

## Preservation of ‘*Jenang*’ as Gastronomy Tourism in Yogyakarta

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**Abstract:** *Jenang* is a typical Indonesian food made from a mixture of glutinous rice or rice flour mixed with coconut milk and brown sugar. *Jenang* is a traditional food that is still very popular and loved by many people, especially the people of Yogyakarta. The purpose of this study is to determine the philosophy of *jenang* and its processing methods, materials, and tools used in the process of making traditional *jenang* as a gastronomy tourism conservationist. The research method used is a qualitative research method where the objects of this research are five different kinds of *jenang*, which include *jenang sumsum*, *jenang candhil*, *jenang procot*, *jenang abang putih*, and *jenang ireng*. Meanwhile, the subjects of this study are gastronomy experts and traders or producers of *jenang* makers. The sample population in this study were traders or producers of *jenang* makers purposively. Therefore, the data collection techniques in this study were using interviews, observation, documentation and literature study. Furthermore, the data analysis in this study is using data reduction, data presentation and drawing conclusions. The results of this study indicate that the philosophical meaning of these five *jenang* is safety and welfare in living daily life. While, the ingredients used are local ingredients such as rice flour, coconut milk, Javanese sugar and others.

**Keywords:** gastronomy tourism; *jenang*; traditional food preservation

### INTRODUCTION

Culinary tourism has great potential to become one of the leading tourisms in Indonesia. Indonesian cuisine is very diverse, ranging from sweet and savory dishes. There are also traditional appetizers to desserts. Food and drinks are a necessity while traveling, and can even be a reason for tourists to travel. When tourists visit a tourist destination, according to a survey from the World Food Travel Association, tourists can spend around 25% on food and drinks from their travel budget. There are a variety of foods and drinks in many areas of Indonesia that are unique and can make tourists spend time walking around trying various foods and drinks available.

Yogyakarta is one of the favorite destinations to be visited by many tourists from outside the region and even abroad. There are many types of culinary that can be tried, ranging from street food to five-star restaurants. Now it's even easier to find culinary delights that are being discussed or viral in an area because of access to social media. Not only contemporary food, such as all you can eat at Korean restaurants, meatball aci, seblak, which are very popular.

Traditional food such as *jenang* is still one of the favorite breakfast menus for the people of Yogyakarta. In fact, it is not uncommon for government agencies to order *jenang* as a breakfast

menu for their employees, so that at large events they also order jenang as one of the menus served.

Tourists can still find jenang producers in traditional markets in Yogyakarta. Starting from jenang which is still cooked in traditional to modern ways, there is even jenang that has been in production since the 1950s. Various producers of jenang can be found easily by accessing the Google search engine. The price is also fairly cheap, most jenang producers sell from Rp. 5,000 to Rp. 10,000. Many types of jenang are still being marketed in Yogyakarta, there are white brother jenang, procot jenang, sum-sum jenang, item sticky rice jenang, candhil jenang, pearl jenang, and others. How to wrap the jenang is still there who uses the traditional way, namely using banana leaves. Tourists can experience more than just a jenang culinary tour, they can also witness how jenang is made, what the meaning or philosophy of each jenang is, what tools and materials are used in making jenang.

In 1825, a French judge and politician, Jean Anthelme Brillat-Savarin introduced the term gastronomy in his book entitled *The Physiology of Taste: Or, Meditations on Transcendental Gastronomy*. It is stated, "Gastronomy is the knowledge and understanding of all that relates to man as he eats. Its purpose is to ensure the conservation of men, using the best food possible". Jean Anthelme defines gastronomy as the study of anything that can be eaten by humans or anything that can satisfy the human need to eat. According to Santich B in Krisnadi (2018), gastronomy is a guide in various ways that involve everything about food and drink. The study is very interdisciplinary which is related to the reflection of a history, the impact of culture and the environment on "how (how), where (where), when (when), and why (why)".

