

## Resilience of Traditional Culinary Business in Supporting Sustainable Culinary Tourism

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### Abstract

Makassar is known for its diverse traditional culinary offerings, which play a crucial role in sustainable culinary tourism. This study examines the resilience of traditional culinary businesses, the adaptive strategies implemented, and how tourism contributes to cultural preservation. This research is a bibliometric study. Data sources were obtained from several sources, including SINTA-accredited national journals, reputable international journals (Scopus, Google Scholar, ERIC, DOAJ), theses, and dissertations. Secondary sources were also obtained from magazines, online media, newspapers, and websites. Data were analyzed through data collection, data processing, data visualization, and data interpretation. The study found that this resilience is driven by collaboration between local communities, culinary entrepreneurs, and the government. Preservation strategies implemented include organizing traditional food festivals, culinary tourism packages, and educational programs. Adaptations include modern presentations, the use of environmentally friendly packaging, menu modifications such as vegetarian or fusion versions, and improved hygiene standards. Marketing efforts utilize digital technologies such as social media and collaboration with influencers to reach a younger audience. These innovations, while remaining rooted in culture, maintain authenticity through the use of local ingredients and cultural narratives in promotions. Thus, it can be concluded that the combination of tradition and innovation ultimately strengthens Makassar's culinary identity and increases its attractiveness in sustainable tourism.

**Keywords:** Business Resilience, Traditional Culinary, Tourism, Modern

### Abstrak

Makassar dikenal dengan keanekaragaman kuliner tradisionalnya yang memainkan peran penting dalam pariwisata kuliner berkelanjutan. Studi ini mengkaji ketahanan usaha kuliner tradisional, strategi adaptif yang diterapkan, serta proses pariwisata berkontribusi terhadap pelestarian budaya. Penelitian ini merupakan penelitian Bibliometrik. Sumber data diperoleh dari beberapa sumber seperti jurnal nasional terakreditasi SINTA, jurnal internasional bereputasi (Scopus, google scholar, ERIC, DOAJ), tesis, dan disertasi. Sumber sekunder juga diperoleh dari majalah, media online, koran, dan website. Data dianalisis dengan cara pengumpulan data, pengolahan data, visualisasi data, dan interpretasi data. Hasil penelitian memperoleh data bahwa ketahanan ini didorong oleh kolaborasi antara komunitas lokal, pelaku usaha kuliner, dan pemerintah. Strategi pelestarian yang diterapkan mencakup penyelenggaraan festival makanan tradisional, paket wisata kuliner, serta program edukasi. Adaptasi yang dilakukan meliputi penyajian modern, penggunaan kemasan ramah lingkungan, modifikasi menu seperti versi vegetarian atau fusion, serta peningkatan standar kebersihan. Upaya pemasaran memanfaatkan teknologi digital seperti media sosial dan kolaborasi dengan influencer untuk menjangkau audiens muda. Inovasi-inovasi ini, yang tetap berakar pada budaya, menjaga keaslian melalui penggunaan bahan lokal dan narasi budaya dalam promosi. Maka, dapat disimpulkan bahwa perpaduan antara tradisi dan inovasi pada akhirnya memperkuat identitas kuliner Makassar dan meningkatkan daya tariknya dalam pariwisata berkelanjutan.

**Kata kunci:** Ketahanan usaha, kuliner tradisional, pariwisata, modernisasi



## PENDAHULUAN

Makassar, as one of the big cities in eastern Indonesia, is known for its rich culture and unique culinary heritage. Various traditional dishes such as Coto Makassar, Konro, Pallubasa, and Barongko not only reflect the identity of the Bugis-Makassar people, but are also the main attraction in the tourism sector, especially culinary tourism. However, amidst the development of the modern tourism industry and culinary globalization, traditional Makassar cuisine faces major challenges. Changes in tourist tastes, modern lifestyle trends, and the dominance of fast food are threats to the existence of local cuisine. To survive and attract market interest, local culinary players are required to adapt—both in terms of presentation, promotion, and product packaging.

This research is important to examine how traditional Makassar culinary continues to exist amidst the flow of modernization, as well as how the adaptations are carried out by business actors and culinary communities. Through a literacy approach, this research will explore various scientific references, industry reports, and cultural documentation related to the sustainability of traditional culinary amidst the dynamics of modern tourism.

