

The Origin of The Legendary Specialty Food Nasi Uduk: A Review Of Swot Analysis

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Abstract

Tourism is an activity that involves the travel and visit of a person or group of people to a place or area outside of their place of residence for recreational, leisure, business, or educational purposes. The term tourism encompasses various activities such as travel, lodging, food, and other recreational activities undertaken by tourists during the period of their visit. Culinary tourism is a travel activity or part of it that is carried out voluntarily and temporarily to enjoy typical food or drinks. One of the culinary in Jakarta, namely Nasi Uduk is white rice cooked with coconut milk sauce so that the rice is slightly "filled and has taste", served with fried onions, given additional side dishes and peanut sauce. This analysis uses descriptive qualitative analysis and is supplemented by SWOT analysis.

Keywords: Anthropology, Culinary, Betawi

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1. Introduction

Tourism is an activity that involves the travel and visit of a person or group of people to a place or area outside of their place of residence for recreational, leisure, business, or educational purposes. The term tourism encompasses various activities such as travel, lodging, food, and other recreational activities undertaken by tourists during the period of their visit. Tourism can contribute significantly to the economy of a region or country because it can create jobs, increase local income, and support the development of tourism infrastructure. In addition, tourism can also be a means to promote and preserve the cultural and natural heritage of an area. There are different types of tourism, including cultural tourism, nature tourism, adventure tourism, historical tourism, and more. The tourism industry also involves various parties, including governments, travel companies, accommodation, tour operators, and local communities.

Culinary tourism is a basic need to be consumed in every tourist trip with various types

of spices that characterize the area itself Culinary tourism is an alternative in supporting the potential of natural tourism, cultural tourism, historical tourism and marine tourism. This culinary tour is part of the existing type of tourism because it is not complete if tourists who come do not try typical culinary in the area. Although culinary tourism is often considered as a complementary tourism product, culinary tourism has the potential to be developed because tourists who come are usually interested in trying the typical food of the region Various kinds of spices make tourists want to visit again. Along with DKI Jakarta is the capital city of Indonesia, where foreign tourists want to use DKI Jakarta as an entrance to understand the diversity of tourism owned by Indonesia, one method to inform tourism tourists is not only from DKI Jakarta customs but also culinary tourism that is growing. The city of DKI Jakarta has a special vocation that has existed since ancient times with the name "Betawi City", and has a variety of Betawi curricula that have their characteristics.

Culinary in each region has a typical menu of certain regions that can be used as the main points in each region. This is a golden opportunity to win culinary as the attraction of objects in the city. (Pradini, Kusumaningrum, Agustiani. 2022)

Local food not only represents the local culture but also local ingredients. Having local food and ingredients as products can create profit competitiveness for the destination because product-based strategies based on resource objectives can result in sustainable tourism development (Stokes, 2008; Weaver, 2001). Travelers can sample local dishes related to the destination through various options such as restaurants, food vendors, and food courts. Understanding the stages of knowledge in the culinary tourism industry is very important in developing the industry.

Uduk rice is one of the typical dishes of Betawi, Jakarta, Indonesia. The origin of Nasi Uduk can be traced to Betawi culture which is rich in influences from various tribes and cultures that inhabit the Jakarta area and its surroundings. Some sources say that the term "uduk" in Nasi Uduk comes from the Betawi language which means "mixed" or "steamed." The name refers to the process of cooking Uduk rice which involves spices being mixed and then steamed rice together with pandan leaves and lemongrass, giving it a distinctive aroma and flavor. Uduk rice is usually served with various side dishes and complements such as fried chicken, omelette, fried tempeh, chilli sauce, and pickles. This dish is often served on special occasions or has become a popular breakfast menu in Jakarta. Nasi Uduk reflects the cultural and culinary diversity in Jakarta which has experienced influences from various regions in Indonesia.

Betawi people combine various ingredients and spices to create delicious and flavorful dishes. Although the origin of Nasi Uduk cannot be ascertained with certainty, it has become an important part of Indonesia's culinary wealth, particularly in the Jakarta area.

Culinary tourism is a travel activity or part of it that is carried out voluntarily and temporarily to enjoy typical food or drinks. One of the culinary in Jakarta, namely Nasi Uduk is white rice cooked with coconut milk sauce so that the rice is slightly "filled and has taste", served with fried onions, given additional side dishes and peanut sauce.

Harris and Moran (1982) suggest that "the way food is chosen, prepared and eaten often differs from culture to culture."

