-owned books, garments, textiles, toys, and various other objects with a nostalgic aesthetic. In addition, a distinctive feature of the Kangen market is that the vendors' stalls are consistently adorned with Javanese words that have amusing connotations. The Kangen Market operates from mid-afternoon till late at night. The theme for this year's Kangen Market is "Kumandhange Pasar - Ora Cucul Ora Ngebul", which carries a significant meaning. 'Kumandhange Pasar' refers to the concept of achieving food sovereignty, food independence, and food security by revitalizing and reintroducing diverse forms of food that have historically belonged to and been consumed by this nation. "Ora Cucul Ora Ngebul" is a novel post-pandemic ethos that emphasizes the necessity of work in order to attain rewards.

The objective of the Kangen Market committee is twofold: to accomplish economic recovery for traders impacted by the epidemic and to foster collaboration with artistic players represented by districts and cities in Yogyakarta. Visitors will be

treated to a diverse array of arts and cultural performances on a daily basis. Commencing with jatilan, ketoprak, shadow puppetry, music, and other related forms of art. In addition to its performance aspect, the art performance also aims to engage visitors by encouraging them to participate in collective dance. The arts and cultural activities showcased at Kangen Market contribute to its vibrant ambiance, enhancing the experience of strolling around the market and appreciating the traditional themes on exhibit.

The presence of Kangen Market has somewhat influenced the public's perception, particularly in relation to local gastronomic delights. According to KBBI, perception is defined as both the immediate reception or uptake of something, as well as the process by which an individual acquires knowledge about various things through their five senses. In the foreword to Maurice Merleau-Ponty's book, *The World of Perception* (2004), Thomas Baldwin stated that perception is the result of the body's sensory experiences, encompassing comprehension, meaning, and reasoning. Individuals vary in their response to stimuli due to the unique capabilities of their bodies and senses. The research focuses on the variation in public perceptions of local culinary pleasures at the Kangen Market Festival, which serves as the backdrop for studying the public's views on local cuisine during the 2022 Yogyakarta Kangen Market festival.

LITERATURE REVIEW

Visitor's Perception

Perception is derived from the English term, which refers to the act of observing. Perception is the cognitive process by which an individual arranges and analyzes their own sensory information in order to derive significance from the surrounding world. According to (Subakti et al., 2018), those who possess motivation or intention will be prepared to take action. Perception, as defined by Rakhmat (2005), refers to the

process of processing and interpreting information to gain experience and understanding of objects, opportunities, or connections. Perceptions might vary amongst individuals even when they are exposed to the same stimuli and settings. This phenomenon is feasible due to the fact that every individual exercises the act of choosing, arranging, and comprehending thoughts in a distinct manner, which is shaped by their personal desires, values, and expectations. Perception, the manner in which an individual perceives something, is subject to numerous internal and external factors. Restiyanti and John (Restiyanti & John, 2005.) identifies internal effects as encompassing experience, needs, assessments, and expectations. External impacts encompass factors such as outward appearance, the attributes of the stimuli, and the surrounding environmental conditions.

The presence of a perception is inseparable from the item that is perceived, resulting in a heightened sense of attentiveness towards the thing in one's senses. Perception typically occurs naturally in an individual when they are in a stimulating setting. Assessing an individual's viewpoint is nearly equivalent to evaluating their attitude. There are two approaches for evaluating attitude: the self-report method and involuntary behavior (Said Keliwar and Anton Nurcahyo, 2015). The self-report method is a measurement technique that involves obtaining answers directly from individuals, where their responses might serve as indicators. In contrast, involuntary behavior is measured using an attitude scale, which is administered when the respondent is willing or able to do so. In order to identify perceptions, many elements such as motivation, culinary variety, distinctiveness, and satisfaction can be employed as indicators.

Festival

A festival is a periodic celebration centered around a specific subject, featuring a variety of activities (Choo, Park, &

Petrick, 2022; Merriam-Webster, n.d.). Contemporary festivals exhibit a wide range of diversity. Festivals serve as a means of acquainting tourists and the general public with a particular culture (Sidali, Kastenholz, & Bianchi, 2015), with one aspect being the local gastronomic delights. Local gastronomic festivals are organized, featuring numerous entrepreneurs and traders from the local food industry (Henderson, 2009). Festivals are an effective platform for showcasing local culinary delicacies. According to Williams et al. (2015) in Rousta & Jamshidi (2020), festivals create opportunities for people to interact with each other, whether they are buyers, sellers, or fellow visitors. This social interaction at festivals serves as a forum for sustainable engagement (Choo, Park, & Petrick, 2022) and facilitates the exchange of information about culinary delights (Everett & Aitchison, 2008).

