

Research Article

Perceptions of Udinus Students from Outside the Region Toward Traditional Cuisine of Semarang City

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Abstract: This research aims to explore the perceptions of students from outside the area at Udinus towards traditional food in the city of Semarang, as well as the factors that influence their perceptions. This research uses mixed methods where the results obtained are based on observations, interviews and questionnaires. This research was conducted on 87 students from outside the region at Dian Nuswantoro University who were selected purposively based on certain criteria. Research data was collected using interview guidelines, questionnaires prepared based on the problem formulation and research instruments. Research data was analyzed using thematic analysis, namely analysis that identifies, codes, and interprets themes that emerge from the data. The results of the research show that the perceptions of students outside the Udinus area towards traditional Semarang city cuisine vary, ranging from strongly agree, agree, disagree and disagree. There are several factors that can influence their perceptions, namely their cultural and culinary background, experience and frequency of consuming traditional Semarang city cuisine, knowledge and information about the cuisine, as well as social factors, such as friends, family and the media. Their perceptions also have an impact on their behavior in choosing and consuming traditional Semarang city cuisine, as well as their social and cultural integration on the Udinus campus. It is hoped that this research can provide additional input for the development of social sciences, especially in the field of culinary anthropology

Keywords: Perception, Students from outside the area, Traditional cuisine of the city of Semarang

1. Introduction

Traditional cuisine of Semarang city is currently an interesting cultural aspect to be studied. Based on its history, Semarang city is a multicultural city, and is inhabited by various ethnicities and religions, including Javanese, Chinese, Arab, Indian, and others. This affects the development of Semarang city's culinary in particular, which reflects the diversity and cultural richness of the city. Some of the famous traditional dishes of Semarang city are lumpia semarang, tahu gimbali, tahu pong, bandeng presto, wingko babat, chicken rice, and soto semarang. These dishes are original products and are traditional dishes of Semarang city and also have a special and unique taste, which is difficult to find in other areas in Indonesia.

Traditional cuisine of Semarang city is not only consumed daily by local people, but also becomes an attraction for tourists, including students from outside the region who study in Semarang city. One of the universities that accommodates many students from outside the region in Semarang city is Dian Nuswantoro University (UDINUS). Udinus, as one of the private universities in Central Java, has a vision to become an excellent higher education institution. Udinus has various study programs that offer quality education that is relevant to the needs of the times. Udinus also has facilities and a campus environment with a comfortable atmosphere and supports teaching and learning activities.

Students from outside the region at the Dian Nuswantoro University (UDINUS) campus come from various provinces in Indonesia, such as the provinces of Sumatra, Papua,

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Kalimantan, Bali, Sulawesi, Nusa Tenggara, and others. They have different cultural and culinary backgrounds, which can affect their perceptions of traditional cuisine in the city of Semarang. Perception is a mental process that involves observing, interpreting, and evaluating an object or phenomenon. Perception can be influenced by internal factors, such as knowledge, attitudes, values, and preferences, and several external factors, such as the social environment, culture, and media.

The perception of students outside the Udinus area towards traditional cuisine of Semarang city can be an indicator of how much they know and appreciate local culture. Their perception can also influence their behavior in choosing and consuming the cuisine.

This behavior can have an impact on their social and cultural integration on the Udinus campus. Social and cultural integration is a process in which individuals or groups from different backgrounds interact and adapt to a new environment. Social and cultural integration can increase a sense of togetherness, tolerance, cooperation, and academic achievement among students. In its meaning, perception is a process or individual response that is based on or comes from an experience or feeling of each towards something or in other words it can be said that individual perception, and what usually happens is a process of sensing. In a book it is also said that the perception in question is an understanding of the process in the form of a stimulus or a giving of meaning to incoming information or a response. The incoming stimulus is obtained from events, objects or relationships, Sumanto (2014). Abdul Rahman Saleh (2015) also stated that perception is a concept used to convey the experience of an object or event, referring to information obtained through the five senses and the experiences experienced. Thus, it can be concluded that perception involves combining data from the five senses.

