

INTISARI

Pesatnya perkembangan negara Korea saat ini tidak terlepas dari “*hallyu*” atau gelombang Korea yang membawa kebudayaan-kebudayaan Korea masuk di Indonesia. Makanan-makanan Korea menjadi salah satu kebudayaan Korea yang masuk dan terkenal di Indonesia. Makanan Korea yang sering muncul pada drama dan film Korea saat ini sudah menjadi perhatian dunia. Makanan Korea yang menarik dan khas menjadikan makanan Korea dikenal dunia. Kepopuleran makanan Korea tidak terlepas dari cara memasak yang unik dan menu makanan yang sangat khas.

Kepopuleran masakan Korea berdampak pada minat mahasiswa terhadap makanan Korea. Sebagian besar masakan Korea berbahan dasar beras, mie, tahu, sayuran dan daging. Selain *kimchi* yang menjadi makanan pembuka atau menu makanan wajib, *tteokpokki* menjadi salah satu makanan yang paling populer. Makanan khas Korea yang terbuat dari tepung beras dengan campuran pasta cabai merah. Warna merah yang menandakan rasa pedas menjadikan selera makan meningkat. Rasa menjadi faktor utama yang berpengaruh pada makanan Korea. Perpaduan rasa asin manis dan pedas dalam *tteokpokki* menjadikan makanan ini diminati oleh mahasiswa Bahasa Korea SV UGM. Selain memiliki cita rasa yang unik dan khas, makanan Korea sangat sehat karena selalu menggunakan sayuran dalam menyajikan makanannya.

Kata kunci : Persepsi, Populer, Makanan, Korea, *Tteokpokki*, Mendunia

ABSTRACT

Korean rapid development has been inspired by “*hallyu*” or Korean wave which brings Korean cultures to Indonesia. The foods became one of the well-known and existed Korean cultures that are showing up in Indonesia. As it has been presented in nearly of Korean dramas or movies, the taste of Korean food starts to catch people’s attention across the world. Korean foods known as its delicious and unique taste that gets them popular internationally. It can’t be disclaimed on the way the dishes are being cooked and the variously unusual menus offered to make them taste good.

Korean dishes popularity makes a big impact to college students’ interest in Korean foods. Commonly, Korean foods are made of rice, noodle, tofu, vegetables, and meat. *Kimchi* that is being known as one of the most popular Korean traditional dishes which is usually consumed by the people as appetizer or main course. On the other hand, *tteokpokki* has been on the popular ladder as well as *Kimchi* in term of Korean traditional dishes. It is made of rice flour mixed with *gochujang*, Korean chili paste. It has red bright color which is usually symbolized as a hot flavor to intensify people’s apatite. This can be concluded that flavors are the main ingredients of Korean food such as *tteokpokki*. The unique and delicious taste of salty, sweet, and spicy make the students of Korean Language Vocational College of Universitas Gadjah Mada getting into *tteokpokki*. Besides of the taste, Korean foods are also known for it’s healthy composition since they always put some vegetables inside.

Key word: Perception, Popular, Food, Korean, *Tteokpokki*, Worldwide

초록

한국의 급속한 발전은 한국 문화를 인도네시아로 가져 오는 한류와 관계가 있다. 한국 음식은 인도네시아에 존재하고 유명해진 한국 문화 중 하나가 되었다. 한국 드라마와 영화에 자주 등장하는 한국 음식은 세계적이고 인기가 많아진다. 흥미롭고 독특한 한국 음식이 한국을 세계에 알리게 한다. 한국 음식의 인기는 한국인이 요리하는 방법과 한국 음식의 메뉴와 불가분의 관계입니다.

한국 음식의 인기는 한국 음식에 대한 대학생들의 관심에 큰 영향을 줍니다. 많은 한국 음식은 쌀, 국수, 두부, 채소 및 고기로 만들어집니다. 전채나 의무식이 되는 김치를 뿐만 아니라 떡볶이도 한국 음식 중에서 제일 유명한 음식이다. 한국 음식은 고추장과 함께 쌀가루로 만든 음식이다. 매운 한국 음식에 빨간색을 보면 식욕이 증진하게 된다. 한국 음식에는 맛이 중요한 것이다 . 떡볶이는 짠맛과 단맛이 있으니까 한국어과 학생들이 좋아한다 . 한국 음식은 특별한 맛이 있을 뿐만 아니라 야채도 넣으니까 건강한 음식이다.

키워드 : 인식, 대중 음식, 한국, 음식, 떡볶이, 전 세계