

# Exploration of Cultural Wealth Through Soto Betawi: Betawi Culinary Heritage in Local Identity and Culinary Tourism

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#### ABSTRACT

This research aims to identify the potential for developing Soto Betawi as a local cultural and economic asset in Jakarta. The research methods used include literature studies to gather information about the history, manufacturing process, and evolution of Soto Betawi as a dish of cultural identity. Interviews were conducted with Soto Betawi producers and traders to gain a direct understanding of the challenges and opportunities in this industry. The research results show that Soto Betawi has excellent potential to increase the economic income of local communities through more active promotion and digital technology. Promotion through social media and online platforms can increase Soto Betawi's global exposure, attract the interest of culinary tourists, and expand market share. Apart from that, Soto Betawi's success as a culinary destination also has the potential to increase awareness of Jakarta's cultural heritage. This research concludes that Soto Betawi is not only a typical Jakarta food but also a symbol of cultural identity that needs to be maintained and developed. It is recommended that the local government provide further support through policies that support the local culinary industry, such as training, tax incentives, and capital assistance. Betawi people also need to promote and maintain this culinary heritage so that it remains relevant in the digital era.

**Keywords:** local cultural identity, evolution of Soto Betawi, local economic income, Jakarta culinary destinations, digital marketing

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#### INTRODUCTION

Soto Betawi, a type of soto rich in coconut milk as the main component of the sauce, is a culinary heritage inseparable from the daily life of the Betawi people in Jakarta and its surroundings (Kamaludin et al., 2022). Using beef or offal cooked until tender and served in spiced coconut milk sauce, this soto provides gastronomic satisfaction and contains deep historical and symbolic values (Budiyanto & Wardhani, 2013). As one of the culinary specialties that has survived from generation to generation, Soto Betawi is a strong marker in maintaining local Betawi cultural identity amidst the current globalization, which increasingly colors urban life (Rannu et al., 2023).

In Betawi culinary delights, Soto Betawi is not just a dish but also a valuable heritage that continues to be preserved by the local community (Saputra, 2024). Every spoonful of the sauce, which is rich in the taste of coconut milk and spices, contains a long story about the history and development of culinary culture in the Indonesian capital (Fanti et al., 2018). Every Soto Betawi dish has inherited expertise in selecting the best ingredients and creating the right combination of spices, reflecting the priceless richness of culinary traditions (Slamet et al., 2012). Soto Betawi is also important in connecting the younger generation with their cultural roots. Through this dining experience, the younger generation can recognize and appreciate the culinary heritage of their ancestors and understand how culinary dishes can be a bridge to maintaining a community's identity (Firdaus et al., 2018). The historical and symbolic value contained in Soto Betawi makes it more than just food; it is a memory of the cultural diversity that was and is now Jakarta's pride as a multicultural metropolitan city (Wijana, 2018).

Amid rapid global culinary development, Soto Betawi still maintains its appeal among local circles and as a culinary tourism attraction (Yuniati & Augusrini, 2018). Tourists from various parts of the world come to experience this unique gastronomic experience, adding new color and dynamism to the local economy and strengthening Betawi culinary culture in the eyes of the world (Susilowati, 2021). Thus, Soto Betawi preserves local wisdom and becomes one of the keys to promoting Jakarta as an unrivaled culinary tourism destination (Yudhistira & Fatmawati, 2020).

This research discusses several relevant issues in exploring cultural richness through Soto Betawi as a typical Betawi culinary heritage. First, the main problem is how Soto Betawi can be maintained as an integral part of local cultural identity amidst the increasingly rapid flow of globalization and culinary modernization; second, how Soto Betawi can be developed sustainably without losing its historical values and local wisdom.



Third, how can Soto Betawi's culinary tourism potential be optimized to increase the economic income of local communities and promote Jakarta as a unique culinary destination on the global stage?

This research provides new contributions in several aspects, namely exploring in depth how Soto Betawi is an everyday food and a strong representation of Betawi cultural identity. By focusing on its historical and symbolic value, this research will explore how Soto Betawi has survived and adapted to changing times, making it relevant in contemporary culture. This research will also provide new insights into how traditional culinary delights such as Soto Betawi can become a significant tourism attraction. With increasing global interest in culinary tourism, this research will identify strategies and potential for Soto Betawi's culinary development that can support local economic growth and promote Jakarta's culinary diversity.