Perception can also be said to consist of two things, namely Object perception and Social Perception, where in social perception there are several crucial principles related to perception, including: perception based on experience, the selective nature of perception, the aspect of assumptions in perception, the evaluative dimension of perception, and the contextual nature of perception. In addition, there are factors that influence the emergence of the perception process. is a physical or natural process, a physiological process, a psychological process, all of which are on average a process of the human senses that stimulate the brain to produce an image or response.

Below is a table of the number of Out-of-Region students at the Udinus campus for the last 4 semesters, who come from areas outside the province of Central Java.

Table 1: Number of Students from Outside the Region of Dian Nuswantoro University, Semarang

No	Year	Number of Students from Outside the Region
1	Odd Semester 2023	658
2	Even Semester 2022	670
3	Odd Semester 2022	728
4	Even Semester 2021	825

(Source: Udinus Administration, 2023)

Therefore, the research here intends to find out about the perception of students outside the Udinus area towards traditional Semarang city cuisine. This study also intends to find out what factors influence their perceptions, and how their perceptions impact their social and cultural integration on the Udinus campus. It is hoped that this research will provide a picture of the social and cultural dynamics that occur among students outside the Udinus area in the context of Semarang city cuisine.

2. Literature Review

Perception

The meaning of the word perception in English is 'perception which can also be interpreted as perceptio' which in Latin means ('collecting, receiving'). Perception in general can be said to be a process of obtaining, selecting, interpreting and organizing sensory information. Perception can be said to be cognitive processing based on the experience experienced by an individual or someone in understanding information and sensations received from their environment.

Perception is the process by which we organize, recognize, and interpret every detail of information that a person obtains through the senses, so that we can form a picture and understanding of the world around us. According to Wagner and Hollenbeck (1995), perception is the process by which a person has the ability to select, organize, store, and interpret information collected through their senses. A similar opinion was also conveyed by Robbins (2003), who explained that perception is a process carried out by each individual to organize and interpret impressions obtained from their senses, with the aim of giving meaning to their environment. According to Schmitt and Schmitt (2011), perception is also a determining factor in the actions of individuals or groups when interacting with elements outside themselves.

The Process of Forming Perception

Perception can be simply summarized as follows:

1. Perception is closely related to interpretation and feelings.
2. Perception is said to occur in the mind when we understand what is happening.
3. Each person's perception view varies depending on various factors such as education level, experience, preferences, and other elements. In other words, the perception view is individual.
4. Perception includes the steps of understanding stimuli through the five senses (sight, taste, hearing, touch, and smell).

The formation of perception begins with input from various sources, such as sound, sight, taste, smell, or human touch. This information is received by human senses (receptors) and interpreted as feelings (Joanes. et al. 2014). The process of forming perceptions of traditional cuisine in Semarang can also be obtained from various factors including ingredients, processing methods, taste, aroma, color/shape and presentation. (Soekarto in Harsana.M, et al., 2018) states that the appeal of a food can come from factors such as taste, color, shape, and texture have a crucial role in evaluating the dishes served, apart from the aspects of the number of portions and how they are served.

Understanding Students

The definition of students in this study is individuals who are undergoing the education process at a higher education institution. Pasal 13 Ayat 1 dan 2 UU Pendidikan Tinggi No. 12 Tahun 2012 states that students can be considered as members of the academic community who play an active role in recognizing the development of their learning opportunities, seeking scientific truth, and trying to improve and apply the knowledge and skills they have. In order to become a scientist, intellectual, practitioner, or civilized professional, mastery of science and technology is required.

Out of Regional Students

Out of Regional students here refer to students who come from outside the city of Semarang or outside the Province of Central Java and are studying at Dian Nuswantoro University Semarang. According to Aspiani (2014), he refers to out-of-town students as students who live outside their home region to pursue higher education at different educational institutions. According to Naim (2012), out-of-town students are activities that involve voluntarily leaving their place of origin for a fairly long period of time, with the aim of gaining knowledge

and seeking certain experiences, but will eventually return to their hometown. a person who is studying and has registered at an institution or university, does not come from the same place as the campus, and generally lives far from his/her hometown and family.

