

INTISARI

Gudeg telah lama menjadi hidangan khas yang melekat dengan wisata kuliner Yogyakarta. Hidangan bercita rasa manis yang banyak dicari wisatawan tersebut seakan tidak boleh terlewat untuk disantap saat singgah berkunjung. Dengan julukan kota gudeg, Yogyakarta memiliki segudang opsi warung gudeg bagi penikmatnya. Tiap-tiap kedai berlomba menjual ciri khasnya masing-masing untuk memenuhi permintaan pasar. Sangat menarik, jam operasional kemudian menjadi poin unik yang khas bagi beberapa warung gudeg legendaris di Yogyakarta. Terdapat kedai-kedai gudeg yang spesial hanya melayani pelanggan-pelanggannya pada malam hingga dini hari saja. Penelitian ini berusaha mengungkap alasan di balik pemilihan jam operasional yang tidak biasa bagi beberapa warung gudeg populer bagi kalangan wisatawan di Yogyakarta serta apa yang membuat mereka bertahan dengan jam buka istimewa tersebut dan usaha seperti apa yang dilakukan dalam pengelolaannya untuk menjaga eksistensi warung di tengah gempuran persaingan ketat. Penelitian ini termasuk dalam kategori penelitian kualitatif dengan metode pengumpulan data wawancara, observasi, dan studi pustaka. Hasil penelitian menunjukkan bahwa Gudeg Pawon, Gudeg Bromo, dan Gudeg Permata memiliki alasannya masing-masing di balik penerapan jam operasional yang istimewa tersebut. Mulai dari target pasar hingga keterbatasan tempat menjadi awal mula cerita penerapan jam buka ikonik masing-masing warung yang terlibat. Lebih lanjut, meski ketiganya merupakan usaha keluarga yang turun dari generasi ke generasi, setiap warung memiliki sistem pengelolaannya masing-masing. Tidak seluruhnya kemudian serta-merta hidup di bawah pengelolaan satu keluarga besar. Untuk dapat tetap hidup dari tahun ke tahun, setiap warung memiliki usaha mempertahankan bisnisnya masing-masing seperti dengan bekerja sama dengan penyedia jasa transportasi *online* untuk dapat menerima pesanan secara daring, merubah jam buka saat pandemi, dan lain-lain.

Kata Kunci: Gudeg, Yogyakarta, Wisata Kuliner, Kuliner Malam.

ABSTRACT

Gudeg has long been a special dish attached to Yogyakarta's culinary tourism. This sweet, exotic dish in the eye of tourists is something not to be missed when you stop by to visit the city. Also widely known as the city of gudeg, Yogyakarta has a myriad of gudeg stalls options for those who seek to experience the taste. The excessive number of stalls compete to sell their respective characteristics to meet market's demand. The operating hours of some legendary gudeg stalls uniquely then become a peculiar selling point. There are special gudeg shops that only serve their customers at midnight until the early hours of the morning. This research seeks to reveal the reason behind the selection of the unusual operating hours for several popular gudeg stalls for tourists in Yogyakarta and how they manage to survive with the peculiar operating hours as well as the management being carried out by each owner to have their business going amidst the competition in the culinary industry. This research is considered as a qualitative research, data is collected through interviews, observation, literature study, and questionnaires. The result of the study shows that the gudeg stalls involved (Gudeg Pawon, Gudeg Bromo, and Gudeg Permata) have their own reasons behind implementing these special hours of operation. Starting from each owner's target market to the limited space they have brought them to the beginning of their stories of being the gudeg stalls with iconic opening hours. Furthermore, although all three are family businesses that are passed down from generation to generation, each shop has its own management system. Not all of them are thriving under the management of one large family after all. To be able to survive from time to time, each stall has their own ways to keep the business going, such as by accepting online orders through online transportation service providers, changing opening hours during the pandemic, and so on.

Keywords: Gudeg, Yogyakarta, Culinary Tourism, Night Culinary.