

ABSTRACT

Nowadays, everyone is faced with what is called "kaleidoscopic flux of dishes" a condition that allows everyone to consume various foods that come from all over the world. The Purwokerto-Banyumas community no longer eats food typical of its geographical region, but can also enjoy a variety of foods from all over the world, one of which is Japanese food. At first the Purwokerto local community recognized Japanese food through 'sight' and 'hearing' channels which is came from television, internet, magazines, newspapers, cookbooks, and especially from Japanese popular culture especially *manga* and *anime*. The aim of this study is to understand why, how Japanese food is consumed by people of Purwokerto, and what is the function of eating Japanese food for the people of Purwokerto who consume it. Through a study of global-local connection studies and consumption theory, this research trying to understand its existence which is inseparable from globalization process, as well as as efforts to understand people's consumption choices and experiences. Through the ethnographic approach carried out from October 2016 to August 2018 and the observation and interview methods conducted, the results of the study show that consumption of Japanese food is one form of interaction carried out by the local community of Purwokerto in the process to participate worldwide through the world of eating. Interactions that occur show that local communities are born as actors who have active abilities in negotiating, contributing, and identifying the elements they consider necessary for themselves and their groups. An appropriation is needed or "*akur* " to be one of the conditions that must be fulfilled so that Japanese food can be in harmony with the tastes of the local community. Furthermore, the existence of Japanese food is also one indicator of the development of the new lifestyle and middle class in Purwokerto City.

Keyword: Japanese food, global-local connection, consumption, ethnography.

ABSTRAK

Saat ini hampir setiap orang dihadapkan pada apa yang disebut dengan “*kaleidoscopic flux of dishes*” yang datang dari seluruh penjuru dunia. Masyarakat Purwokerto-Banyumas tidak lagi menyantap makanan khas wilayahnya, namun juga dapat menikmati aneka makanan yang berasal luar negeri, salah satu diantaranya adalah makanan Jepang. Pada awalnya masyarakat lokal Purwokerto mengenal makanan Jepang melalui saluran ‘penglihatan’ serta ‘pendengaran’ yang berasal dari tayangan televisi, internet, majalah-majalah, koran, buku masakan, dan terutama dari budaya populer Jepang khususnya *manga*, *anime*, jauh sebelum mereka muncul di rumah-rumah makan, restoran, atau toko-toko di lingkungan setempat. Penelitian ini mengkaji keberadaan makanan Jepang di Purwokerto melalui studi koneksi global-lokal serta teori konsumsi. Melalui pendekatan etnografi yang dilakukan sejak Oktober 2016 hingga Agustus 2018 serta melalui metode observasi dan wawancara yang dilakukan, hasil penelitian menunjukkan bahwa konsumsi makanan Jepang merupakan salah satu bentuk interaksi yang dilakukan masyarakat lokal Purwokerto dalam prosesnya untuk turut mendunia melalui dunia makan. Interaksi terjadi melalui strategi apropriasi konsep dan praktik, hal itu menunjukkan bahwa masyarakat lokal merupakan aktor-aktor yang memiliki kemampuan aktif dalam melakukan negosiasi, kontribusi, serta identifikasi unsur-unsur yang mereka anggap perlu bagi diri dan kelompoknya. Apropriasi menunjukkan adanya kesepakatan atau persetujuan atau “akur” menjadi salah syarat yang harus dipenuhi agar makanan Jepang dapat selaras dengan selera masyarakat lokal, selanjutnya keberadaan makanan Jepang pun menjadi salah satu indikator berkembangnya kelas dan gaya hidup baru di Kota Purwokerto.

Kata Kunci: makanan Jepang, koneksi global-lokal, konsumsi, etnografi.