The development of the tourism sector in various fields in Indonesia has great potential to create many tourist cities and creative cities in the country. For example, Makassar City, as the capital of South Sulawesi Province, has a special strength as a historic city that also showcases natural beauty, such as the famous Losari beach panorama which is currently under development. Makassar City, which functions as the center of government of South Sulawesi, including major cities in eastern Indonesia, contributes significantly to the growth in the number of tourists in South Sulawesi. This contribution is inseparable from the influence of its geographical location and its status as the fifth largest business city in Indonesia, with high economic growth. Makassar continues to make various promotional efforts, positioning itself as a leading tourist destination that combines coastal charm, cultural richness, history, and convention tourism services or MICE: Meeting, Incentive, Conference, Exhibition (Wasilah & Hildayanti, 2019).

The development of tourism in an area is reflected in the number of tourist visits from year to year, as is the case with the city of Makassar. Citing the results of an analysis conducted by the Promotion and Marketing Division of the Makassar City Tourism Office in 2019, the level of domestic tourist visits to the city of Makassar from 2016 to 2019 tended to increase and in 2019 reached 4,949,331 tourists. Meanwhile, the development of foreign tourist visits also showed good progress. The number of foreign tourists arriving in the city of Makassar in the period from 2016 to 2019 was the highest in 2019, reaching 111,147 tourists. This is due to the high interest of foreign tourists to explore more deeply unique destinations and new tourist destinations in the city of Makassar and its surroundings.

The increasing interest from foreign and domestic tourists needs to be utilized optimally by offering more unique and interesting tourist destinations. This includes not only natural, cultural, and historical destinations, but also the potential for regional culinary specialties as tourist attractions. In particular, culinary tourism currently has its own appeal for tourists, because it offers a more special and authentic experience when visiting an area. The potential for culinary tourism is very interesting to develop, and can be part of the local government's agenda, because this type of tourism emphasizes the diversity of food, taste satisfaction, and the uniqueness of each dish. The diversity of culinary specialties in the city of Makassar, such as Coto Makassar, Pisang Epe, Sop Konro, Pallubasa, Sop Saudara, Sarabba, Jalangkote, Baroncong, Sanggara Balanda, and Barongko (Hasan et al., 2018), makes culinary in the city of Makassar contain quite large potential to be developed in order to support the development of culinary tourism potential for local and foreign tourists visiting South Sulawesi, especially the city of Makassar.

Several previous studies have discussed the relationship between traditional culinary and tourism. Wijaya (2019) argued that Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism Research Results: The results show that Indonesian cuisine is very diverse, but has not been fully optimized as a tourism attraction. This study recommends that this mapping be the initial basis for developing a culinary tourism strategy based on local culture. García-Romero, Fusté-Forné & Cañada-López (2022) affirmed that the impact of traditional gastronomy on loyalty to a World Heritage destination A study in a World Heritage destination (Córdoba, Spain) showed that traditional local culinary experiences have a positive correlation with tourist loyalty. Tourists who like local food are more likely to return to the destination and recommend it to others. Local gastronomy also plays a role in building destination identity and strengthening tourists' emotional connection with the place.

Ifrazoglu & Aksoy (2023) explored Iconic Foods of Hatay Cuisine as a Cultural Identity Hatay (Turkey) cuisine was found to be part of Iconic foods such as künefe, muhammara, and tepsi kebabı are recognized not only for their taste, but also for their historical, social, and symbolic value. The study concluded that preserving local foods also means preserving intangible cultural heritage. Büyükşalvarcı, Şapcılar & Yılmaz (2022) Using the Local Food in Tourism Companies, Sample of Konya Most tourism companies in Konya have not optimally utilized the potential of local cuisine in their tour packages. Lack of human resource training, weak promotion, and inconsistent presentation standards are the main obstacles. Research recommendation: there needs to be a collaborative strategy between business actors, local governments, and local communities to promote local cuisine as the main attraction.

Nomishan, Oloidi & Aliyu (2024) Exploring gastronomy brands as value-based motivations for cultural and heritage tourism in Nigeria The study found that local Nigerian food brands (such as jollof rice, suya, and egusi soup) have the power to be value-driven motivators in cultural tourism. Culinary is considered to be a connector of values, stories, and identities of local communities. The study recommends a strong branding strategy for local food to position Nigeria as a culinary and cultural destination in West Africa.

