

FENOMENA *FUSION FOOD* DENGAN MEMPERTAHANKAN KEUNIKAN DAN TRADISIONALNYA PADA *CAFFE DJAMPI JAWI* JOGJA

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Abstrak

Penelitian ini bertujuan untuk mengetahui strategi *Caffe Djampi Jawi* mempertahankan nilai-nilai tradisional dan keunikan lokal, serta isu kesehatan dan gizi yang diterapkan. Menggunakan metode kualitatif, penelitian dilakukan di *Caffe Djampi Jawi* Yogyakarta dengan pengumpulan data melalui pengamatan, wawancara, dan dokumentasi, serta analisis data secara induktif. Hasil penelitian menunjukkan bahwa *Caffe Djampi Jawi* berhasil memadukan unsur tradisional dan modern dengan mengombinasikan resep jamu tradisional dan konsep kafe modern yang *instagramable*. Penggunaan bahan alami dan lokal dalam menu mempertahankan keaslian rasa serta manfaat kesehatan kuliner Indonesia, serta memperkuat identitas lokal. Aspek kesehatan dan gizi diperhatikan dengan menyajikan minuman dan makanan berbahan alami yang bermanfaat bagi kesehatan tubuh. Struktur organisasi *Caffe Djampi Jawi* terdiri dari beberapa peran dengan pembagian tugas dan tanggung jawab yang jelas.

Kata kunci : *caffe Djampi Jawi*, gizi, kesehatan, modern, tradisional.

*THE PHENOMENON OF FUSION FOOD WITH MAINTAINING ITS
UNIQUENESS AND TRADITIONALITY AT CAFFE DJAMPI JAWI JOGJA*

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Abstract

This study aims to determine the strategy of Caffe Djampi Jawi to maintain traditional values and local uniqueness, as well as health and nutrition issues that are applied. Using qualitative methods, the study was conducted at Caffe Djampi Jawi Yogyakarta with data collection through observation, interviews, and documentation, as well as inductive data analysis. The results of the study indicate that Caffe Djampi Jawi has succeeded in combining traditional and modern elements by combining traditional herbal medicine recipes and the concept of a modern, instagrammable cafe. The use of natural and local ingredients in the menu maintains the authenticity of the taste and health benefits of Indonesian cuisine, and strengthens local identity. Health and nutrition aspects are considered by serving drinks and foods made from natural ingredients that are beneficial for body health. The organizational structure of Caffe Djampi Jawi consists of several roles with a clear division of tasks and responsibilities.

Keywords: caffe Djampi Jawi, nutrition, health, modern, traditional.