Jenang has been mentioned in the *Serat Lubdaka* written by Mpu Tanakung in the era of the Kediri Kingdom, as well as proof that the Javanese people are closely related to jenang. Jenang has various philosophies depending on the type of jenang. According to Eko & Setiawan (2020) in their research, the philosophy of jenang abang putih is the origin of God creating humans, namely the meeting of sperm cells with egg cells. White is a symbol of the father while red is a symbol of the mother. This contains the value of character education in the form of religious values. Meanwhile, according to Estiyardi & Andriyanto (2018) in their research said that jenang procot or jenang jalan is intended to find out the path of the fetus so that the way for the fetus to exit is smooth until birth.

There are still many people who are willing to come in the morning to be able to buy jenang as a breakfast menu, the same as at Jenang 8 Rasa Bu Jum which is located at Pasar Kranggan Yogyakarta. Jenang Bu Jum or whose full name is Jamiyam has been around for almost 10 years and has been known by many people, since the morning many people have lined up to buy Bu Jum's jenang. In this study, we will analyze the philosophy of jenang, what methods and tools and materials are used in processing jenang. The aims of this study are: (1) What is the philosophy of jenang according to Javanese beliefs and culture? (2) What are the processing methods, materials, and tools used in the process of making traditional jenang food as a gastronomic tourism preserver?

## THEORITICAL REVIEW

### Preservation

According to the Big Indonesian Dictionary (KBBI) preservation is the process, method, act of preserving; protection from destruction or damage; preservation; conservation. Preservation is an effort that humans can do to maintain and protect both nature, history, and culture so that they are not forgotten and simply lost.

## History Preservation

Indonesia is one of the countries with a long and quite old history in Asia. Several great kingdoms were born in the archipelago, which was the name of Indonesia in the past. History has an important role in assessing the progress of a country's civilization. then the delivery of history and historical relics needs to be preserved so that they are not lost and forgotten (Atmaji & Nursyifani, 2019).

## Cultural Preservation

Indonesia is an archipelagic country that has so many tribes and cultures. However, so many cultures are now starting to be marginalized by foreign cultures that are starting to penetrate and set aside our culture (Suryawan, 2020). Cultural preservation is very necessary to bring back cultural values not to just disappear.

## Traditional Food

Traditional food is food whose recipe is the result of generations, the taste of which is created unique to a particular area and enjoyed in that area. In the manufacture of traditional food, the role of culture is very important, namely in the form of skills, creativity, a touch of art, tradition and taste. The higher the culture of a community, the wider the variety of forms of food and the more complex the way it is made and the more complicated the way it is served. (Hasnah & Nugroho, 2021). According to Marwanti (2000) in Savira & Suharsono (2013) explains that traditional food has the meaning of everyday people's food, either in the form of snacks, or special dishes that have existed in the days of their ancestors and are carried out from generation to generation. Traditional food can not be separated from the color of the existing culture. It can be concluded that traditional food is food whose recipe has been passed down from generation to generation, its processing is still unique to the area, its taste is unique, and it has a philosophy related to the culture that exists in the area.

## Gastronomy Tourism

Gastronomic tourism is another way to enjoy tourist attractions while also preserving culture through efforts to preserve culture in the food and beverage sector or commonly called culinary tours (Brillat-Savarin in Sufa, S. et al 2020). According to the Global Report and Food Tourism in Budiharty.S, et al (2019), culinary tourism is a segment of the culinary industry that is growing rapidly, therefore, tourism industry players in each country must understand the importance of developing culinary tourism on a local, regional and national scale. . On the other hand, culinary plays an important role in increasing tourist attraction; increase the number of tourists; improve the tourist experience; strengthen regional identity; and stimulation of growth in other sectors. It is clear that cuisine contributes to a sustainable influence on tourist destinations. (Bhudiharty, 2019).

## Jenang

*Jenang* is a traditional Javanese food that has existed before Hindu religion entered to Java, approximately 4th century BC. *Jenang* is usually made from rice flour or glutinous rice flour with a mixture of coconut milk, brown sugar, sugar, etc. The presence of *jenang* itself is believed to be the result of community creativity, uniquely *jenang* is always present in important events such as traditional wedding ceremonies, pregnancy ceremonial, baby born ceremony, memorials for people who have died, and traditional Javanese and other religious events.