Traditional Semarang Cuisine

While the definition or understanding of traditional cuisine itself can vary with the diversity of types of food that are considered traditional. Muhilal (1995) said traditional cuisine or food is part of the culinary heritage that has been passed down and become an integral part of the culture of the people in Indonesia. Meanwhile, according to Winarno (1993), this food is rich in local ingredients and traditions, provides a unique sensory experience and has high nutritional value, Adiasih (2015), also said that traditional food refers to types of food that have been passed down from several previous generations and are generally popular among the community, and this food is adjusted to human tastes and does not violate local religious rules. The ingredients and spices used in traditional food also come from the local area, Sastroamidjojo, S.n (1995) in Nugroho, S. P. (2023) .

According to Almli et al. (2010), traditional food refers to food products that are routinely consumed by previous generations to the present society. Hadisantosa (1993) also defines traditional food as a type of food that is generally consumed by a particular ethnic group or region, which is processed based on recipes that have been passed down from generation to generation. The raw materials used come from the local area so that the food produced matches the preferences of the people in that place. Food and drinks that have long been used and have developed in the regions or communities of Indonesia are included in the category of traditional food, Suter and Yusa (2014).

Although there are many types of traditional cuisine in food, in general they can be classified into four main groups, according to Winarno (1994), namely staple food is the type of food that is the main focus of a menu, produced in the largest quantities especially with the aim of filling. Side dishes are types of dishes served with staple foods with the aim of increasing and expanding appetite. In terms of side dishes, there are several variations that can be distinguished, namely side dishes that have sauce and those that do not have sauce, fried and grilled side dishes, and various types of chili sauce. Market snacks or snacks are also known as foods that are consumed throughout the day to entertain oneself, not tied to time, location, or portion consumed. Not only to reduce hunger, the impact of snack consumption also involves other aspects. Consuming snacks is often used to add nutrients that are absent or lacking in main meals and dishes. Drinks have a role in providing entertainment or overcoming thirst, and can be present in the form of various traditional drinks such as ginger tea, lemongrass tea, and others. However, traditional foods often have shortcomings in terms of safety against biological, chemical or physical risks. The formulation found that threats or contamination often occur due to low quality raw materials, poor processing technology, lack of adequate sanitation and hygiene practices, and lack of awareness from workers and producers involved in the production of traditional foods, Febria Agustina and colleagues (2009).

Based on this, it can be said that the formulation of the problem made is to find out "how are the perceptions of students outside the Udinus area towards traditional Semarang City cuisine, what are the factors that influence the perceptions of students outside the Udinus area towards traditional Semarang City cuisine, including ingredients, processing methods, presentation, taste, aroma, and color, and how is the impact of the perceptions of students outside the Udinus area towards traditional Semarang City cuisine on their social and cultural integration on the Udinus campus", which aims to explore and analyze the perceptions of students outside the Udinus area towards traditional Semarang City cuisine in particular, as well as its implications for their academic and social lives.

3. Proposed Method

The research design that will be used in this study is a mixed methods, which is a method that combines qualitative and quantitative approaches. The qualitative approach will be used to explore the perceptions of students outside the Udinus area towards traditional Semarang cuisine in depth and holistically. Qualitative data will be collected through in-depth interviews with a number of students outside the Udinus area who were selected purposively. Interviews will be conducted using interview guidelines that are compiled based on the formulation of the problem. Qualitative data will be analyzed using thematic analysis, which is an analysis that identifies, codes, and interprets themes that emerge from the data. Quantitative data will be collected through an online survey using a questionnaire that is compiled based on research variables. The questionnaire will be distributed to all students outside the Udinus area who are registered in the academic information system. Quantitative data will be analyzed using descriptive and inferential statistics, which is an analysis that presents, summarizes, and tests hypotheses from the data.

The population studied in this study only includes Dian Nuswantoro University students who come from outside the Semarang area. who are currently residing and studying there. Where the students taken are students in 2023 where the students are still active and have just arrived in the city of Semarang. According to the data obtained, there are 5230 new students in the odd semester of 2023. Of the total student population, there are a total of 658 students from outside the region who come from outside Central Java Province.

