

The Preservation Ecosystem of Toge Goreng: An Analysis of Tourist, Youth Generation, and Culinary Business Perspectives in Achieving the Sustainability of Bogor's Traditional Cuisine

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ABSTRACT

Purpose: This study aims to explore digital promotion strategies and presentation innovations as efforts to increase the interest of younger generations and tourists in *toge goreng*, a traditional dish from Bogor, and to support the preservation of local culinary heritage.

Research method: The research adopts a descriptive qualitative approach using a case study strategy in several key culinary locations in Bogor, including Jalan Suryakencana, Pasar Ah Poong, and the area surrounding Bogor Botanical Gardens. Data were collected through in-depth interviews, participatory observation, semi-structured questionnaires, and documentation from social media and culinary articles. Thematic analysis was conducted with the aid of NVivo 15 to identify key patterns and themes. Data validity was ensured through triangulation of sources and methods, and adherence to ethical research principles.

Results and discussion: Findings reveal that *toge goreng* is perceived as a symbol of local identity, yet its popularity among young consumers is declining due to modern food trends and limited online visibility. Despite the growing trend in gastronomic tourism, *toge goreng* lacks competitive appeal due to minimal innovation and promotion. However, opportunities exist in developing creative presentation techniques and leveraging digital platforms such as Instagram and TikTok. Cultural values remain a key element, and maintaining authenticity while modernizing the experience is essential. Collaboration among local vendors, tourism stakeholders, and content creators emerged as a strategic pathway to revitalize interest in *toge goreng*.

Implications: This research underscores the need for a holistic and collaborative approach in preserving traditional foods like *toge goreng*. Practical implications include integrating digital marketing strategies, empowering local food entrepreneurs with training in visual branding, and fostering cross-sector partnerships. The study contributes to the discourse on cultural preservation in the context of modern food consumption and offers a replicable model for promoting other underappreciated traditional dishes within the broader scope of sustainable gastronomic tourism.

Keywords: Toge Goreng, Culinary Preservation, Digital Promotion, Culinary Innovation

INTRODUCTION

Traditional cuisine is one of the fundamental elements of a region's cultural identity. Every region in Indonesia has its own distinctive culinary heritage, which forms part of its cultural legacy as well as a tourism attraction. As a country with vast ethnic and cultural diversity, Indonesia boasts a wide variety of traditional foods passed down through generations. One such dish with a long-standing history is *toge goreng*, a traditional food from Bogor that has become a part of the city's culinary culture.

Toge goreng is a dish made from bean sprouts, served with yellow noodles and *ketupat* (rice cakes), then topped with oncom-based sauce that has a savory, spicy, and slightly sour flavor. The dish is unique because, despite its name, it is not actually fried but rather briefly sautéed or blanched in hot water. *Toge goreng* has become part of everyday life in Bogor, served both as home-cooked food and as street food commonly found in food stalls and culinary centers. However, amid modernization and globalization, the existence of this traditional dish is facing serious challenges.

In recent years, changing consumption patterns have impacted the survival of traditional cuisine. Globalization has introduced various modern food trends packaged with attractive marketing strategies. According to research by (Gretzel, 2021), the culinary industry today is dominated by the concept of food tourism, which emphasizes gastronomic experiences driven by innovation and digitalization. This trend has made it increasingly difficult for traditional dishes like *toge goreng* to compete with more popular modern foods among younger generations.

Based on a report by the Bogor City Office of Tourism and Culture (2022), the number of tourists visiting Bogor reaches 2.5 million people per year, with most drawn to natural attractions and culinary experiences. However, only about 30% of these tourists specifically try traditional dishes, including *toge goreng*. This data indicates that although Bogor's gastronomic tourism holds significant potential, traditional foods such as *toge goreng* have yet to become a primary attraction.

Furthermore, a survey conducted by the Bogor Culinary Enthusiasts Community (2023) shows that 60% of young people in Bogor prefer modern foods such as burgers, sushi, or various fast-food items over traditional dishes. The main reasons cited are the lack of innovation in traditional food presentation and limited exposure on social media. These findings align with research by Stone et al. (2022), which states that youth consumption habits are heavily influenced by digital trends, including influencer recommendations and digital marketing strategies.

