

DIGITALIZATION OF LEGENDARY FOOD AS A SUPPORT OF CULINARY TOURISM IN THE CITY OF YOGYAKARTA

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ABSTRACT

This study aims to 1) produce mapping data for legendary culinary delights in the city of Yogyakarta, and 2) produce a media that is used as a reference for travellers in the city of Yogyakarta.

This study uses a descriptive research method, to find out the mapping of legendary culinary delights and to make a legendary culinary digital map application. Data analysis used is test case analysis (Guttman scale) to determine successful access from the application, and USE Questionnaire for users. The location of this research is in the city of Yogyakarta. The research was conducted by conducting interviews, observation and documentation.

The results of this study are 1) Mapping of legendary culinary delights in the city of Yogyakarta is differentiated based on the age of the business and the type of food sold. From the mapping of business ages, there are 60 businesses with a total of 6 businesses under 25 years old or 10%, 18 or 30% between 25-50 years of age and 36 businesses or 60% of the total business age above 50 years. While the categories based on the type are souvenirs, market snacks, bakso, soto, bakmi, gudeg, drinks (traditional and fresh drinks), restaurants and restaurants. 2) From the results of the mapping, a legendary culinary digitization map application has been made with the results of validation by media experts stating that it can be accessed easily and smoothly, while the results of trials by application users with the results of this application users strongly agree with this application with a percentage of 67.14%, respondents who agreed 31.9%.

Kata Kunci: *digitization, legendary culinary*