According to Arikunto (2010), a sample is a portion of the population (part or representative of the population being studied). Several sources represent a large portion of the population that can be used to describe the entire population. In cases where the population consists of several hundred, researchers can usually find around ten to fifteen percent or twenty to twenty-five percent of the population, Suharsimi (2007). According to the book *Applied Research Methods in Education*, written by Endang Mulyatiningsih (2013), the dimensional method is used to identify the sample for this study. Isaac and Michael calculated the sample size based on a population ranging from 10 to 1,000,000. The results of their sample size calculations are summarized in the attached determination table. The sample size is set at an error rate of 1%, 5%, and 10%, and the error rate used in this study is 10%. In this study, the purposive sampling technique with the Slovin formula was used; The population of students from outside the region at Udinus Semarang is 658 people, with a 10% error rate, the number of samples required is 87 people.

Questionnaire

The data collection tool used in this study was a questionnaire. The results of the questionnaire were combined with interviews to measure the perceptions, attitudes, and preferences of students from outside the region. The test consisted of a questionnaire answering statements.

Interview

In this study, the interview technique was used to collect data by asking questions and answers to a number of respondents or parties involved in the study. This interview technique was used to collect data by asking questions and answers directly to them

Focus Group Discussion

Focus Group Discussion (FGD) is a data collection technique that is often used in qualitative research with the aim of finding out the meaning of a topic as understood by a group. FGD aims to avoid misunderstandings by researchers regarding the research object.

SWOT

This study uses a SWOT analysis to evaluate the strengths, weaknesses, opportunities, and threats as a whole. That this SWOT analysis is just an analysis to describe the situation we are facing. SWOT is an abbreviation of Strengths and Weaknesses of the Internal Environment and Opportunities and Threats of the External Environment, external factors in the form of opportunities and threats and internal factors in the form of strengths and weaknesses are then presented in the form of a SWOT table.

4. Results and Discussion

Dian Nuswantoro University Semarang (UDINUS) is located in the city center of Semarang, Central Java, Indonesia. Located near the Tugu Muda roundabout, it can be accessed by public and private vehicles. The campus is only 12 minutes from Ahmad Yani Airport and is spread over 4.5 hectares of land. Surrounded by offices, educational institutions, commercial buildings and residential areas.

Dian Nuswantoro University is a private university that has superior accreditation and is led by Prof. Dr. Ir Edi Noersasongko, M.Kom. Established on August 30, 2001 in Semarang based on the Decree of the Minister of Education of the Republic of Indonesia No. 169/D/O/2001, Udinus is the result of the merger of four high schools from the Dian Nuswantoro Foundation and the Lintang Nuswantoro Foundation.

The four schools include the Dian Nuswantoro College of Computer Management and Informatics (STMIK), Dian Nuswantoro College of Economics (STIE), Dian Nuswantoro College, Faculty of Foreign Languages (STBA), and Lintang Nuswantoro Medical College (STKES). Initially, Udinus had five faculties, namely the Faculty of Computer Science, Faculty of Economics, Faculty of Language and Literature, Faculty of Public Health, and Faculty of Engineering. Along with its development, on July 5, 2002, Udinus added two new study programs, namely the industrial engineering training program and the computer science post-graduate program.

Dian Nuswantoro University collaborates with various organizations, both domestic and foreign, to improve quality and provide opportunities for students who want to conduct research abroad

Vision, Mission and Goals

The Vision, Mission and Objectives here are used as guidelines in organizing educational activities at Dian Nuswantoro University Semarang itself, namely:

Vision: To become the main choice university in the field of education and entrepreneurship

Mission:

1. Organizing quality higher education.
2. Developing creativity and innovation of academics that are beneficial to society, government, and business

Objectives:

1. Creating members of society who believe and fear God Almighty, have noble morals, Indonesian culture, are responsible, have scientific enthusiasm, have academic and professional abilities, and are ready to succeed in their workplace.
2. Creating new science and technology, helping researchers and thinkers update their knowledge and abilities so that they can combine, transfer, disseminate, interpret, and apply existing science and technology for the advancement and welfare of society at the regional, national, and international levels.
3. Disseminating the results of applied research, action studies, and appropriate technology for use in improving the progress and welfare of society.
4. Creating a high-quality workforce that is able to compete in the job market for the benefit of the nation at the regional, national, and international levels

Respondent Characteristics

Analysis of the distribution of respondent characteristics shows that research participants cover a wide range of ages and genders.

