

ABSTRACT

This study discusses the culinary Es Sirop Bojong as part of Tasikmalaya's cultural identity from 1972 to 2023. The purpose of this study is to understand the history, cultural values, and adaptation strategies carried out by business actors in maintaining the existence of traditional culinary in the midst of changing times. This study uses a Historical approach. Data were collected through in-depth interviews with Es Sirop Bojong business actors such as Mrs. Nenden and Mrs. Rosi and direct observation at the business location. The theoretical studies used include the theory of culinary structuralism, food anthropology, collective memory and consumer behavior. The results of the study show that Es Sirop Bojong not only functions as a thirst-quenching drink, but also represents the values of togetherness, simplicity and sustainability of local traditions. These values are reflected in the way it is made which still maintains traditional methods, the use of natural ingredients such as homemade syrup, black sticky rice and coconut milk and its distinctive presentation. The adaptation strategies carried out by business actors include choosing a strategic location, consistently maintaining taste quality, and innovation in marketing through social media such as Instagram and WhatsApp. Business actors also try to adapt to the tastes of the younger generation without leaving behind their traditional culinary identity. Thus, Es Sirop Bojong has become one of the local culinary delights that has been able to survive and transform across generations.

Keywords: Bojong Ice Syrup, Tasikmalaya Culinary, Culinary history.