RESEARCH METHODS

This study employs a quantitative methodology via a survey-based approach. The data collection was conducted by disseminating questionnaires through the use of Google Forms. A purposive sample strategy was employed to pick respondents, encompassing individuals who had either visited the Kangen Market Festival at least once or were aware of its existence. The questionnaire comprises inquiries pertaining

to satisfaction levels, effectiveness levels, and other evaluations, with responses assessed on a 1-4 Likert scale ranging from strongly disagree to strongly agree. Hence, quantitative descriptive analysis was employed to analyze the data. Arikunto (2006) defines quantitative descriptive as an approach that offers a systematic and objective account of an event using numerical data sources. The desired minimum number of respondents to complete the questionnaire is 50. This exceeds the minimum suggested sample size of 30 participants in quantitative research, as stated by Singarimbun and Effendi (1995). The objective is to enhance the validity and precision of the gathered data. By employing these two methodologies for data collection and analysis, researchers anticipate achieving substantial and optimal outcomes.

RESULTS AND DISCUSSIONS

Respondent Description

The respondent profile description is a summary of the characteristics of the respondent derived from the collected data. The respondent data collected from disseminated questionnaires encompassed information such as the individual's name, age, gender, place of origin, and occupation. The findings of the descriptive statistical analysis on the responder profile are presented in Table 1.

Table 1. Respondent Profile

Respondent Profile and Characteristics	Selection	Percentage (%)
Gender	Female	64.0
	Male	32.0
	Don't want to be mentioned	4.0
Age	17-24	90.0
	25-35	8.0
	>45	2.0
Domicile	DIY	6.0
	Java	78.0
	DKI Jakarta	8.0

Occupation	Sumatra	6.0
	Kalimantan	2.0
	Student	86.0
	Freelancing	4.0
	Student	2.0
	Online merchant	2.0
	Laborer	2.0
	Translator	2.0
	Entrepreneur	2.0

Source: Primary Data, 2022

The data in the table categorizes respondents or those who attended the Kangen Market Festival according to their age groups. Out of the total of 50 participants, 45 individuals falling within the age range of 17-24 years were identified, accounting for 90% of the entire population. In addition, there were 4 respondents, accounting for 8% of the total, in the age range of 25-35 years. In the age category of above 45 years, there was just 1 responder, representing 2% of the total. Based on the data, it can be inferred that individuals in the age bracket of 17-24 constitute the highest proportion of attendees at the Kangen Market Festival. Individuals between the ages of 17 and 24 are classified as belonging to the Generation Z demographic (Kupperschmidt, 2000). These findings suggest that culinary subjects and concerns are highly favored among the youth. The categorization of participants according to gender was delineated into three categories: females, males, and individuals who choose not to disclose their gender. Out of the total of 50 participants, the survey revealed that 32 individuals, which accounts for 64% of the sample, were female. Out of the total responses, 16 were male, accounting for 32% of the sample. Additionally, 2 respondents, representing 4% of the sample, opted not to have their gender mentioned.

The categorization of those who attended the Kangen Market Festival according to their geographical origin was segmented into multiple groups. The initial group consisted of 39 participants from Java, encompassing the regions of East, Central, and West, which accounted for 78% of the total. The second group from DKI Jakarta consisted of 4 responders, accounting for 8% of the total. Both the third group (DIY) and the fourth group (Sumatra) had an equal number of responders, with each group consisting of 3 individuals or 6% of the total. Lastly, out of the fifth group, specifically 1 respondent or 2% of the entire population residing in Kalimantan. Based on these statistics, it is evident that the majority of visitors originate from three provinces located on the island of Java, specifically East Java, Central Java, and West Java. The number even surpasses that of indigenous DIY enthusiasts, who constitute a mere 3% of the population. The participants were categorized into various employment classifications. 43 pupils, accounting for 86% of the total, occupy the top rank. Among the many professional categories, freelancers make up 2 persons or 4% in the second position. Additionally, there is 1 person each or 2% from the categories of entrepreneurs, coolies, internet traders, students, and translators.