Researchers see that the previous studies above have not specifically examined the strategy of Makassar's culinary resilience and adaptation in the context of modern culinary tourism. Makassar city tourism from the culinary tourism sector, including traditional food. Likewise, in the city of Makassar which has a high cultural tradition and a diversity of traditional foods and foods that have been touched by modernization, it is expected to contribute to the formation of a creative city based on the development of a creative economy with the culinary sector as one of the new tourist attractions. Therefore, this study attempts to examine How is the existence of traditional Makassar culinary maintained in the era of modern culinary tourism? The objectives of analyzing the resilience of traditional Makassar culinary in the modern culinary tourism industry. identifying forms of traditional culinary adaptation to changes in tourism trends. assessing the impact of this adaptation on the sustainability of local culinary culture, knowing what culinary potentials can be developed in supporting the city of Makassar as a culinary tourism city, obstacles in the development of culinary tourism.

## METODE

This study uses Bibliometric analysis is a statistical investigation of the current state of the study of a particular subject area using quantitative analysis of articles on a particular topic (Mayr & Scharnhorst, 2015). Therefore, the purpose of this study is to conduct a comprehensive evaluation of the existing academic paper database on the Resilience of Traditional Culinary Businesses in Supporting Sustainable Culinary Tourism. This study uses a qualitative approach with a literature research method (library research). Literature research is a method that relies on written sources such as books,

scientific articles, journals, reports, documentation, and other relevant academic sources to answer the problem formulation. This approach was chosen because the focus of the research is to explore thoughts, theories, and results of studies that have been carried out related to the existence and adaptation of traditional culinary in the context of culinary tourism.

The main data sources in this literature study research include primary data in the context of literature studies are the main sources that contain relevant research results or theories, such as: National and international indexed scientific journals (Google Scholar, DOAJ, SINTA, Scopus), dissertations, theses, or theses that discuss traditional culinary or culinary tourism, Academic books related to culinary, culture, and tourism. Secondary data are supporting or complementary sources, which include: Trusted popular articles (newspapers, magazines, online media), Local government websites (Makassar Tourism Office, Bappeda), Reports on culinary tourism promotion activities by industry players or local communities.

The bibliometric analysis process is carried out through several stages, namely data collection, data processing, data visualization, and data interpretation. Data collection is done by gathering data from various relevant sources. Then, the data is processed and analyzed using appropriate bibliometric methods. Furthermore, the results of the analysis are visualized in the form of tables and narratives. These visual data are interpreted to reveal important findings and identify research trends.

## HASIL DAN PEMBAHASAN

### The Existence of Traditional Makassar Cuisine in the Tourism Industry

Traditional Makassar cuisine is an integral part of the cultural identity of South Sulawesi. Dishes such as Coto Makassar, Konro, Pallubasa, Sop Saudara, and Barongko are not just food, but also cultural narratives that have been passed down from generation to generation. The existence of this cuisine is not only maintained locally, but has also been known nationally through cultural promotion and migration of the Bugis-Makassar people to various regions. Based on the results of a literature review from sources such as Rahim (2022) and Nurhayati (2021), the existence of this cuisine remains strong due to several factors: Cultural support: Traditional cuisine is still used in traditional ceremonies, religious celebrations, and family activities, so it does not lose its social meaning.

The existence of traditional Makassar cuisine in the tourism industry is not only determined by the richness of its taste or history, but also by the extent to which the food is preserved, adapted, and promoted sustainably. Synergy between communities, business actors, academics, and the government is key to ensuring that Makassar's traditional food not only survives, but also develops into a superior and competitive tourism identity.

#### 1. Cultural and Historical Factors

Makassar has been an important port city since the Gowa-Tallo kingdom until the Dutch colonial era, making it a center of cultural exchange. This process also has an impact on the development of traditional cuisine that is rich in flavor and influenced by intercultural interactions. Coto Makassar, for example, comes from the tradition of cooking with special spices inherited from ancestors and is believed to be a nutritious and powerful food, often served at traditional and religious events. The existence of this cuisine continues to live because it is still part of cultural rituals such as weddings, traditional ceremonies, and thanksgiving events. Culinary is a language that unites the people of Makassar in various important events, making it existential socially and symbolically.

