

# PREFERENSI SISWA SMK TERHADAP MAKANAN TRADISIONAL DI KABUPATEN BANTUL

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## ABSTRAK

Penelitian bertujuan untuk: (1) Mengidentifikasi jenis-jenis makanan tradisional di Kabupaten Bantul, (2) Mengetahui preferensi siswa SMK terhadap makanan tradisional di Kabupaten Bantul.

Penelitian merupakan penelitian deskriptif kuantitatif dan dilaksanakan di 13 SMK di Kabupaten Bantul pada Januari 2018 sampai Februari 2019. Sampel penelitian adalah 30 jenis. Responden penelitian yaitu 97 siswa. Teknik pengambilan responden menggunakan teknik *proporsional sampling*. Teknik analisis data yaitu deskriptif kuantitatif dan kategorisasi preferensi meliputi tampilan, warna, rasa, tekstur, dan keseluruhan.

Hasil penelitian 1) Terdapat 30 produk makanan tradisional di Kabupaten Bantul yang dikategorikan menjadi makanan pokok, jajanan tradisional, makanan cendera mata, dan minuman tradisional antara lain gudeg manggar, mie letheke, mie des, adrem, karangan, kethak, geplak, wedang uwuh, dan wedang sekoteng. (2) Preferensi siswa terhadap makanan tradisional pada aspek **tampilan** yaitu 2 makanan (6%) dikategorikan sangat suka dan 28 makanan (94%) dikategorikan suka, terhadap **warna** yaitu 3 makanan (10%) dikategorikan sangat suka dan 27 makanan (90%) dikategorikan suka, terhadap **rasa** yaitu 2 makanan (6%) dikategorikan sangat suka dan 28 makanan (94%) dikategorikan suka, terhadap **tekstur** yaitu 1 makanan (4%) dikategorikan sangat suka dan 29 makanan (96%) dikategorikan suka, dan **keseluruhan** yaitu 2 makanan (6%) dikategorikan sangat suka dan 28 makanan (94%) dikategorikan suka.

**Kata kunci: preferensi, makanan tradisional, SMK**

# VOCATIONAL STUDENT PREFERENCES TOWARD TRADITIONAL FOOD IN BANTUL REGENCY

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## ABSTRAK

The research aims to: (1) Identify the types of traditional food in Bantul Regency, (2) Determine the preference of vocational students for traditional food in Bantul Regency.

The research was a quantitative descriptive study and was carried out in 13 vocational schools in Bantul Regency from January 2018 to February 2019. The research sample was 30 types. Research respondents were 97 students. The technique of taking respondents using proportional sampling technique. Data analysis techniques are quantitative descriptive and preference categorization including appearance, color, taste, texture, and overall.

Results of the study 1) There were 30 traditional food products in Bantul Regency which were categorized into staple foods, traditional snacks, souvenir foods, and traditional drinks including gudeg manggar, mie letek, mie des, adrem, essays, kethak, geplak, wedang uwuh, and wedang sekoteng. (2) The results of the study show that students' preferences for traditional foods in the aspect of appearance are 2 foods (6%) categorized as very like and 28 foods (94%) categorized as like, towards color which is 3 foods (10%) categorized as very like and 27 foods (90%) categorized as like, to taste is 2 foods (6%) categorized as very like and 28 foods (94%) categorized as like, to texture is 1 food (4%) categorized as very like and 29 foods (96%) categorized as like, and overall 2 foods (6%) were categorized as very like and 28 foods (94%) categorized as like.

**Key Words: preference, tradisional food, Vocational High School**