Motivational Aspects of Visiting Kangen Market

According to Table 2, the motivation component for visiting earned an average score of 2.83, indicating that most people agreed with the statement. Among the 4 claims, the first statement, which pertains to visitors' personal initiative, received the

highest average score of 3.18, indicating it was the most influential factor motivating visits. Additionally, some individuals were driven by a friend's invitation (2.86), whilst the sole purpose for visiting Kangen Market was to purchase food (2.64) and merely experience the ambiance of Kangen Market (2.62)

Table 2. Motivational Aspects of Visiting

Indicator	Statement	Average
Motivation to visit	I visited Kangen Market on my own initiative	3.18
	I visited Kangen Market because of someone else's invitation	2.86
	I just came to Kangen Market to buy food	2.64
	I came to Kangen Market because I just wanted to see the atmosphere there	2.62
Average total		2.83

Source: Primary Data, 2022

Culinary variations at Kangen Market

Table 3. Aspects of Culinary Variations at Kangen Market

Indicator	Statement	Average
Culinary Variations	Overall, the local culinary products available at Kangen Market are very varied	3.36
	From Kangen Market, I can get to know various local culinary variations	3.42
	This was the first time I discovered culinary delights that I had never eaten before	3.12
	The varied culinary delights at Kangen Market will make you want to come back to visit another time	3.22
Average total		3.28

Source: Primary Data, 2022

According to Table 3, respondents concur that the food available at Kangen Market is deemed diverse. Additionally, it was unanimously acknowledged that visiting the Kangen Market resulted in respondents gaining a deeper understanding of the diverse local food offerings. Respondents expressed their want to revisit the Kangen market in the future. Among the diverse culinary options offered at Kangen Market, respondents also strongly

concurred that there are unfamiliar dishes for visitors.

Distinctive Gastronomic Features at Kangen Market

Regarding Table 4, it displays the mean score of three assertions that indicate the distinctive characteristics of local culinary delicacies.

Table 4. Distinctive Characteristics of Local Cuisine in Kangen Market

Indicator	Statement	Average
Uniqueness	The taste of the food sold is authentic and unique	3.20
	The taste of the drinks sold is authentic and unique	3.12
	The existence of the Kangen market increases knowledge about local culinary variations	3.48
Average total		3.27

Source: Primary Data, 2022

Respondents thought that the presence of Kangen Market would enhance their understanding of diverse local cuisine offerings. Respondents concurred that the flavor of local cuisine and beverages at Kangen Market was genuine

Aspects of Satisfaction with Local Culinary at Kangen Market

According to the data in Table 5, the responses from 50 participants expressing their satisfaction with local culinary offerings at Kangen Market yielded an average score of 3.004. This indicates that the majority of respondents are in agreement with the statement.

Tabel 5. Factors Influencing Satisfaction with Local Cuisine at Kangen Market

Indicator	Statement	Average
Satisfaction	I wanted to get to know various kinds of culinary delights so I came to Kangen Market	2.92
	After visiting Kangen Market, I feel comfortable to promote it to others	2.98
	Culinary prices at Kangen Market are very affordable	2.82
	The taste of the food and drinks sold is delicious	3.08
	The atmosphere at Kangen Market matches the theme	3.22
Average total		3.004

Sumber: Primary Data, 2022

Respondents unanimously acknowledged that the ambiance at Kangen Market perfectly aligned with the intended theme, and they enthusiastically endorsed Kangen Market to others without any hesitation. Visitors frequent Kangen

Market to explore a wide range of gastronomic pleasures and to feel at ease while promoting Kangen Market. Respondents concurred that the food and beverages available at Kangen Market are both delectable and reasonably priced.

Discussion

Yogyakarta Special Region is a province located on the island of Java that has gained popularity as a preferred destination for several types of tourism, including natural attractions, gastronomic experiences, cultural activities, and more.

Kangen Market is a popular tourist destination that draws a significant number of visitors from both outside the region and local residents of Yogyakarta. Travelers are motivated by a longing to savor unique regional cuisines and local products (Hall & Mitchell, 2001, 2005, in Park et al., 2008).

Yogyakarta continues to uphold numerous traditions through the implementation of diverse cultural activities. One such example is the Gumbreg Ageng traditional ceremony, which serves as a symbol of reverence towards ancestors, the social values of the community, economic values, and the cultural tourism assets (Jatinurcahyo & Yulianto, 2023). This tradition has been transmitted intergenerationally and remains conserved, akin to the kangen market, which is likely to likewise evolve into a tradition for the inhabitants of Yogyakarta..

According to the research findings, the majority of visitors to Kangen Market are young individuals belonging to Generation Z, accounting for 90% of the total visits. According to the research findings, the majority of visitors to Kangen Market are young individuals belonging to Generation Z, accounting for 90% of the total visits. Wachyuni et al (2023) suggest that Generation Z holds significant promise as future tourists. Exhibit a tendency to display interest in the traditional offerings available at Kangen Market. Most of Generation Z are employed as students. This phenomenon occurs due to Yogyakarta's reputation as an educational hub, attracting a significant number of individuals from outside the city who temporarily reside there to pursue their studies. In 2021, there are a total of 109 universities in D. I. Yogyakarta, both public and private, which are overseen by the Ministry of Research, Technology and Higher Education/Ministry of Education and Culture (Ministry of Research, Technology and Higher Education, 2021). This statistic excludes universities that fall under various ministries, such as the Ministry of Religion, and does not account for the number of secondary schools in D. I. Yogyakarta (Arifin et al., 2017).