1.1. Nasi Uduk Betawi has become a legendary speciality food

Nasi Uduk Betawi is one of the legendary specialities in Indonesia, especially in the

Jakarta area. Betawi Uduk rice has a cultural heritage that has existed for a long time, this food has become an important part of Betawi's culinary identity and will continue to be preserved from the past generation to the present generation. Betawi Uduk rice is now widely found in various places that can be found on the side of the road and in typical Betawi restaurants. This makes Betawi uduk rice legendary because Betawi uduk rice is a food that has become the daily staple food of the people around Betawi, the Betawi people also sell Betawi food. Some sell Betawi uduk rice food to help the family economy. Betawi uduk rice has become a popular food among the Betawi community and outside the Betawi area because Betawi uduk rice has a characteristic known as savoury, uduk rice has much uniqueness. Rice that has been washed, and put into cooking utensils with cinnamon, nutmeg, cloves, lemongrass sticks and pure coconut milk Uduk rice that is commonly found is generally white or yellow. It has a diversity of side dishes served such as fried tempeh, peanut sauce, Jengkol stew and others. This makes Betawi uduk rice easy to cook and serve because ordinary people eat with a simple menu but have very thick characteristics. People outside Betawi are also easy to cook because it is easy. Betawi Uduk rice, usually the people of Jakarta eat in the morning as breakfast, lunch or dinner as a snack with snacks characteristic of Bakwan Sayur, fried tempeh, fried bananas and others. However, now Betawi Uduk rice can be found in various restaurants and food stalls throughout.

1.2. Betawi Uduk rice is traditionally served and eaten

Betawi uduk rice is traditionally served and eaten because it has strong historical and cultural value in the Betawi community. Here are some reasons why Betawi Uduk rice is traditionally served and eaten:

Cultural Heritage. Nasi uduk Betawi has been part of the cultural heritage of the Betawi people for many years. This food is a symbol of Betawi's culinary identity that is passed down from generation to generation. In maintaining and preserving their culture, the Betawi people continue to serve and consume uduk rice traditionally.

Special Occasion. Betawi Uduk rice is often served on special occasions such as weddings, circumcisions, and other family events. This food is an important part of the traditions and customs in Betawi culture. In these events, Betawi uduk rice becomes the main dish served to guests and families as a form of hospitality and joy.

Distinctive Taste and Aroma. Betawi Uduk rice has a delicious taste and distinctive aroma. The process of cooking rice with coconut milk and spices such as bay leaf, lemongrass, and cinnamon gives it a unique and appetizing taste. This combination of taste and aroma is what makes Betawi uduk rice a favourite and is considered special in the culture of the Betawi people.

Traditional Food Warungs. Betawi uduk rice is also often sold at traditional food stalls in Jakarta and its surroundings. These stalls are a place for people to enjoy authentic and traditional Betawi specialities. While maintaining the original way of serving and taste, Betawi Uduk rice at traditional food stalls has become a popular choice for locals and tourists. Betawi uduk rice is served and eaten traditionally because it is a cultural heritage, served on special occasions, has a distinctive taste and aroma, and is available at traditional food stalls. All of this makes Betawi uduk rice an important part of the culture of the Betawi people that must be maintained and preserved.

1.3. The Origin of Betawi Uduk Rice

Nasi Uduk is said to have existed since the 14th century and came through trade routes. The origin of nasi uduk was brought from Malaya. The Malays on the island of Sumatra then migrated to the island of Java. There are many opinions regarding the origin of the name nasi uduk. Some mention that Nasi Uduk comes from the Sundanese language 'Uduk' which means united or mixed. But some say that the name 'uduk' etymologically means the word 'difficult'. It is true, that in the past, uduk rice was identical to food sold in carts and could only be found in the market. First Sold in Kebon Kacang.

Nasi Uduk was first sold in the Kebon Kacang area, Tanah Abang, Jakarta. The name Kebon Kacang is often used as an appendage name by many uduk rice sellers to increase their customers. The characteristic of Kebon Kacang Uduk rice is using cone-shaped banana leaves for wrapping and sprinkling fried shallots that are very abundant. The name nasi uduk is said to come from the word uduk which means difficult. Because, in the past, uduk rice was a small folk food. Another opinion according to the version of its history from Sultan Agung Mataram states that the origin of the word is Tawadhu. Some say that the origin is from the word "stirred rice". Nasi Uduk includes fast food. Uduk rice is made from rice diaron with coconut milk added with spices, then steamed, until it becomes flavorful and savory rice. According to the book "Betawi Typical Food" (2018) by Lilly T. Erwin, Nasi Uduk is a typical dish

1.4. Betawi is very popular and easy to find in every corner of Jakarta.

According to Pudentia, the Malay community moved from Malacca to Batavia which also brought its signature dish, nasi lemak. Then in Batavia, Malays met Javanese people who used to eat savory rice. Pudentia explained, "Javanese culture entered as well. In 1628-1629 entered the kingdom of Mataram to attack the VOC. So, in Betawi there are Malays and Javanese. Then he produced uduk rice,".

Malay influence that links the origin of Betawi uduk rice with the influence of Malay cuisine. Some of the ingredients and cooking techniques used in Betawi Uduk rice have similarities with Malay cuisine. Cultural interaction between the Betawi and Malay communities in the archipelago can influence the development of Betawi cuisine, including uduk rice.

2. Research method

This analysis uses descriptive qualitative analysis and is supplemented by SWOT analysis.

3. Results and discussion

3.1. Swot Analysis

Strength. The savoury and delicious taste of Nasi Uduk has proven its existence over the years. In addition, Nasi Uduk also has flexibility in presentation and can be eaten with various side dishes such as fried chicken, balado eggs, or Sambal Terasi. No wonder Uduk rice is a favourite choice at breakfast, lunch, or dinner.