This research will provide practical recommendations for stakeholders, such as local government, culinary industry players, and local communities, regarding steps that can be taken to protect and promote Soto Betawi as a valuable cultural heritage. This includes efforts to preserve culinary copyright, training to improve quality and consistency in making Soto Betawi, and effective marketing strategies to attract local and international tourists. Thus, this research not only provides a further understanding of the cultural values of Soto Betawi but also provides a new view on how traditional culinary delights can be an instrument for promoting sustainable and local cultural identity in the era of globalization.

#### LITERATURE REVIEW

With all its complexity, Soto Betawi is not just a traditional dish but is also an important symbol in maintaining a region's cultural heritage. In this, cuisine is a means of satisfying hunger and a powerful medium for strengthening and preserving cultural identity (Firdaus et al., 2021). Through its unique taste, aroma, and cooking techniques, Soto Betawi not only revives ancestral culinary traditions but also reminds us of the history and cultural diversity characteristic of the Betawi people (Abdullah & Mulyawan, 2021). Soto Betawi can act as an effective means of introducing the cultural identity of a community to local and foreign tourists. These traditional dishes reflect unique tastes and convey stories about the values upheld in the daily lives of the Betawi people. In this way, Soto Betawi is not just a food but a window that opens up views of a region's rich culture and history (Amanda, 2016).

In this era of globalization, Soto Betawi not only maintains local culinary traditions but also significantly contributes to the tourism sector. Tourists who enjoy Soto Betawi chase authentic taste sensations and experience valuable cultural heritage. Therefore, Soto Betawi plays an essential role in the local economy, raising awareness of preserving culinary diversity amidst rapid globalization (Marwiah et al., 2022). Soto Betawi is a delicious dish appreciated by locals and an important tourist attraction for an area. By serving Soto Betawi, tourists explore new flavors and dig deeper into the Betawi people's history, values, and cultural identity. In this way, Soto Betawi fulfills gastronomic needs and builds a vital bridge between culinary heritage and cultural diversity in an increasingly connected global (Putri et al., 2022).

### RESEARCH METHOD

This research uses a qualitative approach to explore the richness of culture through Soto Betawi as a typical Betawi culinary heritage. A qualitative approach was chosen because it is more suitable for exploring an in-depth understanding of historical, symbolic values and social practices related to Soto Betawi. Data was collected through direct observation of making Soto Betawi in various stalls or restaurants famous for Soto Betawi. In addition, in-depth interviews were conducted with Soto Betawi traders, culinary experts, Betawi community leaders, and tourism stakeholders. Additional data was obtained from document analysis, which included articles, books, and other sources discussing the history and development of Soto Betawi. Data analysis was carried out thematically by grouping findings based on central themes and interpreting the historical, symbolic, and cultural values contained in Soto Betawi.

## RESULT AND DISCUSSION

#### The Process of Making Soto Betawi

Making Soto Betawi combines traditional skills and carefully selected ingredients to create a dish rich in taste and aroma. Traditionally, making Betawi soto begins with preparing the main ingredient, beef, chosen from parts with the appropriate texture and deliciousness for soto, such as veteran meat or beef ribs. Apart from that, offals such as intestines or tripes can also be added to provide variations in texture and taste. After selecting the main ingredients, the next step is to cook the meat and offal using typical spices such as ground coriander, cumin, and turmeric. This process is not only for cooking the meat until tender but also for steeping the herbs in the coconut milk sauce, which is the hallmark of Soto Betawi.

Once the meat is tender and the sauce containing spices has been absorbed, coconut milk is added to give the soto sauce a rich and spicy texture. Coconut milk is one of the characteristics that differentiates Soto Betawi from other types of soto in Indonesia, which may use clear sauce or be based on bone broth. During the cooking



process, the fire must be maintained so that the coconut milk does not break or become oily, thus producing a delicious and consistent sauce. Making Soto Betawi also requires patience so that the spices and coconut milk blend harmoniously, creating a tempting and delightful aroma.

Furthermore, in its presentation, Soto Betawi is served with additional fried onions, celery, spring onions, sliced tomatoes, and chips or crackers as a complement. You can also add additional chili sauce as additional flavoring according to taste. Apart from that, another unique thing about Soto Betawi is the use of fried potato pieces, which add a crunchy texture and sweet flavor that complements the savory taste of the coconut milk sauce. Thus, every spoonful of Soto Betawi promises extraordinary taste and pleasure and illustrates the rich culinary heritage that continues to be maintained and developed from generation to generation in the Betawi community.

