



## ABSTRAK

Kota Pekalongan selain memiliki wisata kreatif berbasis batik, juga memiliki juga memiliki potensi-potensi pariwisata di bidang lain, seperti wisata alam, heritage, dan kuliner. Akan tetapi ketika pandemi Covid-19 yang melanda dunia sebelumnya, sektor pariwisata Kota Pekalongan ikut memberikan terdampak. Sektor ekonomi juga menurun cukup signifikan. Namun demikian, menurut Tim Komunikasi Publik Pemerintah Kota Pekalongan dalam website resminya menyatakan bahwa ada dua sektor yang tidak terlalu berdampak selama masa pandemic, yaitu sektor kuliner dan perdagangan batik. Selain itu, kuliner khas Pekalongan memang selalu menjadi andalan bagi masyarakat. Bahkan menurut data, sebanyak 79% konsumen menyukai makanan tradisional karena rasanya yang khas, harganya yang relatif murah, bahan baku alami, dan sebagai bentuk melestarikan budaya. Tak hanya di kalangan masyarakat Pekalongan, makanan tradisional masih lebih populer dan digemari di kalangan anak muda berdasarkan survei yang dilakukan GoodStats. Hal ini dapat dilihat dari persentasenya yang mencapai 71,4 persen. Menurut mereka menu makanan tradisional lebih variatif dan kaya rasa dibandingkan dengan makanan modern.

Meskipun demikian beberapa makanan tradisional khas Pekalongan mulai sulit ditemui, pengetahuan akan bahan, proses pembuatan, hingga nilai budaya dan sejarah. Oleh karena itu, Gastronomi Center diperlukan sebagai upaya dalam hal pelestarian makanan khas Kota Pekalongan. Dengan pendekatan arsitektur simbiosis, Gastronomi Center ini diharapkan mampu menjadi ikon kota dengan memadukan unsur budaya Kota Pekalongan sebagai "World's City Of Batik" dengan modernitas bangunan di dunia.

Kata kunci: pariwisata, kuliner, makanan tradisional, gastronomi, Pekalongan, arsitektur simbiosis



## ABSTRACT

Apart from having batik-based creative tourism, Pekalongan City also has tourism potential in other fields, such as natural tourism, heritage and culinary tourism. However, when the Covid-19 pandemic hit the world previously, the tourism sector of Pekalongan City was also affected. The economic sector also declined quite significantly. However, according to the Public Communications Team of the Pekalongan City Government, on its official website, there are two sectors that did not have much of an impact during the pandemic, namely the culinary sector and the batik trade. Apart from that, typical Pekalongan culinary delights have always been a mainstay for the community. In fact, according to data, as many as 79% of consumers like traditional food because of its distinctive taste, relatively cheap price, natural raw materials, and as a form of preserving culture. Not only among the people of Pekalongan, traditional food is still more popular and popular among young people based on a survey conducted by GoodStats. This can be seen from the percentage which reached 71.4 percent. According to them, traditional food menus are more varied and rich in taste compared to modern food.

However, some traditional Pekalongan foods are starting to become difficult to find, including knowledge of the ingredients, manufacturing process, and cultural and historical values. Therefore, the Gastronomy Center is needed as an effort to preserve the typical food of Pekalongan City. With a symbiotic architectural approach, the Gastronomy Center is expected to become a city icon by combining the cultural elements of Pekalongan City as the "World's City of Batik" with the modernity of buildings in the world.

**Key words:** tourism, culinary, traditional food, gastronomy, Pekalongan, symbiotic architecture