In the context of gastronomic tourism and cultural preservation, several theories can serve as a foundation for this research. The Gastronomic Tourism Theory (Okumus, 2021) explains that food functions not only as a basic necessity but also as a key attraction in the tourism industry, suggesting that *toge goreng* has the potential to be developed as a component of gastronomic tourism appealing to both domestic and international tourists. To ensure its sustainability, the Cultural Heritage Preservation Theory (Smith, 2006; updated by Timothy, 2020) emphasizes the importance of preserving cultural heritage by involving local communities, including the active roles of vendors, culinary communities,

and government in maintaining and promoting traditional foods. In terms of tourists' preferences for local food, the Local Food Consumption Model (Björk, 2022) explains that local food consumption is influenced by taste expectations, recommendations, and marketing strategies—therefore, innovations in presentation and digital media utilization can enhance the appeal of *toge goreng*. However, psychological factors such as attitudes toward new foods also play a role, as described in the Food Neophobia and Neophilia Theory (Dovey, 2021), which shows that young people tend to be more open to trying new foods when they are attractively packaged. Therefore, an experience-based marketing approach, as explained in the Experiential Marketing Theory (Brakus, 2022) becomes relevant—where consumers' experiences in enjoying *toge goreng*, both through storytelling about its history and innovative presentation, can enhance its appeal.

This study focuses on analyzing the preservation ecosystem of *toge goreng* from the perspectives of tourists, young people, and business actors. Specifically, it examines how digital promotion strategies and presentation innovations can increase the interest of youth and tourists in *toge goreng* as one of the traditional culinary icons of Bogor, and how these efforts can support the sustainability of traditional culinary practices in the city. The study considers the role of entrepreneurs, culinary communities, and the government in creating an ecosystem that supports the preservation and promotion of *toge goreng* amid the challenges of globalization and shifting consumption cultures.

RESEARCH METHODS

This study employs a descriptive qualitative approach with a case study strategy to explore the perceptions of local communities, culinary business actors, and tourists toward *toge goreng* as a culinary heritage of Bogor within the context of sustainable gastronomic tourism. The research is focused on culinary centers in Bogor City, such as Jalan Suryakencana, Pasar Ah Poong, and the area around the Bogor Botanical Gardens, selected based on the concentration of traditional food vendors and interactions with tourists.

Data collection techniques include in-depth interviews with vendors and tourists, participatory observation, semi-structured questionnaires distributed to local residents and visitors, as well as documentation from social media and culinary articles.

The collected data is analyzed using thematic analysis with the assistance of NVivo 15 software to identify key patterns and themes such as cultural perceptions, food preferences, and marketing strategies. The validity of the data is ensured through triangulation of sources and methods, as well as consistency checks across interviews, observations, and documentation. The study also adheres to ethical principles, including maintaining the confidentiality of informants and avoiding bias in interpretative analysis, to ensure valid and objective results.

RESULTS AND DISCUSSION

Data analysis in this study was conducted using NVivo 15 software to examine interview data from the research informants. This application facilitates the organization, processing, analysis, and reporting of data, particularly considering that qualitative data tend to be voluminous and unstructured. The main steps in the data analysis process include importing, organizing, visualizing,

through qualitative coding. It underscores the interconnectedness of cultural perception, tourism experiences, digital promotion, and local food identity in shaping the future of *toge goreng*.



Figure 2 Matrix Coding
 [Source : Data Analysis, 2025]

The matrix coding presents the intersection between different respondent groups and the main themes that emerged from the analysis. Each cell in the matrix indicates the intensity or frequency of codes (data excerpts) that link a particular respondent group with a specific theme. The colors and numbers within the cells reflect how many relevant codes were found at each intersection, where darker colors and higher numbers signify a stronger or more frequent relationship between the respondent group and the corresponding theme. By interpreting the distribution patterns in this matrix, we can identify the different perspectives or focal points each group holds toward the key themes addressed in the study.