# Soto Betawi as a Local Cultural Identity Cuisine

Soto Betawi is not just a delicious dish but is also a potent symbol of the cultural identity of Jakarta and its surroundings. The cuisine reflects a culinary heritage that has evolved throughout history, reflecting the ethnic and cultural diversity unique to the Indonesian capital. The savory taste and distinctive aroma of spices from Soto Betawi tell a story about the combination of local Betawi traditions with culinary influences from various regions in the archipelago. From small street stalls to upscale restaurants, Soto Betawi has become an inseparable part of the daily lives of Jakartans, connecting generations that preserve and appreciate traditional flavors.

More than just a dish, Soto Betawi also acts as a medium that unites the local community. Through this, people celebrate their culinary riches and are proud of their cultural heritage. This proves that Soto Betawi not only provides pleasure to the tongue but also strengthens social ties and cultural identity that are valuable for the residents of the city of Jakarta. Soto Betawi is not just food but also a symbol of how culinary can be a marker of a region's identity. Every bite of Soto Betawi reminds us that Indonesia's culinary diversity is a bridge that connects various communities, preserves the heritage of our ancestors, and appreciates the priceless richness of local culture.

In Jakarta, Soto Betawi is not just a dish but also a heritage that represents the spirit of a city where various cultures come together and add color to the culinary landscape. The taste reflects centuries-old traditions and the dynamics of Indonesian culinary history. The evolution of Soto Betawi reflects Jakarta's journey from a port city to a busy metropolitan center, where food provides nutrition and defines the essence of community and cultural pride. Through these dishes, generations have passed down recipes and told stories, strengthening a sense of belonging and continuity.

Whether enjoyed at a simple roadside stall or a luxurious restaurant, Soto Betawi remains Jakarta's culinary ambassador, connecting the past with the present and bringing together people from various social and cultural backgrounds. By enjoying Soto Betawi, we enjoy delicious flavors and explore narratives about resilience, adaptation, and cultural fusion that mark Jakarta's culinary mosaic. From its humble origins to its status as a cultural icon, Soto Betawi reflects Jakarta's culinary journey, inviting everyone to enjoy the taste of its dishes and appreciate preserving local heritage.

# The Evolution of Soto Betawi in Jakarta's Identity

In the 19th century, Batavia (now Jakarta) became a significant trading center in Southeast Asia under Dutch colonial rule. The city is a trading place for spices and exotic goods and witnesses a vibrant cultural mix. Here, indigenous, Chinese, Arab, Indian, and European cultures mingle and influence each other in various aspects of daily life, including culinary matters. Soto Betawi is believed to have originated from a unique combination of traditional Betawi cuisine with culinary elements introduced by the Dutch. This dish uses essential ingredients such as beef, coconut milk, potatoes, and tomatoes, as well as typical Indonesian spices combined with typical Dutch cooking methods and spices. The use of coconut milk, for example, is an adaptation of the Dutch cooking style, which uses this ingredient to create a thick and rich sauce. In the process, Soto Betawi became a delicious dish symbol of complex cultural interactions in the Batavian colonial era.

During the period of the Japanese population in Indonesia during World War II, which lasted from 1942 to 1945, Jakarta experienced a significant cultural and culinary transformation. Although staples such as rice and miso dominated daily food choices under Japanese rule, local dishes such as Soto Betawi maintained their existence despite necessary dietary adjustments. Japanese influence is not only limited to the main aspects of cooking but also extends to the details of the recipes and cooking techniques used. During the Japanese occupation, Soto Betawi reflected intelligent adaptation to the presence of foreign culture. Japanese spices are sometimes mixed into this dish, giving a unique new twist to traditional Betawi flavors and aromas. This creates an interesting culinary fusion between two different cultures, showing the elasticity and adaptability of local cuisine in the face of changing times and political conditions. In this process, Soto Betawi not only survived as



part of the daily lives of Jakartans but also became a clear example of how cuisine can function as a cultural bridge that connects and honors culinary heritage from various parts of the world.

