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PRESERVING BUBUR ASE AS A TYPICAL BETAWI CULINARY

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ABSTRACT

This research aims to identify strategic steps in maintaining the existence of Bubur Ase as part of the Betawi culinary heritage. This includes a study of the factors that cause the rarity of Ase porridge, the protection of typical ingredients such as satay kikil and spices, widespread promotion of Bubur Ase, and development regulations to protect this cultural heritage. This research method uses a qualitative approach and a combined study to understand "Bubur Ase", including analysis of symbolism and culture, as well as the causes of its rarity through interviews with producers and consumers. Protective ingredients such as kikil satay were studied from agricultural experts, while promotional strategies used social media analysis and consumer surveys. Case studies of stalls such as Bubur Ase Bang Lopi in Jakarta shine a light on business sustainability and provide recommendations for development policies that support the protection of Bubur Ase as cultural heritage. To maintain the sustainability of Bubur Ase in DKI Jakarta, cooperation between sellers, the community and the government is needed. Sellers need to maintain quality and cultural education through social media and culinary events. The community needs to support it by choosing this porridge as daily food and teaching its cultural values to the younger generation. The government must implement policies that support the preservation and promotion of Bubur Ase, including incentives for local traders and cultural events to introduce traditional Indonesian culinary delights.

KEYWORDS: - Meaning of Bubur Ase, causes of rareness of BuburAse, protection of BuburAse ingredients, BuburAse promotion, BuburAse protection regulations.

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1. INTRODUCTION

Bubur Ase is a typical Betawi culinary dish that offers a taste experience different from chicken porridge. Compared to chicken porridge, usually added with chicken meat and special spices, Bubur Ase presents a unique combination of several main elements (Ditwdb, 2019). The soft and

chewy texture of the porridge is presented with a stew sauce rich in spices, giving every bite a rich touch of flavor. Then, the unusual topping, namely pickled vegetables consisting of mustard greens, bean sprouts, and radishes, provides a refreshing and slightly sour contrast, adding a dimension of texture and taste to this dish. Bubur Ase is known for kikil satay, which adds a savory and somewhat chewy element that blends perfectly with the porridge and stew sauce. Combining all these ingredients makes Bubur Ase a unique and attractive dish for culinary lovers looking for a different and satisfying eating experience (Putri, 2017).

Unfortunately, Bubur Ase is rarely found outside its area of origin. This may be due to its presentation's complexity and unique ingredients that may be difficult to find elsewhere, making it a hidden treasure for the lucky (online, 2024). One of the main problems related to Bubur Ase is that it is rarely found outside its origin, namely Jakarta and its surroundings. Although this porridge has a unique and exciting taste and is an integral part of Betawi's culinary heritage, its popularity is not as significant as Betawi's chicken porridge or other typical foods from the area. This can challenge culinary fans who want to enjoy Bubur Ase without visiting the place of origin.



Source: Sabandar (2023)

Apart from that, the complexity of serving and preparing Bubur Ase can also be an obstacle. This dish involves many components such as porridge, stew sauce, kikil satay, and pickled vegetable toppings that must be prepared carefully to achieve an authentic taste. Processing typical ingredients such as kikil satay and pickled vegetables also requires time and special cooking skills. Limitations in access to typical ingredients such as kikil satay or pickled vegetables outside Jakarta can also be an obstacle in maintaining the authenticity and quality of Bubur Ase when served elsewhere. This can detract from the experience of enjoying this dish, as the taste and texture of each component play an essential role in creating the overall eating experience. With increasing interest in regional culinary specialties and the diversity of food in Indonesia, there is potential to further popularize Bubur Ase outside of Jakarta by presenting versions that can be adapted to suit the availability of local ingredients without sacrificing the original taste.