The NVivo matrix coding output illustrates how various respondent groups express differing levels of concern or viewpoints regarding the main themes identified in the analysis. Let us explore this in more detail:

On the vertical axis, there are three respondent groups: Tourists, Local Communities, and Culinary Business Actors. Meanwhile, the horizontal axis displays the main themes analyzed: Cultural Perceptions, Youth Consumer Preferences, Digital Promotion Strategies, Culinary Tourism Experience, and Preservation Challenges. The numbers within each cell represent the number of codes or data excerpts linking the respondent group in that row to the theme in that column. The higher the number and the darker the color, the stronger the association between the respondent group and the theme.

Based on the qualitative analysis using NVivo software, five key themes emerged that reflect the dynamics of preserving and promoting *toge goreng* as a traditional cuisine in Bogor: Cultural Perceptions, Youth Consumer Preferences, Digital Promotion Strategies, Culinary Tourism Experience, and Preservation Challenges. These themes are closely intertwined in the broader context of preserving culinary heritage amid shifting consumer preferences and the pressures of modern market dynamics.

Matrix coding analysis reveals that culinary business actors demonstrate a particularly strong connection to the issue of cultural culinary preservation,

especially in the themes of Cultural Perceptions (12 references) and Preservation Challenges (15 references). This finding indicates that business actors are aware of the historical and cultural significance of *toge goreng*, yet face numerous obstacles in maintaining its existence. These include limited innovation, a lack of generational succession among producers, and minimal promotional support from the government. This reinforces the Cultural Heritage Preservation Theory (Timothy, 2020), which emphasizes the critical role of local stakeholders in sustaining cultural heritage.

From the perspectives of youth consumers and tourists, preferences for modern foods such as burgers and sushi remain dominant. Around 60% of young respondents expressed that *toge goreng* is less appealing in terms of presentation and appearance. This is reflected in the high number of quotes associated with the theme of Youth Consumer Preferences, both from local communities (12 references) and tourists (9 references). These findings support the Food Neophobia and Neophilia Theory (Dovey, 2021), which suggests that acceptance of traditional foods can be enhanced through modern and attractive presentation approaches, particularly those that elevate visual and experiential aspects.

Regarding digital promotion strategies, culinary business actors show a relatively high level of engagement (11 references), although implementation remains suboptimal. This indicates a significant opportunity to strengthen digital marketing efforts, especially through social media and experiential content. These findings align with the Experiential Marketing Theory (Brakus, 2022) and the study by (Dwivedi, 2021) both of which highlight that digital experiences can foster positive perceptions of local products, particularly among younger generations.

The theme of Culinary Tourism Experience also received a positive response, especially from tourists (9 references), who appreciated the opportunity to taste local foods as part of their travel experience. However, their expectations regarding quality presentation and ambiance remained important. This finding aligns with the Gastronomic Tourism Theory (Okumus, 2021), which emphasizes that traditional foods can become tourist attractions when presented authentically yet innovatively.

Overall, the theme of *Preservation Challenges* emerged as the most dominant across all respondent groups—business actors (15 references), local communities (12 references), and tourists (11 references). These challenges include limited access to raw ingredients, lack of generational succession among business actors, and minimal attention from local government. This suggests that the preservation of traditional foods like *toge goreng* is not solely about maintaining recipes, but also about sustaining the broader supporting ecosystem. Based on respondent group analysis, the following insights can be drawn:

1. Tourists demonstrated strong concern for *Preservation Challenges* and *Cultural Perceptions*, along with a notable interest in *Culinary Tourism Experience*. This indicates that tourists are not merely passive consumers but can also play a role in cultural preservation through their preferences and travel narratives.
2. Local Communities showed relatively balanced views across all themes, with greater attention to *Youth Consumer Preferences* and *Preservation Challenges*. This reflects a growing awareness of shifting tastes and the important role communities play in maintaining the relevance of local cuisine.

3. Culinary Business Actors focused predominantly on *Digital Promotion Strategies* and *Preservation Challenges*, highlighting their need for tangible support in adapting to modern markets while upholding cultural values.