After the proclamation of Indonesian independence in 1945, Jakarta experienced significant development as the capital of the newly independent country. This period marked an important milestone in Jakarta's culinary history, where Soto Betawi continued gaining popularity among the local community. This dish is not only well received by the native Betawi people but also attracts interest from various ethnic and cultural groups living in the capital. Soto Betawi makes a significant contribution to Jakarta's increasingly solid culinary identity. Apart from the legacy of Dutch and Japanese culinary influences that still linger from the colonial and occupation periods, this cuisine adapts to social dynamics and increasingly diverse people's tastes. Local ingredients such as beef, coconut milk, and Indonesian spices remain at the heart of this dish. Still, manufacturing techniques have evolved to meet the needs of a more modern and international market. This reflects Soto Betawi's ability to remain relevant in ever-growing globalization and urbanization in Jakarta while maintaining its traditional solid roots.

Currently, Soto Betawi remains one of Jakarta's favorite dishes and has spread to various regions throughout Indonesia and even abroad. Traditional roadside stalls and modern restaurants offer Soto Betawi various innovations to attract increasingly diverse consumer tastes. Fresh local ingredients and traditional spices remain the main components in Soto Betawi's presentation, reflecting loyalty to Betawi's rich culinary heritage. However, with the growing trend of healthy lifestyles and the demand for diverse food choices, some places also offer vegetarian versions or other more modern variations of Soto Betawi. This experiment not only shows that cuisine can accommodate changes in people's tastes but also maintains Soto Betawi's relevance amid increasingly fierce culinary competition in this era of globalization. Therefore, Soto Betawi continues to adapt and inspire, establishing its position as one of Indonesia's most appreciated and loved culinary heritages.

### **Soto Betawi Increases Economic Income of Local Communities**

Soto Betawi, a typical dish originating from Jakarta, provides culinary delights and has excellent potential to increase local communities' economic income. Known for its thick sauce rich in spices and tender beef, Betawi soto has become an inseparable part of Jakarta's rich and diverse culinary culture. The Betawi soto stalls scattered in various corners of the city witness how this dish has had a significant economic impact on local traders and producers. Every bowl of Betawi soto has a long story from history and local wisdom that continues to flow. Betawi soto traders not only sell this dish but also maintain the old tradition of making a sauce that is rich in taste and has a meat texture that melts in the mouth. This not only keeps the culinary heritage but also revives the existence of various raw materials from around Jakarta, such as beef, coconut milk, and typical Betawi spices used in the cooking process.

Local farmers and ranchers benefit directly from the demand for raw materials such as beef and spices. Collectors and raw materials distributors also feel the positive impact of this increasing demand. In addition, by maintaining quality and consistency in serving Betawi soto, traders build a good reputation and attract tourists and culinary fans from outside the city to come and try the dish. This phenomenon is more comprehensive than direct sales at Betawi soto stalls. Local communities involved in the tourism and service industries also feel the impact. Restaurants and cafes that serve Betawi soto as a primary or side dish benefit from this popular dish. This creates new jobs and improves the local economy as a whole.

More than just food, Betawi soto has become part of Jakarta's vibrant cultural identity. This is reflected in the souvenir market and creative industry that develops around the famous Betawi soto stalls. Various products such as tableware, textiles, and other memorabilia are emerging trends due to the demand for items related to this culinary heritage. By continuing to develop Betawi soto at the local and international levels, the government and the business community can work together to increase the community's economic income. This includes the promotion of culinary tourism, culinary education for the younger generation, and institutional support for small businesses. Thus, Betawi soto symbolizes Jakarta's culinary riches and is a significant driver for sustainable local economic growth.

# **Promoting Soto Betawi as a Culinary Destination**

Promoting Soto Betawi as a unique culinary destination is an effort that not only encourages local cultural values but also supports tourism and economic growth in Jakarta. Soto Betawi, with its thick sauce aromatic with spices and tender beef, provides visitors with a deep and authentic culinary experience. Eating Betawi soto not only satisfies your appetite but is also an opportunity to explore Jakarta's history and rich culture. Promotion of Betawi soto as a unique culinary destination involves various marketing strategies that prioritize the authenticity and quality of the dish. Starting from culinary festivals and exhibitions to digital campaigns, all of this aims to attract the interest of local and foreign tourists. Through effective promotion, Betawi soto can be widely recognized as an inseparable part of Jakarta's diverse and cultural culinary identity.



The main attraction of Betawi soto as a unique culinary destination is its ability to combine various elements in one dish. Starting from using local ingredients such as fresh beef and coconut milk to typical Betawi spices processed using traditional techniques, everything creates an unmatched taste and provides an unforgettable culinary experience. It is a magnet for tourists seeking an authentic experience exploring Indonesia's culinary riches. Promoting Betawi soto brings significant benefits to local business actors, from traders in small stalls to large restaurants. With the increasing demand for Betawi soto, farmers, livestock breeders, and local raw material collectors are also experiencing a positive impact through increased sales and income. The support of local governments and tourism organizations in promoting Betawi soto strengthens cultural identity and encourages sustainable regional economic growth.