Table 2. Respondents Gender

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	40	46,0	46,0	46,0
	Male	1	1,1	1,1	47,1
	Female	46	52,9	52,9	100,0
	Total	87	100,0	100,0	

(Source: SPSS Data, 2023)

The distribution of respondents' gender in this study shows that the majority are female, with a percentage of 52.9%. Meanwhile, male respondents reached 46.0%. The greater frequency in the female category can provide valuable perspectives regarding their perceptions of Semarang's traditional cuisine. Thus, this study reflects the diversity of gender in responding to the culinary and cultural context of Semarang City.

Age

With a deeper understanding of the age distribution of respondents, we can explore how culinary preferences and views on cultural diversity may change with age. This analysis will provide in-depth insights, allowing us to detail the unique dynamics between age and perceptions of traditional Semarang cuisine among out-of-town students. The following are the results of the analysis based on the respondents age:

Table 3. Respondents Age

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1	1,1	1,1	1,1
	19	5	5,7	5,7	6,9
	20	17	19,5	19,5	26,4
	21	11	12,6	12,6	39,1
	22	39	44,8	44,8	83,9
	23	8	9,2	9,2	93,1
	24	3	3,4	3,4	96,6
	29	3	3,4	3,4	100,0
	Total	87	100,0	100,0	

(Source: SPSS Data, 2023)

The age distribution of respondents in this study reflects the diversity of the group. The majority of respondents were in the 22-year-old age group (44.8%), followed by the 20-year-old age group (19.5%). Overall, respondents in the 19-24 age range showed a significant contribution, covering approximately 83.9% of the total participants. This suggests that this study specifically examines the perceptions and preferences of young students towards traditional cuisine of Semarang City. Further analysis of this age distribution could provide deeper insights into how culinary preferences and acceptance of traditional Semarang cuisine may vary across different age groups.

Research Instrument Test

This study aims to reveal the extent to which the instrument used to measure the perceptions of students from outside the region of Dian Nuswantoro University (UDINUS) towards traditional cuisine of Semarang City has high validity. Students from outside the region who study at Dian Nuswantoro University may have different experiences related to this traditional cuisine. Therefore, the validity of the perception measurement instrument is crucial to ensure that the research results are reliable and able to represent students' views on traditional cuisine of Semarang City accurately. The following are the results of the questionnaire validity test:

Table 4. Validity Test Results

NO	R Tabel	R Count	Information
P1	0,444	0,971	Valid
P2	0,444	0,829	Valid
P3	0,444	0,88	Valid
P4	0,444	0,971	Valid
P5	0,444	0,85	Valid
P6	0,444	0,942	Valid
P7	0,444	0,948	Valid
P8	0,444	0,852	Valid
P9	0,444	0,948	Valid
P10	0,444	0,919	Valid
P11	0,444	0,971	Valid
P12	0,444	0,829	Valid
P13	0,444	0,88	Valid

(Source: SPSS Data, 2023)

From the table provided, there are two values that need to be considered, namely the R Table value (0.444) and the R Calculation value for each variable (P1 to P13). The R Calculation value is the correlation coefficient between two variables being tested, while the R Table value is the critical correlation value used as a benchmark to determine significance.

The R Calculation value for all variables (P1 to P13) is greater than the R Table value ($0.971 > 0.444$), it can be concluded that the instrument used in this study has a high level of validity. This means that the instrument is able to measure students' perceptions of traditional Semarang City cuisine well.

In other words, the results of the correlation between these variables indicate that the instrument used is reliable and provides valid results related to students' perceptions of traditional Semarang City cuisine. Therefore, this study can be considered successful in measuring the variables studied using instruments that have been well validated..