This research aims to identify steps that can be taken to maintain the existence and sustainability of Bubur Ase as part of the Betawi culinary heritage. These steps include several essential aspects. Firstly, it is vital to conduct an in-depth study of the factors that cause the rare existence of Bubur

Ase. This can consist of economic, social, and cultural aspects that influence the production, distribution, and consumption of Bubur Ase. This analysis will help identify the main barriers that need to be overcome to increase the availability of Bubur Ase. Second, research must also focus on protecting and developing the typical ingredients for making Bubur Ase, such as kikil satay and spices for stew soup. This includes mapping local resources and efforts to maintain ecological ecology and promoting sustainable farming or hunting practices. Apart from that, efforts must be made to popularize and promote Bubur Ase locally and nationally. This can be done through effective marketing campaigns, promotions on social media, and collaboration with restaurants or food stalls to serve Bubur Ase consistently. Public education is also essential to increase public awareness about the uniqueness and deliciousness of Bubur Ase as part of the Betawi culinary heritage. Finally, it is essential to develop regulations or policies that support the protection of Bubur Ase as a cultural heritage. This includes official recognition, providing certification or labels of authenticity, and protecting traditional practices in making Bubur Ase.

With a holistic approach that covers various aspects, such as in-depth research to understand the factors that influence the existence of Bubur Ase outside Jakarta, protection of primary raw materials such as kikil satay and spices for stew soup, intensive promotional efforts to increase public awareness, as well as development policies that support recognition and protection as cultural heritage, it is hoped that Bubur Ase can be well maintained and maintained. Comprehensive research will help identify the main obstacles that need to be overcome regarding the distribution, production, and market acceptance of Bubur Ase outside its natural environment. Protection of typical raw materials is also essential to ensure their availability and discontinuation of use in the manufacture of these dishes, thereby maintaining the authenticity of taste and quality over time. Effective promotion will help expand the Bubur Ase's reach locally and nationally so that more people can enjoy and appreciate this unique Betawi culinary delight. Finally, supportive policies, such as labeling authenticity or recognition as cultural heritage, would provide additional impetus in preserving Bubur Ase as an integral part of Indonesia's culinary treasures, specifically rooted in the rich and diverse Betawi traditions.

Previous research conducted by Dewantara et al. (2023) and Muliani (2019) only highlights the potential of Bubur Ase as a culinary tourism attraction in Jakarta, while this research seeks to ensure that Bubur Ase remains relevant and maintained as an integral part of Indonesia's culinary riches. The focus on understanding whether Bubur Ase has retained its original taste or modified it to suit local market tastes. Apart from that, this research also emphasizes the importance of protecting Bubur Ase by protecting raw materials such as kikil satay and unique spices and designing promotional strategies to increase its popularity. The need for supportive regulations as part of cultural heritage is also emphasized in this research.

2. LITERATURE REVIEW

History and Origin of Bubur Ase

Bubur Ase, as a typical Betawi culinary heritage, presents a rich and branching history. Although its origins have yet to be documented with certainty, the existence of Bubur Ase is believed to have existed since the Dutch colonial era in Indonesia. Traditionally, Bubur Ase represents a unique blend of cultural and culinary influences in the Betawi region. This dish is an integral part of

Betawi culinary delights found in various areas of Jakarta, such as Kebon Kacang, Tanah Abang, and Gandaria Market, but also reflects the long history of dishes once enjoyed by the Central Betawi people. Its distinctive appearance, piling up Bubur Ase, reflects the multiculturalism of the Betawi people's culture. This is reflected in the presentation of various cultural elements such as Chinese, Middle Eastern, and European. The Kebon Kacang, Tanah Abang, and Gandaria Market areas were once the centers of VOC government during the Dutch colonial period. This area is developing rapidly and has become an elite area with a high level of modernity, which has also influenced the development of Betawi culinary delights such as Bubur Ase. Bubur Ase is not just food but also a marker of the history of life from the influence of various cultures that met and mingled in Indonesia. Its continued existence keeps Betawi culinary traditions alive and has become an integral part of Indonesia's cultural wealth, which should be protected and appreciated.