## RESEARCH METHOD

The type of the research used in this study is qualitative. The object of this research is the traditional Indonesian food available in Yogyakarta. This study aims to describe the philosophy of *jenang*, the recipe of *jenang*, and the food processing as a gastronomic tourism preservation. While the subjects in this study were 5 *jenang* traders, gastronomic experts, and culinary experts in the Yogyakarta. The samples population in this study were 5 types of *jenang* which were selected by purposive sampling method with the following criteria: 1) *jenang* has a philosophy, 2) the food is popular among the public, 3) *jenang* is easy to find in Yogyakarta area. Meanwhile, the data collection techniques in this study were using in-depth interviews, observation, documentation, and literature. The data analysis in this study employs a framework proposed by Miles and Huberman, namely data reduction, data presentation, and conclusions.

## RESULT AND DISCUSSION

### Bu Jum's 8 Variations of Jenang

Bu Jum's 8 variations of Jenang is one of *jenang* producers who are still actively selling their products in the market. Located at Kranggan Market, Bu Jum's 8 variations opens every day starting at 08.00WIB. Mrs. Jum said, if it is busy, it closes at 11.00 WIB, but if it is quiet, it usually closes at 13.00 WIB. At Kranggan Market, Jenang Bu Jum is outside the market, so you can easily find it when looking for it. All *jenang* was made by Bu Jum herself, she said she didn't want to be helped by outsiders or other than her family. Preserving the authenticity of the taste is the most important thing, so all the recipes and the manufacturing process are done in-house. Now Jenang Bu Jum is also expanding its market, the *jenang* can be ordered through an online ordering application. Mrs. Jum has started a business selling *jenang* since almost 10 years ago, until now many media have covered about Jenang 8 Rasa Mrs. Jum.



Figure 1. The location of Bu Jum's 8 variations of Jenang

Source: Personal documentation (2022)

### Jenang Gastronomy

### Jenang Ngangrang

*Jenang ngangrang* is a *jenang* made from glutinous rice mixed with brown sugar, it is usually served with a savory coconut milk sauce. The philosophy of this *jenang* is that humans must

be able to control their angry emotions, so that their power can be useful for others. The table below illustrates the materials, tools, and processing methods.

Tabel 1. Jenang Ngangrang

Ingredients	Tools	How to cook
Stucky rice flour	Basin	Soak for a 1 hour, then drain it
Brown sugar	Knife, <i>Cutting board</i>	Thinly slice the brown sugar and set it aside
Water pandan leaf, Brown sugar, Sticky rice flour, Salt	Pan, Stove, Spatula	Boil them together, after that, add the tricky rice flour and stir it until they absorbed
Coconut milk, Salt, Pandan leaf	Leaf, Stove, Spatula	Cook all ingredients until they are boiling

Source: Field Observation (2022)



Figure 2. Jenang Ngangrang

Sumber: Personal Documentation (2022)

### Jenang Sum-Sum

Jenang sum-sum is a white jenang made of large flour. Jenang sum-sum is usually served with brown sugar sauce or commonly called kinca sauce. This pure white jenang is believed to be a symbol of a clean heart and well-being. Jenang sum-sum is usually served at the weddings because it is believed to bring health, blessings, and strength to the married couple. The following table below describes the materials, tools and how to process it:

Tabel 1. Jenang Ngangrang

Ingredients	Tools	How to cook
Rice flour, Coconut milk, Water	Pan, Spatula	Mix all ingredients, stir it until well blended
Pandan leaf	Pan, Stove, Spatula	Boil the rice flour on low heat, adad pandan leaves. Keep stirring so it does not burn, cook until the mixture is thickness

Water, Brown sugar, Pandan leaf	Pan, Stove, Spatula	Boil the brown sugar mixture until it boiling, then stir it until the brown sugar dissolves
Brown sugar source	Bowl, Filter serving bowl	Strain the brown sugar Pour <i>jenang sum-sum</i> into a serving bowl, flush with brown sugar on it

Sumber: Field Observation (2022)



Figure 3. Jenang Sum-sum

Sumber: Personal Documentation (2022)