#### 2. The Role of MSMEs and Local Communities

The existence of traditional Makassar cuisine is also supported by thousands of micro, small, and medium enterprises (MSMEs) spread throughout the city. Warung Coto in Makassar not only provides food, but also becomes a social space where various levels of society meet. These MSMEs are often managed from generation to generation by families and become part of the "local business identity".

3. Existence in the Digital Realm and Tourism Promotion

With the development of technology, the existence of Makassar culinary has now also penetrated the digital world. Many social media accounts, culinary sites, and video platforms such as YouTube document and review the experience of eating in Makassar. Instagram and TikTok, for example, have become indirect promotional media for Makassar culinary because of the uploads of photos and videos of food that attract tourists. The Makassar City Government itself has launched a culinary tourism promotion program as part of the city's branding strategy. Culinary festivals, regional food bazaars, and culinary-based thematic tourism promotions have become part of the Tourism Office's promotional agenda. Programs such as "Makassar Culinary Night" or "Culinary Walks" are routinely held to reintroduce local food to tourists.

4. Challenges to Existence

Although its existence is still strong, traditional Makassar cuisine faces a number of serious challenges in the era of modern tourism: Changes in the tastes of the younger generation, who prefer fast and practical food, making traditional cuisine marginalized if not modified or reintroduced in an interesting way. Lack of regeneration of traditional culinary entrepreneurs, because many young people are reluctant to continue the family business or consider it less prestigious. Global culinary competition, where fast food restaurants and foreign food become competitors that are more easily accessed and promoted digitally. Lack of standardization and documentation of recipes, so that the quality of traditional food can vary and reduce the authentic experience of tourists.

5. Strategy to Maintain Existence

Maintaining the existence of traditional culinary in the tourism industry is not enough just by maintaining the original taste and form, but requires a strategic and cross-sector approach. Some strategies that have been identified in the literature and field practice include: Culinary training and education for the younger generation through vocational schools, MSME training, and recipe digitalization programs.

### **Forms of Adaptation of Traditional Makassar Cuisine**

To maintain its existence in the era of modern culinary tourism, traditional culinary business actors in Makassar have carried out various forms of adaptation. Based on studies by Sari & Mahendra (2020) and Rosnawati (2020), these adaptations include:

1. Presentation Adaptation

Traditional dishes such as Coto Makassar and Konro are now served in smaller, more aesthetic portions to suit the "instagrammable" trend and preferences of urban travelers.

2. Food packaging for take away and online services is designed to be more modern while still including traditional elements such as Bugis woven motifs.

3. Taste Adaptation and Menu Innovation

Some culinary players have created new variants that are "lighter" or vegetarian-friendly, such as Barongko without sugar or Pallubasa with vegetable coconut milk.

4. New menu innovations such as Coto Burger or Konro in the form of rice bowls are adaptive strategies that maintain basic flavors, but follow fast food trends.

5. Promotion and Technology Adaptation



The use of social media such as Instagram, TikTok, and YouTube is being utilized massively to promote traditional food to the millennial tourist segment.

6. Delivery service platforms such as GoFood and GrabFood also support the distribution of traditional foods to a wider market.
7. Some businesses use QR codes to tell customers the history of food as a form of digital education.

### Implications of Adaptation for the Culinary Tourism Industry

The adaptation carried out by traditional culinary actors in Makassar has significant implications for strengthening the culinary tourism sector in this city, including: Increased Tourist Attraction. Domestic and foreign tourists are increasingly interested in exploring authentic experiences through local culinary that is packaged in a modern and attractive way. This can be seen from the many positive reviews of Makassar culinary tourism on platforms such as TripAdvisor and Google Reviews. Increasing the Competitiveness of Small Businesses Culinary MSMEs that are able to adapt digitally have proven to experience increased sales and are better known. This shows that adaptation is one of the keys to survival in the modern tourism industry. Sustainable Economic and Cultural Potential Traditional culinary is not only an economic product, but also a means of preserving culture. If adapted properly, culinary can be a tool of cultural diplomacy that strengthens the image of Makassar City as a leading culinary tourism destination in eastern Indonesia.