Reliability Test

Reliability test is a measure of the extent to which a measuring instrument can be trusted and provides consistent results. In the context of this study, the reliability test aims to ensure that the instrument used to measure the perceptions of out-of-town students towards traditional Semarang cuisine has a high level of consistency. The following are the results of the reliability test analysis:

Table 5. Reliability Test Results

Reliability Statistics		
Cronbach's Alpha Based on Standardized		
Cronbach's Alpha	Items	N of Items
,982	,982	13

(Source: Processed Data, 2023)

The Cronbach's Alpha and Cronbach's Alpha Based on Standardized Items values are both 0.982, which is close to the maximum value of 1. This indicates that the instrument used in this study has a very high level of internal reliability. These results indicate that all items or questions in the instrument are consistent and reliable in measuring the construct being measured, namely students' perceptions of traditional cuisine in Semarang City. With 13 items used in the instrument, this high Cronbach's Alpha value provides confidence that the instrument provides consistent and reliable results in measuring the variables being studied.

Focus Group Discussion Analysis (FGD)

In analyzing the results of the FGD, the main focus is given to understanding the various factors that influence the perception of students outside the region UDINUS towards traditional cuisine of Semarang City, including ingredients, processing methods, presentation, taste, aroma, and color, the results of questions based on the Research Instrument

Table 5. Frequency of Respondents' Answers

No	Statement	Appraisal			
		Strong Agree	Aggree	Somewhat Agrree	Disagre
1	Students know what is called traditional food typical of the city of Semarang	91%	9%	0%	0%
2	Students learn the names of traditional Semarang dishes	87%	13%	0%	0%
3	Students want to consume traditional food typical of Semarang City	85%	15%	0%	0%
4	Students choose traditional food	91%	9%	0%	0%
5	Students are interested in traditional food typical of the city of Semarang.	94%	6%	0%	0%
6	Students always eat traditional Semarang City cuisine 3 times a week	91%	9%	0%	0%
7	Students are familiar with traditional cooking ingredients of Semarang city	93%	7%	0%	0%
8	Students like the taste of traditional cuisine in the city of Semarang	85%	15%	0%	0%
9	Students are attracted to the flavor of traditional cuisine in the city of Semarang	93%	7%	0%	0%
10	The shape, color and texture of traditional dishes make students buy them	94%	6%	0%	0%
11	Traditional food flavors according to taste.	91%	9%	0%	0%
12	Students are not constrained by the social environment of traditional food in the city of Semarang	89%	11%	0%	0%
13	Traditional food does not conflict with the culture of students from outside the region	85%	15%	0%	0%

(Source: Processed Data, 2023)

Based on the results of the FGD (Focus Group Discussion) explained, several analyses that can be produced include:

1. Students have knowledge about traditional food typical of the city of Semarang and the names of the dishes
2. Students are interested in traditional food typical of the city of Semarang and often eat it.
3. Students choose traditional food as a necessity and consume it more often
4. Students have concerns about traditional food typical of the city of Semarang.

5. The shape, color, and texture of traditional dishes influence students' decisions to buy them.
6. The taste of traditional food suits students' tastes.
7. Students do not face obstacles in the social environment when eating traditional food in the city of Semarang.
8. Traditional food does not conflict with the culture of students from outside the region.

SWOT Analysis

SWOT Analysis is a method of "strategic planning" intended to evaluate strengths, weaknesses, and opportunities, including threats in a project, Pranatha, P. S. J., & Asshofi, I. U. A. (2023) . By using this analysis, we can identify the internal strengths and weaknesses of an entity, while evaluating the opportunities and threats that come from the external environment.. Here are the results of the SWOT analysis from the data:

Strengths

- Students have knowledge about traditional food typical of Semarang city and the name of the dish.
- Students are interested in traditional food typical of Semarang city and often eat it.
- Students choose traditional food as a necessity and consume it more often.
- Students have concerns about traditional food typical of Semarang city

Weaknesses

- There isn't any

Opportunities

- The shape, color, and texture of traditional cuisine affect students' decisions to buy it.
- The taste of traditional food suits students' tastes.
- Students do not face obstacles in the social environment when buying traditional food in Semarang.
- Traditional food does not conflict with the culture of students from outside the region

Threats

- There isn't any

Based on the results of the SWOT analysis provided, it can be concluded that there are several key aspects that influence the acceptance and sustainability of traditional food consumption typical of Semarang city among students.