Main Ingredients for Bubur Ase

Bubur Ase, a typical Betawi dish rich in taste and texture, combines several main ingredients that give it unique characteristics. First, Bubur Ase's main ingredient is soft and thick rice porridge. This porridge is usually cooked until it reaches the right texture, not too runny nor too dense. Then, stew sauce became an essential element in Bubur Ase. This stew is made with spices such as cinnamon, cloves, and cardamom, giving it a distinctive aroma and taste. This stew is usually made from rich stock, with the addition of beef cooked until tender. This stewed meat provides a savory taste and is rich in protein, which complements the dish. Another main component is satay kikil, a piece of beef that is boiled until tender. This kikil satay provides an additional chewy texture and savory taste, often becoming a favorite for fans of Bubur Ase. The toppings for Bubur Ase are also very distinctive, such as pickled vegetables consisting of mustard greens, bean sprouts, and radishes soaked in vinegar, which provides freshness and a slight sourness that harmonizes the taste of the stew sauce and meat. Crackers and chips are often used as accompaniments, providing a crunchy and savory texture that contrasts with the porridge and sauce. Combining all these main ingredients creates Bubur Ase as a tempting dish with a balanced and delicious combination of flavors, representing Betawi culinary delights' unique and different richness.

Trends in Consumption and Acceptance of Bubur Ase by the Community

Trends in consumption and acceptance of Bubur Ase by society can be seen from two main perspectives: locality and adaptation to modern preferences. Traditionally, Bubur Ase has been integral to the Betawi culinary repertoire, especially in Kebon Kacang, Tanah Abang, and Pasar Gandaria in Jakarta. Bubur Ase's inclusion has become a familiar dish and is passed down from generation to generation as part of the local culinary identity. However, along with changing times and the influence of globalization, the acceptance of Bubur Ase is experiencing its dynamics. Some people, especially the younger generation, may be more open to variations and modifications in serving Bubur Ase, often by adding or changing ingredients to suit more diverse modern tastes. It represents the adaptation of traditional dishes to remain relevant amidst ever-changing culinary trends. Apart from that, promotion and education about Bubur Ase also play an essential role in increasing public awareness and acceptance of this dish. An effective campaign and emphasis on the historical and cultural values contained in Bubur Ase can help maintain interest and appreciation for this dish among the younger generation and the general public. Overall, even though Bubur Ase may no longer be a daily consumption for most Betawi people or Indonesia in

general, acceptance and appreciation for the uniqueness and taste of Bubur Ase still play an essential role in preserving the valuable Betawi culinary heritage. By accommodating changing consumer trends and preferences, Bubur Ase can remain relevant and loved by current and future generations.

3. RESEARCH METHOD

This research method includes several approaches suitable for understanding and exploring different aspects of "Bubur Ase." To explain the meaning behind Bubur Ase, a qualitative study approach was used using discourse analysis methods and case studies to analyze its symbolism and culture. The causes of the rare existence of Ase Porridge were researched through a joint study using a qualitative approach, including interviews with producers and consumers. The protection and development of Ase Porridge ingredients were studied through interviews with agricultural experts and field observations. To launch an effective marketing strategy, efforts to popularize and promote Bubur Ase combine studies with social media content analysis and consumer surveys. Lastly, regulations or policies that support the protection of Bubur Ase use policy studies with document analysis and comparative case studies from other countries to support better policy efforts in Indonesia.

This research also uses a descriptive approach through case studies to describe the sustainability of the Ase porridge business installs such as Bubur Ase Bang Lopi, Bubur Ase Cik Lis, Bubur Ase Mpo Endup, and Bubur Betawi Babeh Toni in Jakarta. Data will be collected through direct observation at the stall location, interviews with stall owners, and customer surveys to reveal product preferences and satisfaction. This research aims to understand the factors that influence success and challenges in running a Bubur Ase business and provide recommendations for increasing the desirability of this business in the future.