Meanwhile, from the perspective of the main themes, the analysis reveals that:

1. Cultural Perceptions serve as a foundational element that attracts attention across all respondent groups.
2. Youth Consumer Preferences and Digital Promotion Strategies represent both challenges and strategic opportunities that need to be addressed by business actors and local communities.
3. Culinary Tourism Experience has the potential to act as a bridge between cultural preservation and commercialization, while still respecting traditional values.
4. Preservation Challenges remain a central issue that calls for multi-stakeholder collaboration to achieve sustainability.

Thus, the preservation of *toge goreng* as Bogor's signature culinary heritage requires a collaborative approach that includes innovative presentation, strengthened digital promotion, and the empowerment of local actors. Collaboration among business actors, communities, tourists, and government is essential to ensure that this traditional cuisine continues to thrive and remain relevant amid the tide of modernization.

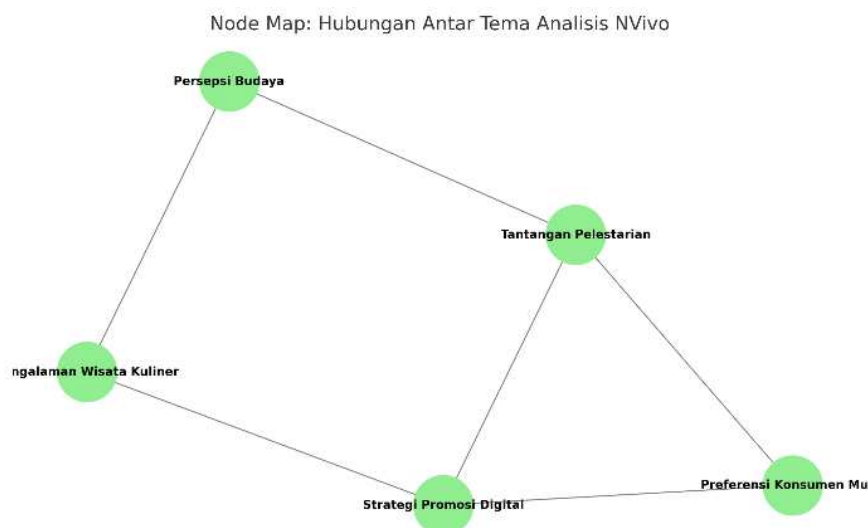


Figure 3 Node Map
[Source : Data Analysis, 2025]

The node mapping from NVivo analysis reveals the interconnected thematic relationships among the five main themes: *Cultural Perception*, *Culinary Tourism Experience*, *Digital Promotion Strategies*, *Youth Consumer Preferences*, and *Preservation Challenges*. These connections form a complex network, illustrating that the preservation of traditional culinary heritage—specifically *toge goreng* as a culinary icon of Bogor—cannot be separated from cultural factors, consumer behavior, and the dynamics of digital marketing.

Cultural perception plays a central role, serving as the foundation for raising awareness about the importance of preserving local cuisine. The link

between cultural perception and preservation challenges suggests that the historical values embedded in *toge goreng* influence how communities and culinary business actors perceive the urgency of cultural preservation. (Setiawan, 2021), emphasize that public perception of traditional food contributes significantly to their preferences and participation in preserving culinary heritage.

Furthermore, cultural perception is closely tied to the *culinary tourism experience*. Tourists' interpretation of local culture—both domestic and international—influences how they experience and value *toge goreng* in a local context. As (Park, 2022), note, cultural representation through food enhances the authenticity of the tourist experience, especially when framed through strong narrative and cultural elements.

Culinary tourism experience acts as a convergence point between cultural understanding and market expectations. The node map indicates a strong relationship between the culinary experience and *digital promotion strategies*, suggesting that digital media not only serve as marketing tools but also shape expectations, narratives, and perceptions of culinary experiences. (Choe, 2021) explain that tourists increasingly rely on digital platforms—particularly social media and travel vlogs—to form expectations of local food experiences. When experiences are visually and narratively packaged on digital platforms, the potential of *toge goreng* as a culturally driven tourism product increases significantly.