In order to appeal to tourists, an event or festival must effectively embody the essence of the local community, including its cuisine, cultural traditions, and environmental ambiance (Mason &

Paggiaro, 2009). The primary objective of Kangen Market, a festival, is to safeguard indigenous items, encompassing traditional gastronomic delights, local handicrafts, and artistic presentations (Sari, Maria, & Hapsari, 2020). Kangen Market mostly showcases a wide array of delectable local cuisine. The environment at Kangen Market is specifically designed to emphasize the organizers' focus on local and traditional traditions. The data collected indicates a significant level of public interest in visiting Kangen Market. The guests' incentive to come to Kangen Market stems from their intrinsic desire to do so. Motivation, also referred to as motivation, is an internal element that guides an individual towards a specific activity (Murray, [1969], in Mason & Paggiaro, 2009). The allure of the ambiance and the delectable local cuisine make Kangen Market a popular destination for many visitors. Priatmoko et al (2020) proposed that enhancing the diversity and improving the quality of local gastronomic offerings in unpopular areas can effectively stimulate tourists' inclination to visit. This is due to the substantial expenditure by tourists on meal purchases. Ngawen Temple case study.

Tourists who frequent Kangen Market often delight in a variety of culinary offerings and the unique atmosphere, resulting in a memorable and enjoyable experience. Indeed, a significant portion of the participants express a strong inclination to actively endorse Kangen Market to others. Visitors also concur that one of their primary reasons for visiting Kangen Market is to acquaint themselves with a diverse array of local gastronomic delicacies. Due to its reasonable rates and delectable flavors, Kangen Market successfully caters to the typical individual, leaving them thoroughly content with their dining experience. Previous research has shown that visitor happiness and loyalty are influenced by factors such as performances, facilities, and gastronomic offerings (Lee et al., 2008, as cited in Markovic et al., 2015).

The culinary events likely feature a wide range of local gastronomic options. Kangen Market provides the opportunity to savor a wide array of delectable regional gastronomic pleasures. The wide range of gastronomic options at Kangen Market attracts repeat customers. Culinary festivals offer guests the opportunity to indulge in dining experiences that deviate from their typical habits, serving as a platform for conveying a particular subject (Organ et al., 2015).

Attendees of the Kangen Market found this event as quite beneficial in expanding their understanding of many regional gastronomic delights. As per the participants in this study, the local gastronomic delights, including of indigenous cuisine and beverages, are deemed to be genuine and distinctive. The primary motivation for visiting is the diversity of culinary options, followed by the distinctiveness of the cuisine. The level of visitor satisfaction is significantly elevated. The Kangen Market Festival's charm lies in the diverse and distinctive food offerings it presents. Hence, enhancing both the quantity and quality of these two factors is observed to significantly influence visitor motivation and pleasure. Priatmoko & David (2021) state that Community Based Tourism (CBT) is currently a significant focus of the government.

CONCLUSIONS

Kangen Market is a yearly gastronomic event organized to fulfill people's desire for genuine traditional Yogyakarta culinary delicacies. The findings indicate that individuals are highly perceptive in recognizing the diverse range of local culinary delicacies, distinct from what they are familiar with at Kangen Market. The diverse gastronomic options from different locations often entice visitors to revisit this festival. The Kangen Market event serves as a platform to enhance the recognition and popularity of local

gastronomic pleasures among the general public. Organizers have the opportunity to enhance multiple facets at Kangen Market, including its assortment, gastronomic excellence, and ambiance, thereby fostering a sustained increase in people's inclination to visit Kangen Market. This research aims to elucidate the significance of organizing culinary festivals in order to save traditional culinary delicacies despite the proliferation of novel culinary inventions within society. The research suggests that the most crucial factor in offering items at food festivals is the presence of local culinary diversity and distinctiveness. Most responders are very motivated to frequent food festivals, primarily to explore the local culinary offers. The practical implication of this research is to recommend to the government the importance of maintaining festival activities like Kangen Market. These festivals not only promote local culinary delights but also foster an appreciation of the need to preserve Indonesia's culinary heritage. Festival organizers should also enhance the assortment, distinctiveness, and genuineness of the local cuisine options to deliver a memorable experience.

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