Apart from that, promoting Betawi soto also plays a vital role in preserving culinary traditions. By maintaining authentic cooking methods and using quality local ingredients, Jakarta's culinary heritage can be kept relevant and preserved for future generations. This provides added value for local communities involved in the production, processing, and sale of Betawi soto, thereby preserving the heritage, creating jobs, and improving their welfare. Overall, promoting Betawi soto as a unique culinary destination is a strategic step that can strengthen Jakarta's tourism appeal and, at the same time, support the local community's economy. By continuing to promote innovative and sustainable strategies, Betawi soto has excellent potential to become a global culinary icon while preserving its deep and rich cultural roots.

# **Promoting Soto Betawi with Digital Marketing**

Promoting Soto Betawi using digital marketing is a strategic step to reach a wider audience and support the growth of the local culinary industry. In today's digital era, an online presence connects manufacturers, retailers, and consumers. A digital marketing campaign for Soto Betawi can start by creating exciting content, such as video tutorials on how to make Betawi soto, attractive photos of the dish-making process, and exciting stories about the history and uniqueness of Betawi soto. A critical aspect of digital marketing is the use of social media. Soto Betawi promotions can reach a larger audience creatively and excitingly through platforms such as Instagram, Facebook, and TikTok. For example, they can share tempting photos of Betawi soto dishes served at local stalls or restaurants or hold live streaming sessions to show the process of making Betawi soto directly. This strategy generates a desire to try the dish and increases digital presence and brand awareness.

Besides social media, marketing via search engines (search engine marketing) can also provide significant results. Creating search engine optimized (SEO) content related to keywords related to Betawi soto, such as "delicious Betawi soto in Jakarta" or "famous Betawi soto stalls," can help increase visibility and make it easier for tourists looking for an authentic culinary experience in Jakarta. Collaboration with influencers and culinary bloggers can also be an effective strategy in promoting Betawi soto. Inviting them to review and comment on Betawi soto, whether through reviews on their blog, posts on social media, or video reviews on YouTube platforms, can help expand audience reach and provide convincing testimonials about the dish's quality. This builds trust and creates a positive buzz among the digital culinary community.

A digital marketing campaign for Betawi soto can also involve creating an official website or page that provides complete information about the various places serving Betawi soto in Jakarta, customer reviews, and navigation instructions. This website can be a valuable source of information for local and foreign tourists looking for an authentic culinary experience. The use of digital technology may also include food ordering apps and food delivery platforms. The user's decision to order Betawi soto online from nearby restaurants or stalls makes access more manageable and increases sales for local culinary businesses. Thus, digital marketing is about raising brand awareness and optimizing efficiency in the sales and distribution process of culinary products, including Betawi soto, in this increasingly digitally connected market.

# CONCLUSION

Soto Betawi is a typical dish that represents Jakarta's local cultural identity. The manufacturing process involves using unique traditional spices and cooking techniques passed down from generation to generation. In its evolution, Soto Betawi is not just an everyday food but also a symbol of identity that enriches Indonesia's culinary diversity. This has helped increase the economic income of local communities, especially local traders and raw material producers involved in this industry. Apart from that, the promotion of Soto Betawi has also developed through various modern methods, including digital marketing. By utilizing online platforms and social media, the promotion of Soto Betawi reaches the local market and domestic and international tourists. Digital marketing helps elevate Soto Betawi's image as an attractive culinary destination, promoting the diversity of flavors and culinary experiences in Jakarta. In this way, Soto Betawi survives as part of Jakarta's cultural heritage and continues to adapt and develop as part of a dynamic and competitive culinary industry.

The suggestion for this research is that the Jakarta Regional Government and the Betawi community can work together to strengthen local identity and economy through steps such as training development programs to maintain the tradition of making Soto Betawi and improve product quality, utilizing digital promotions and



marketing to increase exposure and sales, developing culinary tourism destinations that promote Soto Betawi, providing policy support such as tax incentives or capital assistance, and being actively involved in maintaining culinary cultural heritage through various community activities and cultural festivals. It is hoped that these steps can strengthen the role of Soto Betawi as a symbol of Jakarta's cultural identity and improve the economic welfare of local communities.

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