

ABSTRACT

This study aims to analyze the history of tauco's entry into Cianjur, the competition between the local community's tauco industry and the Chinese ethnic group, and the form of adaptation to social and economic changes. Data collection was carried out using historical research methods including heuristics, verification, interpretation, and historiography. Data collection techniques include observation, interviews with industry players, and literature studies. The results of the study show that tauco was first introduced by the Chinese ethnic group in the 19th century, which developed in the local trade network. Competition between Chinese entrepreneurs and the local community strengthened in the early 1960s with the presence of the Biruang brand tauco industry founded by H. Moch Soleh. Production strategies, product identity symbols, and open marketing systems strengthened the image of tauco as a typical Cianjur product. The political and economic crisis in the 1960s prompted business owners to implement production efficiency measures in order to sustain their operations. In the early 1970s, the tauco industry began to recover along with improving national social, political, and economic conditions. Tauco then became a symbol of Cianjur's culinary specialty and a cultural artifact that reflected the identity of the Chinese ethnic group in Cianjur.

Keywords: Cultural Acculturation, Cianjur Tauco Industry, Culinary Identity