



Touristic and Cultural Perspectives on Traditional Food: *Peuyeum* Bandung

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Cimeunyan Village, Mandalamekar Village, and Mekarsaluyu Village in Cimenyan District, Bandung Regency are one of the famous *peuyeum* producing centres in the Bandung area. Studies show that there is a close relationship between tourism and food marketing in a location. This is the case with the *Peuyeum* Bandung. Based on these considerations, the study aims to describe the traditional food culture of *Peuyeum* Bandung from the perspective of tourism. This research was carried out by quantitative and qualitative methods, which determined indicators related to food preferences, namely: taste, shape, colour, appearance, and presentation. The survey was conducted using a questionnaire tool which was distributed to 100 respondents consisting of 50 general public people and 50 tourists. Apart from that, a survey was also conducted through unstructured interviews to producers and government agencies that are relevant to this business. The method of analysis involved descriptive statistics. Furthermore, a synthesis was carried out from the results of the analysis, especially in the perspective of tourism through traditional food culture. The findings of the study is that *Peuyeum* Bandung is still appealing, especially the taste factor.

Key words: *Culture, Indonesia, Tourism, Place, Traditional-Food*

Introduction

Food is a cultural characteristic of an area. Food is a key aspect of the travel experience and tasting a country's food is important for understanding its culture. O'Halloran (2015), as well as Syafrudin (2018) said that the diversity of traditional foods strongly supports the conception of traditional food as an attractive element of a culinary tourism.