4. RESULT AND DISCUSSION

The meaning behind Bubur Ase

The meaning behind Bubur Ase is deep and rich and can even be considered beyond just a portion of delicious porridge. The term "use" in Betawi deeply describes the condition of being cold or lukewarm when serving this porridge. Bubur Ase, with its existence, which is often served warm or even cold, has become a symbol of coolness and ease, which is very suitable to be enjoyed in tropical climates or on hot days. It is not just about the culinary experience but also an appreciation for the practical needs of everyday life. Apart from providing a refreshing physical sensation, Bubur Ase also offers a unique harmony of taste. The combination of sweet, salty, and savory flavors in Bubur Ase is realized through beef stew, which is rich in spices, fresh pickled vegetables, and anchovies, which provide an additional savory taste. This harmony reflects the richness of taste and the values of diversity and tolerance closely related to the famous Betawi culture (Idris, 2024). Bubur Ase also has a sacred dimension and is often part of Betawi traditional ceremonies such as bariton or alms earth. Bubur Ase has a deep meaning related to gratitude, prayer, and social harmony in the community. It is served at traditional events as a dish and a symbol of togetherness and respect for ancestral traditions. As one of the typical Betawi culinary delights, Bubur Ase is not just food but also a symbol of rich cultural identity and ancestral heritage. By enjoying it, we enjoy the distinctive taste and aroma and connect ourselves with Betawi's history and traditions, which

have an extended historical depth. This strengthens feelings of belonging and respect for cultural heritage preserved for centuries (Muliani, 2019).

Bubur Ase also reflects the resilience and adaptability of the Betawi people. It shows how local wisdom adapts to limited environmental conditions by using simple, easy-to-find, and long-lasting ingredients. This is very relevant in Betawi, known for its limited resources but able to produce dishes that are rich in taste and have high nutritional value. This resilience is not only limited to ingredients but also includes the desire to maintain a valuable culinary culture for future generations (Dewi & Ulhaq, 2022).

Interestingly, Bubur Ase has various meanings for each individual who enjoys it. For some people, Bubur Ase may be a dish that reminds them of their hometown, bringing sweet memories of the past full of traditional Betawi flavors. For others, Bubur Ase is much more than that; it represents the local wisdom in its presentation and strengthens the noble values in Betawi culture. Bubur Ase is not just an ordinary food; it carries a deep philosophy of life in each dish, offering harmony through distinctive flavors and diverse textures. Through its unique dishes, Bubur Ase reflects the rich Betawi culture developed over centuries, making it more than just a local culinary delight. It symbolizes pride in ancestral heritage passed down from generation to generation and shows how culinary can link the past and the present (Dewantara et al., 2023).

Every spoonful of Bubur Ase has a long story about the cultural journey and values that are continuously maintained with great pride. The diverse reception of Bubur Ase also reflects the diversity of human experience, where food not only satisfies physical needs but also connects us to deep cultural roots. Therefore, Bubur Ase pampers the tongue and embraces the soul with warmth and wisdom that transcends the boundaries of time and space (Muliani, L. (2019).

The reason for the rare existence of Bubur Ase

To identify the main obstacles in increasing the availability of Bubur Ase, it is necessary to understand that economic aspects play an essential role. High production costs are one of the main obstacles. Bubur Ase often requires specific raw materials or intensive processing, significantly reducing production costs and ultimately affecting its selling price on the market. Additionally, access to capital and technology is also a serious obstacle. Many local Ase farmers or porridge producers may need help accessing the financial resources needed to increase their production capacity or adopt modern technologies to increase production efficiency. The infrastructure aspect should also be addressed. Lack of adequate transportation networks, especially in terms of good roads and efficient distribution systems, can hamper the movement of Bubur Ase from producing areas to consumer markets. These issues not only increase logistics and distribution costs but can also reduce the overall availability of Bubur Ase in the broader market. With adequate infrastructure, producers may need help in meeting potential market demand.

Apart from economic and infrastructure factors, social and cultural aspects also influence the application and consumption of Bubur Ase. People's preferences for certain types of food, existing consumption habits, and awareness of the nutritional value and health benefits of Bubur Ase can influence market demand. Public education regarding the health benefits of Bubur Ase and

campaigns encouraging the use of local raw materials can play an essential role in increasing acceptance and demand for this product. To overcome these obstacles requires an integrated and comprehensive approach. This includes investment in supportive development infrastructure, policies supporting access to capital and technology, and education and campaigns promoting Bubur Ase as a healthy and nutritious food choice. In this way, increasing the availability of Bubur Ase can be achieved sustainably and positively impact producers, consumers, and society as a whole.