### Black Sticky Rice Jenang (Jenang Ketam Hitam)

This item is made from black sticky rice which is boiled until it soft, this *jenang* can be served with coconut milk. It is usually served warm, but many are also sold by adding ice cubes and syrup. *Jenang ireng* is usually served at various religious events including the celebration of women pregnancy because it is believed to bring blessings for the mothers. The followings are the tools, materials, and how to process it:

Table 3. Jenang Ketan Item (Black Sticky Rice Jenang)

Ingredients	Tools	How to cook
Black sticky rice, Water	Baskom	Soak the black sticky rice for about 2 hours, then drain the water
Black sticky rice, Water	Panci, Kompor, Spatula	Boil water and black sticky rice until it is boiling or soft
Salt, Pandan leaves, Pan, Stove, Spatula, Brown Sugar sugar (optional)	Panci, Kompor, Spatula	Add salt, brown sugar and pandan leaves into black sticky rice stew, stir gently until done. After it is getting thickness then drain it.
Thick coconut milk, salt, pandan leaves, stove, pan	Kompor, panci	Boil coconut milk with salt and pandan leaves over the medium heat

Sumber: Observasi Lapangan (2022)



Gambar 3. Ketan Item

Sumber: Dokumen Pribadi (2022)

### Jenang Candil

Jenang candil is a type of jenang that contains brown and chewy spheres, this is a characteristic of jenang candil. Jenang is served with thick coconut milk, so the combination of sweet and savory is perfect. Jenang Candil is usually served at family events because it is believed to be a symbol of harmony. The materials, tools and how to process them are as follows:

Table. 4 Jenang Candil

Ingredients	Tools	How to Cook
Flour, Water	Bowl, Plate	Mix the rice flour with water until smooth, shape into rounds and place on a plate
Water, Brown sugar	Stove, Pan	Boil brown sugar until it dissolved
Candil batter	Stove, Pan	Pour the <i>candil</i> mixture into sugar solution, then stir until the water shrinks. After that drain it.
Thick coconut milk, Salt, Pandan leaves	Stove, Pan, Spatula	Cook thick coconut milk, salt, and pandan leaves. Then, cook over medium heat, stirring until it boils.
	Serving bowl	Serve <i>candil</i> with the finished coconut milk

Sumber: Field Observation (2022)



Figure 4. Jenang Candil

Source: Personal Documentation (2022)

### Jenang Pati Garut

*Jenang pati garut* is *jenang* made from *tapioca* flour and is usually added with sliced untuk bagian ini. sweet potatoes. The taste is sweet and the texture is very soft. Many people love this kind of *Jenang* because of its taste. The philosophy of *jenang pati garut* is to melt one's passion and surrender to God. Here are the tools, materials, and how to process them:

Tabel 5. Jenang Pati Garut

Ingredients	Tools	How to Cook
Sweet potato	Knife, <i>Cutting board</i> , Basin	Peel the sweat potatoes and then wash them thoroughly, then cut into cubes.
Starch and Water	Spoon, Bowl	Dissolve the starch with water in a bowl
Water, Sweet potatoes, Brown sugar, and Water	Stove, Pan, Spatula	Boil the water, the add all the ingredients. Cook them until parbolied
Starch solution	Stove, Pan, Spatula	Add the starch solution little by little while stirring it until it boils
Coconut milk, Salt, Pandan coconut	Stove, Pan, Spatula	Cook all ingredients until boiling, then <i>Jenang</i> is ready to serve with coconut milk

Sumber: Personal Observation (2022)





Figure 5. *Jenang Pati Garut*

Source: Personal Documentation (2022)

## CONCLUSION

One way to preserve *jenang* as a gastronomy tour is by introducing how to process and tell the story behind making *jenang* at *Jenang 8 Rasa Bu Jum* both verbally and visually between traders and tourists. Each *jenang* has a different philosophy, but still has something to do with culture and human life. This interaction will make tourists get new experiences and new knowledge about *jenang* and to participate in *jenang* conservation. The experience gained by tourists will allow tourists to tell stories to their family, friends, and colleagues as well as recommendations for tours that can be done when visiting Yogyakarta. That way *jenang* can continue to be preserved and can increase the number of tourist visits to Yogyakarta.

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