### Synthesis Analysis

Based on the results of the literature review, it can be concluded that the existence and adaptation of traditional Makassar cuisine are intertwined. Existence is not enough just by preserving the taste and recipe, but also requires adjustment to current tastes and technology. Meanwhile, adaptation should not sacrifice the cultural identity inherent in the traditional food. Thus, strengthening the culinary tourism sector in Makassar must prioritize synergy between cultural preservation and modern innovation. Collaboration between local governments, culinary communities, and business actors is needed to realize this.

Based on the results of the literacy study that has been carried out in this study, the researcher identified typical culinary menus in Makassar City as seen in table 1 below.

**Tabel 1. List of Typical Culinary Delights of Makassar City**

Main Specialties	Various Special Soups	Main Specialties	Various Special Soups
Grilled Fish	Coto Makassar	BarongkoEpe'	Sarabba
Parape' Toppa	Saudara Thicked	Banana Ijo	Passion fruit juice
Pepper	Soup	Cendolo Banana	Dutch Eggplant
Chicken Gagape'	Konro Soup	Dutch Sanggara'	Juice Young
Sate Makassar	Pallubasa Barobbo	Cucuru' Bayao	Coconut Ice Pallu
Juku' Pallumara	Kapurung	Bolu Peca'	Butung Ice
Pallu Kaloa Konro	Dry Noodles	Jalangkote	
Bakar Juku Pallu		Bikang Doang	
Ce'la Bebek		Lumpia Makassar	
Palekko'		Gogoso'	
Grilled Milkfish			

In addition to the typical menus, several restaurants and eateries have also adapted their menus by collaborating traditional menus with more modern variants, for example French green banana, mozzarella chicken, Premium Grilled Konro, there is a

Seafood Bucket with 4 choices of sauces. While at Angkringan Haebong, there are contemporary menus with local ingredients such as Cimidang (shrimp cimi-cimi), for the types of contemporary apang cakes, among others, there are Apang Ashiaap Keju, Apang Ashiaap Thor, Apang Ashiaap Halilintar. Several types of Creative Industries in the Culinary Sector such as various dry and wet cakes, Yasmin Cookies, traditional cakes, Sponge Cake, Cassava Skin Chips, Marning Corn and Peanuts, Apang Paranggi, traditional Kapurung cuisine, Burger Chips, UD Arios, Catering, bakery business, noodle factory, ice cream business, tofu factory, Passion Fruit/Abon/dodol, Catfish/Gabus Fish Floss, Putu Cake, Jhiyara Chocolate, Alif ain Bakery, Bun-Bun Ice Roll, Seaweed Processing, Fish Processing, Sponge Cake, Seaweed Chips, Hidden Beans, Catfish Meatballs, Catfish Nuggets, Catfish/Gabus Fish Floss, Baruasa Cake, Hammer Cake, Tempe Maker, Makassar Bakery, Fish Floss Eggs, Squid Crackers and Fresh Fish Floss, Ready-made Vegetables, Stir-fried Lombok, Crazy Stuffed Tofu, Manado Porridge, Sarabba, Sweet Potato Soup, Peppe Banana, various chocolates, and others.

### SIMPULAN

Based on the results of the literature analysis that has been carried out, it can be concluded that: (1) The existence of traditional Makassar culinary is still maintained to this day, supported by cultural factors, preservation communities, and media promotion. Foods such as Coto Makassar, Konro, and Barongko are still symbols of Bugis-Makassar cultural identity and the main attraction in the culinary tourism sector. (2) Adaptation to changing times is carried out through innovation in presentation, packaging, flavor variations, and the use of digital technology for promotion. This adaptation process does not eliminate traditional values, but instead becomes an effort to preserve them in a new form that is more relevant to the current generation. (3) The implications of this existence and adaptation process are very significant for the culinary tourism industry. Tourists are increasingly interested in destinations that are able to offer authentic yet modern experiences. Traditional culinary that is packaged innovatively not only strengthens local cultural identity, but also becomes a driver of the growth of the creative economy and MSMEs in Makassar City. Thus, traditional Makassar culinary can continue to exist and develop in the flow of tourism modernization if it is carried out with an adaptive strategy that remains based on cultural values.

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