To find out the main obstacles to increasing the availability of Bubur Ase, it is necessary to pay attention to various economic, social, and cultural aspects that are interrelated in the production, distribution, and consumption of this food. Economically, high production costs are a big challenge. The Bubur ase processing process often involves unique raw materials or expensive processing technology, increasing production costs and selling prices on the market. Access to capital and technology is also a severe obstacle to many Bubur Ase farmers or producers, especially those operating on a local or small scale, who may need help obtaining the necessary investment to increase production capacity or adopt more efficient technology. From a socio-cultural perspective, consumer preferences for certain types of food greatly influence the demand for Bubur Ase. If people have strong preferences for other foods or a negative stigma associated with Bubur Ase, demand may be low even though availability is sufficient. In addition, limited knowledge and education regarding the nutritional benefits of Bubur Ase may also hinder the adoption of this product. A lack of understanding of the nutritional value and health benefits of Bubur Ase can reduce consumer interest, especially among community groups who need more access to information.

Demographic changes also play an essential role in the dynamics of the Bubur Ase market. For example, the increasing number of older adults can influence consumption patterns by giving more value to easy-to-consume snacks such as porridge. This means adapting marketing strategies and market approaches to ensure Bubur Ase remains relevant and in demand in an ever-changing market. By considering all these factors holistically – from economic aspects that influence production costs to social preferences and consumer demographics – an effective strategy can be formulated to increase the availability and application of Bubur Ase. An integrated approach between government policy, infrastructure investment, consumer education, and market development is needed to achieve these goals sustainably and positively impact all relevant stakeholders.

To identify the main obstacles in increasing the availability of Bubur Ase, it is necessary to pay attention to various economic, social, and cultural aspects that influence the value chain of this food. Economically, high production costs and limited access to capital and technology are significant challenges. The Bubur Ase processing process often involves unique raw materials or expensive processing technology, which can increase production costs and the selling price. In addition, Bubur Ase farmers or producers often need help gaining access to sufficient capital to increase their production capacity or adopt modern technology to improve efficiency and product quality.

On the social and cultural side, consumer preferences and the level of awareness of the health benefits of Bubur Ase also significantly influence demand. Suppose people need to understand the high nutritional value of Bubur Ase or prefer other foods that are more culturally popular. In that case, demand for Bubur Ase may be low even though its availability is sufficient. Therefore, public education regarding the health benefits of Bubur Ase and promoting healthy consumption habits is vital to increasing the adoption of this product. In addition, market development through effective promotional campaigns can help increase public awareness and demand for Bubur Ase, thereby incentivizing producers to increase production and availability of this product in the broader market.

Protection and development of Bubur Ase ingredients

The protection and development of typical ingredients such as kikil satay and spices for stew sauce in making Bubur Ase plays an essential role in maintaining the authenticity and quality of this dish. First, identifying local resources used in the manufacturing process is very important. This includes an introduction to the origins of state kikil or certain types of spices and the natural resources that ensure the availability and desirability of these ingredients. By knowing their location and quality, steps can be taken to protect and maintain the plant or animal populations used and ensure that practices for collecting or growing these materials are carried out sustainably.

Second, ecological aspects are also a significant concern in protecting and developing these unique materials. Efforts to maintain ecology include protecting the natural habitat of the resources used. This could include regulations to limit harvesting to specific quantities, promoting environmentally friendly farming or hunting techniques, or even establishing habitat restoration programs to ensure that the environment in which these signature ingredients grow remains healthy and sustainable. In this way, a drastic reduction in the quality or quantity of natural resources that support Bubur Ase production can be avoided.

Finally, developing sustainable farming or hunting practices also contributes significantly to protecting and developing these distinctive ingredients. The application of organic or integrated farming techniques in hunting management supports local ecology and ensures social and economic justice in the communities involved. This ensures that environmental sustainability is sustainable and that local communities that depend on producing these signature materials can continue to derive fair and sustainable economic benefits from their activities. Therefore, the protection and development of signature ingredients such as satay kikil and spices for Bubur Ase is about preserving culinary traditions and building a solid foundation for ecology and economy at the local level.