Weakness. has limited variation in presentation. Uduk rice is generally served with predetermined side dishes, and there are often no alternative options for customers who don't like a few specific side dishes.

Opportunity. The market potential of Nasi Uduk in Indonesia is very large. In addition, marketing Nasi Uduk online through delivery platforms can also reach a wider range of consumers, especially amid the digitalization era.

Threat. One of the biggest threats to Nasi Uduk is competition with other Indonesian culinary. As we know, Indonesian cuisine is very diverse and offers countless choices.

Nasi Uduk Betawi is a legendary speciality in Indonesia, especially in the Jakarta area, and has become an important part of Betawi's culinary identity passed down from generation to generation. Nasi Uduk Betawi is served and eaten traditionally because it has strong historical and cultural value in Betawi society, and is often served on special occasions as part of traditions and customs in Betawi culture. The origin of Nasi Uduk Betawi is said to have existed since the 14th century and came through trade routes, with various opinions about the origin of the name "Uduk" and was first sold in the Kebon Kacang area, Tanah Abang, Jakarta. Nasi Uduk Betawi reflects the cultural and culinary diversity in Jakarta which has experienced influences from various regions in Indonesia, as well as being an important part of Indonesia's culinary wealth, especially in the Jakarta area.

Nasi Uduk Betawi indeed holds a significant place in Indonesian culinary heritage, particularly in the Jakarta region. Let's delve a bit deeper into the points you've mentioned:

Culinary Heritage. Nasi Uduk Betawi is considered a legendary speciality, indicating its long-standing presence and popularity in the culinary landscape of Indonesia. Passed down through generations, it has become an integral part of Betawi's culinary identity, showcasing the rich food traditions of the region; **Cultural Significance:** The fact that Nasi Uduk Betawi is served and consumed traditionally underscores its cultural and historical importance in Betawi society. Its association with special occasions suggests that it plays a role in various traditions and customs, further emphasizing its cultural significance; **Historical Roots:** The origin of Nasi Uduk Betawi is traced back to the 14th century and is believed to have arrived through trade routes. The name "uduk" has various interpretations, and its first sale in the Kebon Kacang area, Tanah Abang, Jakarta, adds a historical context to its emergence in the local culinary scene; **Culinary Diversity in Jakarta:** Nasi Uduk Betawi serves as a culinary reflection of Jakarta's diversity, influenced by various regions within Indonesia. This amalgamation of culinary styles and flavors not only makes it a representation of Jakarta's multiculturalism but also contributes to Indonesia's overall culinary richness, with Jakarta being a hub for culinary exchanges; **In summary,** Nasi Uduk Betawi stands as more than just a dish; it embodies history, culture, and the diverse culinary heritage of Jakarta and Indonesia. Its continued popularity and incorporation into special occasions reinforce its cultural importance in Betawi society.

3.2. Historical Roots

The 14th-century origin of Nasi Uduk Betawi suggests a longstanding culinary tradition. Exploring the trade routes through which it arrived not only connects it to historical trade networks but also highlights the cultural exchanges that shaped Indonesian cuisine. The name "Uduk" carries linguistic and historical nuances, prompting further exploration into linguistic studies and the evolution of culinary terminology over the centuries. The specific location of its first sale in the Kebon Kacang area, Tanah Abang, Jakarta, could be a subject of historical research, shedding light on the local economic and social dynamics of that period.

3.3. Cultural Significance

Understanding why Nasi Uduk Betawi is reserved for special occasions provides insights into Betawi cultural practices. It could be linked to religious celebrations, social ceremonies, or familial milestones, making it a symbol of communal gatherings and shared experiences.

Examining how the preparation and serving of Nasi Uduk Betawi are intertwined with Betawi customs provides a glimpse into the rituals and traditions associated with this dish, emphasizing its role in cultural identity.

3.4. Culinary Diversity and Influence

Analyzing the culinary diversity within Jakarta, specifically the influences from various regions in Indonesia, can uncover the intricate fusion of flavours and techniques that make Nasi Uduk Betawi unique. Exploring how external influences have shaped and evolved the dish over time can showcase its adaptability and contribution to the broader culinary tapestry of Indonesia.

3.5. Broader Culinary Impact

Considering Nasi Uduk Betawi as part of Indonesia's culinary wealth extends the discussion beyond its regional significance. It becomes a representation of the nation's diverse food culture, contributing to Indonesia's global culinary reputation. The impact of Nasi Uduk Betawi on modern Indonesian cuisine, including its adaptation in contemporary settings and its representation in culinary tourism, signifies its enduring legacy.

4. Conclusion

In conclusion, Nasi Uduk Betawi's in-depth exploration reveals not only its historical roots and cultural significance but also its broader impact on Indonesia's culinary narrative. It serves as a lens through which one can study the evolution of Indonesian cuisine, the interplay of cultural elements, and the resilience of culinary traditions over centuries.

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