Digital promotion strategies show strong links to both *youth consumer preferences* and *preservation challenges*. On one hand, digital marketing enables targeted approaches that align with the tastes and lifestyles of younger generations, who are highly exposed to global food trends. On the other hand, if utilized effectively, digital strategies can serve as educational tools and preservation campaigns. Rahman & Yasin (2024) argue that digital platforms such as Instagram and TikTok play a strategic role in supporting sustainable tourism and raising cultural preservation awareness. Compelling visual content can foster emotional connections between consumers and local products, including traditional foods like *toge goreng*.

The node map also highlights a significant relationship between *youth consumer preferences* and *preservation challenges*. Younger generations, who tend to favor global cuisines and are visually oriented, pose a challenge to the survival of traditional dishes like *toge goreng*. As noted by (Susilowati, 2023), the success of preserving local products largely depends on the ability to adapt to the tastes of newer generations without compromising authenticity. The connection between consumer preferences and digital promotion strategies indicates that culinary entrepreneurs must understand the consumption patterns of young consumers, including the influence of social media influencers, visual presentation, and experiential narratives in shaping food choices.

Preservation challenges emerge as a central node influenced by all other themes. These include issues such as generational succession of culinary practitioners, access to raw materials, presentation appeal, and government support. (Hidayat, 2025), stress that preserving traditional culinary heritage in the era of globalization goes beyond recipe retention—it involves building an ecosystem that supports sustainability through education, promotion, and public policy. The node map underscores that successful preservation cannot be achieved through a single approach. Rather, it requires a multidimensional strategy that integrates cultural values, digital engagement, market

understanding, and tourist experiences.

CONCLUSION

Based on the research and analysis conducted, the following conclusions can be drawn:

1. The preservation of traditional cuisine such as *toge goreng* requires an integrative and interdisciplinary approach. Each thematic element—cultural perception, digital promotion, consumer behavior, and culinary experience—interacts dynamically to either support or hinder preservation efforts. The collaboration between culinary entrepreneurs, local communities, and the government is essential to integrate cultural values, modern marketing strategies, and experience-based approaches to ensure *toge goreng* remains relevant and competitive amid globalization. The findings indicate that culinary business actors possess a strong awareness of the cultural value embedded in *toge goreng*.
2. Digital promotion and innovative presentation hold significant potential to enhance the appeal of *toge goreng* among younger consumers and tourists. Effective marketing strategies on social media and other digital platforms can increase visibility and attractiveness. Innovations in presentation—both aesthetically and experientially—can make *toge goreng* more appealing to modern consumers without compromising its authenticity.
3. Sustainable culinary tourism development can serve as an effective strategy for preserving *toge goreng*. Integrating this dish into culinary tourism packages—at both local and national levels—may drive demand and offer economic incentives for producers. This, in turn, raises awareness of the importance of preserving culinary heritage.
4. The active role of various stakeholders is crucial for the preservation of *toge goreng*. The government can support preservation efforts through targeted policies and programs that facilitate promotion and business development. Culinary communities can play a role in education and advocacy to raise public awareness of the cultural value of *toge goreng*. Culinary entrepreneurs must proactively innovate and leverage technology to market their products effectively.

Recommendations

Based on the findings of this research, the following recommendations are proposed to support the preservation and development of *toge goreng* as a traditional culinary heritage of Bogor:

1. The government should design and implement comprehensive programs to support traditional culinary preservation, including *toge goreng*. These programs could involve training for culinary entrepreneurs, marketing assistance, and development of culinary tourism infrastructure. Stronger collaboration among government bodies, culinary entrepreneurs, community organizations, and academic institutions is necessary to create a conducive ecosystem for the sustainability of *toge goreng* and other traditional foods.
2. Culinary business actors should actively innovate and utilize technology to promote their products. This includes producing engaging digital content, leveraging social media platforms, and collaborating with e-commerce platforms to reach a broader market.

3. Culinary communities should strengthen educational and advocacy efforts to raise public awareness of the cultural value of *toge goreng*. Activities such as food festivals, workshops, and social media campaigns can help foster public engagement and appreciation.
4. Further research is needed to identify the most effective digital promotion strategies and presentation innovations to boost interest among younger consumers and tourists. Such research could also explore opportunities for diversifying *toge goreng* products while maintaining their cultural authenticity.

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