Efforts to popularize and promote Bubur Ase at local and national levels

Efforts to popularize and promote Bubur Ase locally and nationally require a holistic and integrated strategy. First, an effective marketing campaign is the key to increasing public awareness and interest in Bubur Ase. This campaign can include promotions through various media such as television, radio, and print, focusing on stories about the history, traditions, and unique tastes of Bubur Ase. Apart from that, promotion on social media is also essential in reaching the younger generation and active internet users. By utilizing platforms such as Instagram, Facebook, and

TikTok, Bubur Ase can be promoted through attractive visual content, fan testimonials, and cooking tutorials that invite direct participation from users.

Collaboration with restaurants or food stalls is also a strategic step in expanding Bubur Ase's market reach. By collaborating with culinary entrepreneurs with an established consumer base, Bubur Ase can be served consistently and presented in exciting menu variations. This increases Bubur Ase's exposure to more people and creates a hands-on experience for consumers to enjoy this dish in an authentic setting. This collaboration can help change people's perception of Bubur Ase from traditional food to an exciting and relevant culinary choice in the modern food industry.

Public education also plays a crucial role in increasing appreciation of Bubur Ase as an essential part of Betawi's culinary heritage. Educational programs can be carried out through cooking workshops, Betawi history and culture seminars, or culinary festivals featuring Bubur Ase as one of the main menus. Through this approach, people can learn more about the nutritional value, how to make it, and the unique taste of Bubur Ase, thereby increasing their understanding and appreciation for Indonesia's culinary diversity. Thus, a combination of effective marketing strategies, collaboration with food industry players, and public education is the key to introducing Bubur Ase to a broader audience and preserving this valuable culinary heritage for future generations.

Explain the regulations or policies that support the protection of Bubur Ase

The announcement of regulations or policies that support the protection of Bubur Ase as cultural heritage is a crucial step to ensure that this culinary tradition is maintained and well preserved. First, officially recognizing Bubur Ase as part of its cultural heritage can provide legitimacy and increase public awareness of its historical and cultural value. With this recognition, the government and related institutions can take concrete steps to protect Bubur Ase from the threat of changes that could reduce its authenticity.

In addition, providing authenticity certification or labels can be an important instrument in distinguishing authentic Bubur Ase from variants that may be less authentic or commodified. This certification may include requirements related to the raw materials used, traditional manufacturing processes, and quality standards that must be met to be claimed as authentic Bubur Ase. In this way, it will be easier for consumers to identify and choose products that meet their expectations of the authenticity and quality of traditional culinary delights.

This development policy also needs to consider the protection of traditional practices in making Bubur Ase. Practices such as cooking techniques, the use of typical ingredients, or rituals associated with making Bubur Ase must be kept unaffected by the modernization or commercialization of the dish, which could change the dish's essence. By implementing regulations that strengthen these traditional practices, the government can provide objective support for local producers and communities who, for generations, have maintained and developed Bubur Ase as an inseparable part of their cultural identity.

Overall, development regulations or policies that focus on protecting Bubur Ase as cultural heritage are not only about ensuring the continuity of this traditional culinary delight but also strengthening

local cultural identity and providing added economic and social value for communities involved in the production and promotion of Bubur Ase. These steps require close collaboration between the government, cultural institutions, producers, and civil society to create a conducive environment for preserving and increasing the continuity of Bubur Ase culture in Indonesia.

Bubur Ase Business, which still exists

Bubur Ase Bang Lopi is located at Gandaria Market, Jalan Kebon Kacang number 9, Tanah Abang District, Central Jakarta. Lutfi Fani, who is 60 years old and is known as Bang Lopi, has been running a business selling Bubur Ase for 20 years. He is the third generation of the family to carry on this tradition, started by his older brother and mother in 1960. Bang Lopi, with the help of his son, is busy serving the queue of customers who come to enjoy the famous Betawi Bubur Ase. This Bubur Ase Bang Lopi porridge pampers the tongue with its authentic taste, served with tofu, potatoes, and boiled eggs in a unique sweet stew. Even though it is considered a classic dish, Bang Lopi is proud to continue his family's almost forgotten legacy. He hopes his son can continue this business to preserve the original taste of Ase Betawi porridge. Bubur Ase Bang Lopi is open from Tuesday to Sunday, from 06.00 to 12.00 WIB. The price for one portion of Bubur Ase is IDR 15,000, while the price for Eid ketupat, also available, is IDR 20,000.