Strengths:

1. Student Knowledge and Interest

The main strength lies in the knowledge possessed by students about traditional food typical of Semarang city and the names of the dishes. In addition, high interest and the habit of often consuming traditional food indicate a strong attraction to local cuisine.

2. Student Preferences and Choices

The sustainability of traditional food consumption as a need and the main choice of students provides a positive picture of the acceptance of these foods among them.

Opportunities:

1. Visual and Sensory Factors Influencing Purchasing Decisions

There is an opportunity to utilize visual and sensory factors, such as shape, color, and texture, to increase the appeal of traditional food and influence students' decisions in purchasing.

2. Taste According to Students' Tastes

Tastes that suit students' tastes create opportunities to develop variations in taste or strengthen existing flavors in traditional foods.

3. No Social and Cultural Barriers:

The absence of social or cultural barriers when consuming traditional foods provides an opportunity to expand market share, especially among students from outside the region.

Threats:

Threats Not Mentioned, although strengths and opportunities are identified, no specific threats are mentioned. Therefore, further monitoring of factors that may become potential threats in the future is needed.

Weaknesses:

In this context, although weaknesses are not mentioned, it should be noted that the sustainability of traditional food acceptance can be influenced by factors such as innovation and competition with other culinary delights. Therefore, to maintain and increase the acceptance of traditional food, efforts to continuously improve quality, variety, and marketing strategies can be considered.

Perception of Out of Region Students Udinus on Traditional Cuisine of Semarang City

Based on the results of the respondents' answers given, a description can be made regarding the perceptions of out of region students at Dian Nuswantoro University (UDINUS) regarding traditional cuisine of Semarang City as follows:

1. Knowledge of Traditional Semarang Cuisine:
The majority of out of town students at UDINUS have good knowledge of traditional Semarang cuisine. Most of them know what is meant by traditional Semarang cuisine (91%) and the names of the dishes (87%).
2. Interest and Consumption:
Around 85% to 94% of out of town students show interest and willingness to consume traditional Semarang cuisine. This includes the desire to consume it (85%), interest in the taste, aroma, and appearance (94%), and the habit of routinely buying and consuming the traditional cuisine (91%).
3. Suitability to Taste:
The majority of respondents (91%) feel that the taste of traditional Semarang cuisine suits their taste.
4. Habitual habits
Most out of town students at UDINUS are familiar with traditional Semarang cuisine ingredients (93%) and do not feel constrained by the social environment regarding the consumption of the food (89%).
5. Cultural and Social Aspects:
The majority of respondents (85%) also believe that traditional Semarang food does not conflict with their culture as students from outside the region.

From the analysis above, it can be concluded that the perception of out of region students at Dian Nuswantoro University towards traditional Semarang cuisine is very positive. This shows great potential to promote and expand the consumption of traditional Semarang cuisine among students from out of region, as well as to preserve Semarang's traditional culinary heritage.

Factors Influencing the Perception of Students from Outside the Udinus Region Regarding Traditional Cuisine of Semarang City Including Ingredients, Processing Method, Serving, Taste, Aroma, and Color

The following are factors that influence the perception of out-of-town students towards traditional cuisine from Semarang City in terms of ingredients, processing methods, presentation, taste, aroma, and color:

1. Ingredients:
The availability of local ingredients used in traditional cuisine can influence perception. The use of ingredients that are typical of the region can increase the interest of out-of-town students.
2. Processing Method:
Traditional processing methods that maintain the taste and quality of the cuisine can increase the positive impression of the cuisine.
3. Serving:

Presenting cuisine in an attractive and neat way can make traditional cuisine more attractive to out-of-town students.