Bubur Ase Cik Lis is the leading culinary choice for culinary lovers who want to enjoy Bubur Ase in Jakarta. This stall is famous for its rich porridge sauce and has a distinctive savory taste. The specialty of the Bubur Ase here lies in the perfect combination of the soft texture of boiled rice with fresh pickled vegetables such as mustard greens, radishes, and bean sprouts. Kikil Satay is a trendy choice for visitors who want to add to the enjoyment of eating it. Bubur Ase Cik Lis is located at Gg. At-Taqwa No.27, Kb. Melati, Tanah Abang District, Central Jakarta. Its strategic location makes it easily accessible to culinary fans. This shop is open every day except Monday, with operating hours from 06.00 to 09.00 WIB. Short operating hours allow visitors to enjoy Bubur Ase as a delicious and filling breakfast. With a strong reputation and friendly service, Bubur Ase Cik Lis is not only a favorite place to eat but also part of an unforgettable culinary experience amidst the hustle and bustle of Jakarta.

Bubur Ase Mpo Endup occupies a location on Jl. Wuluh 4 No.32, RT.8/RW.7, North Bambu City, Palmerah District, West Jakarta City, Special Capital Region of Jakarta. This stall is open daily from 05.30 to 10.45 WIB, becoming a favorite choice for Bubur Ase fans around this area. The specialty of Bubur Ase at Mpo Endup lies in the use of a rich stew sauce, plus a topping of pickled vegetables such as mustard greens, bean sprouts, and fresh radishes. Visitors can also add kikil satay to enrich the taste. This porridge is served hot with chili sauce, providing a warm sensation suitable for consumption in cold weather or as a warming food option in the morning. Known as "good medicine for headaches," Bubur Ase Mpo Endup not only provides delicious food but is also known to have health benefits that its customers appreciate.

Babeh Toni's Betawi Bubur Ase offers typical Betawi flavors with its strategic location on Jl. Pangkalan Asem, Cempaka Putih Barat Subdistrict, Central Jakarta. This stall is a favorite for enjoying culinary delights in the afternoon and evening, operating from 17.00 to 22.00 WIB daily. Babeh Toni's Betawi porridge is famous for its typical Betawi porridge dish served in a sauce rich

in spices, with tender beef or buffalo meat and boiled eggs and crackers. A selection of pickled vegetables such as mustard greens, radishes, and bean sprouts are refreshing additions. Customers can also enjoy kiki satay to add a more savory taste. With a lively atmosphere and friendly service, Bubur Betawi Babeh Toni is a popular eating place in West Cempaka Putih and a sought-after culinary destination for Betawi food lovers in Jakarta.

5. CONCLUSION

Bubur Ase, a traditional dish from Indonesia, contains a deep meaning that goes beyond just taste. Its rare existence is caused by a need for a more adequate understanding and promotion of its uniqueness and cultural value. However, the protection and development of Bubur Ase's main ingredients, such as sticky rice and coconut milk, are essential to ensure the continuity of this dish. Efforts to popularize and promote Bubur Ase locally and nationally are essential in preserving this valuable culinary heritage. Despite facing challenges, efforts to keep Bubur Ase alive show a solid commitment to a cultural and culinary heritage rich in history and traditional values.

For sellers, the community, and the government of DKI Jakarta, preserving Bubur Ase requires cooperation and concrete steps in synergy. For Bubur Ase sellers, it is essential not only to maintain authentic taste quality but also to educate customers about the history and cultural values contained in it. They can use social media platforms and culinary events to promote the uniqueness of Bubur Ase. For the people of Jakarta, supporting the sustainability of Bubur Ase can start by appreciating and choosing it as a daily food choice. Teaching these values to the younger generation is also essential so that they appreciate traditional culinary heritage. On the part of the DKI Jakarta government, there needs to be a policy that supports the preservation and promotion of Bubur Ase. This can be done through incentives for local traders who sell Bubur Ase and holding cultural events that showcase the diversity of traditional Indonesian culinary delights, including Bubur Ase. Overall, close collaboration between sellers, the community, and the government will positively impact the preservation of Bubur Ase as an invaluable part of Indonesia's cultural heritage, especially in Jakarta.

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