4. Taste:
The suitability of the taste of the cuisine to the tastes of out-of-town students can influence their perception of traditional Semarang cuisine.
5. Aroma:
The distinctive and tempting aroma of traditional cuisine can also strengthen the positive impression of the cuisine.
6. Color:
The attractive color of traditional cuisine can provide a positive visual impression and increase the appetite to taste it.

By paying attention to these factors, the positive impression of traditional cuisine from out-of-town students can be strengthened, which in turn can increase their interest in consuming and promoting the cuisine.

The Impact of Udinus' Non-Regional Students Perceptions of Semarang City's Traditional Cuisine on Their Social and Cultural Integration on the Udinus Campus

The following are the impacts of UDINUS out of town students' perceptions of Semarang City's traditional cuisine on their social and cultural integration on campus, some aspects are:

1. Social Integration:
A positive perception of Semarang City's traditional cuisine can strengthen the social integration of out-of-town students at UDINUS. Involvement in joint culinary activities, such as dinners or traditional cooking events, can be a platform for building interpersonal relationships. Conversely, negative perceptions may create barriers, and culinary introduction strategies can be integrated into orientation programs or campus social activities.
2. Group and Community Dynamics:
Out-of-region students who feel open to Semarang City's traditional cuisine tend to be more active in culinary groups or clubs on campus. A shared understanding of local cuisine can strengthen inter-community bonds and build an inclusive environment.
3. Acceptance of Cultural Diversity:
Acceptance of traditional cuisine reflects acceptance of cultural diversity. By promoting traditional cuisine as part of campus life, UDINUS can create an atmosphere that supports appreciation of diversity and helps break down stereotypes or prejudices related to culture.
4. Role of Educational Institutions:
UDINUS can play an active role in supporting social integration through traditional cuisine by holding culinary events, cooking courses, or supporting campus cafeterias to serve traditional dishes. This support can help create an environment that supports cultural exchange and social integration.
5. Influence on Student Identity:
Exploration of traditional cuisine can be an element that enriches the identity of out-of-town students at UDINUS. This experience can form a sense of belonging to the campus environment, and contribute to pride as part of a diverse academic community.

So it can be said that the perception of traditional cuisine of Semarang City can have a positive impact on the social and cultural integration of out-of-town students on the UDINUS campus.

5. Conclusions

Based on the results of the questionnaire and the previous discussion, the following can be concluded:

- a) Student Understanding: In general, the majority of students have a good understanding of traditional food typical of the city of Semarang. This can be seen from the high percentage of statements 1 and 2,
- b) Involvement and Preference: Respondents showed high interest and involvement in traditional food. The majority of students from outside the area are willing to consume, choose, and like traditional cuisine of the city of Semarang.

- c) Influential Factors: Factors such as aroma, shape, color, texture, and taste of traditional cuisine have a positive impact on students' decisions to buy and consume the food,
- d) Social and Cultural Influences: The majority of students currently do not feel constrained by the social or cultural environment related to traditional food of the city of Semarang.

Based on the conclusions above, the following suggestions can be made:

- a) Strengthening Promotion: Further efforts are needed to strengthen the promotion of traditional Semarang cuisine among students. Creative and innovative promotional programs can be used to increase awareness and appeal of the food,
- b) Cooperation with External Parties: Culinary entrepreneurs, the Semarang city government, and the culinary community can collaborate to support the promotion and development of traditional cuisine. This can include providing training for local traders, participating in campus events, or introducing typical Semarang menus at students' favorite places to eat,
- c) Developing Product Variants: Based on student preferences, culinary actors can consider developing product variants of traditional Semarang cuisine. This can include experimenting with local ingredients, creative presentations, and including innovative menus,
- d) Further Research: Further research can be conducted to explore the factors that influence students' perceptions of traditional food. This can involve aspects such as the influence of social media, the role of the family, and the impact of globalization on culinary preferences.

By implementing the suggestions above, it is hoped that it can strengthen students' appreciation of traditional cuisine in the city of Semarang, as well as provide a positive contribution to the preservation and development of local culinary.

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