

ABSTARK

Irvan Patria Nugraha, Pelestarian Minuman Tradisional Lahang Sebagai Atraksi Wisata Gastronomi Kabupaten Bandung Barat, Provinsi Jawa Barat. Pembimbing I Dewi Turgarini SS, MM.Par dan Pembimbing II Dony Riyadi, SS.T.Par.,MM.Par.

Lahang merupakan minuman tradisional khas Jawa Barat dan menjadi salah satu minuman tradisional warisan budaya lokal Indonesia. Pada zaman sekarang Minuman Tradisional Lahang sudah sulit ditemukan, kalah pamor dengan minuman modern bahkan minuman tradisional lain seperti bandrek dan bajigur. Perlu adanya suatu aksi nyata dalam melestarikan minuman tradisional ini yakni salah satunya dengan melihat potensi Lahang sebagai atraksi wisata gastronomi di Kabupaten Bandung Barat, Provinsi Jawa Barat.

Penelitian ini dilakukan menggunakan metode kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi dan dokumentasi. Hasil penelitian menunjukkan cara pembuatan Minuman Tradisional Lahang sudah diketahui. Namun pelestarian dan eksistensi Minuman Tradisional Lahang pada zaman sekarang memprihatinkan. Tetapi sudah ada sedikit upaya dari para produsen Lahang, Pihak Pemerintah Daerah, Ahli Gastronomi untuk melestarikannya dengan caranya masing-masing. Melihat potensi di lapangan, Minuman Tradisional Lahang cukup berpotensi jika dijadikan suatu atraksi wisata gastronomi. Hal itu ditunjang dengan fasilitas pendukung yang cukup memadai. Dengan begitu, penulis membuat suatu paket wisata gastronomi di Jawa Barat dengan menjadikan Minuman Tradisional Lahang sebagai Objeknya. Diharapkan langkah tersebut membuat Minuman Tradisional Lahang dapat dikenal oleh masyarakat.

Kata Kunci : Lahang, Minuman Tradisional, Gastronomi, Pelestarian, Atraksi Wisata

ABSTRACT

Irvan Patria Nugraha, The Preservation of Traditional Beverage Lahang. As a Worthy Tourist Attraction Gastronomic West Bandung Regency, West Java Province. Adviser I Dewi Turgarini SS, MM.Par and Adviser II Dony Riyadi, SS.T.Par.,MM.Par.

Lahang is traditional beverage typical West Java and was one of traditional drinks cultural heritage local Indonesian. In the days of now traditional beverage Lahang already difficult to find, lost stature with modern beverage other traditional as bandrek and bajigur. There should have been a real action to preserve traditional beverage is to one of them is by assess the potential Lahang as a worthy tourist attraction gastronomic West Bandung Regency West Java Province.

This research was conducted using qualitative methods with data collection through in-depth interviews, observation and documentation. The result showed procedure of making traditional beverage Lahang have to be known. But the preservation and existence traditional beverage Lahang in the days of now apprehensive. But it has been there is little the efforts of producers Lahang, the local government, the people of gastronomic to preserve it in his each. Assess the potential in the field, traditional beverage Lahang potential to if used as a tourist attraction gastronomic. It supported with supporting facilities sufficient. So, writer make a tour packages gastronomic in West Java by taking traditional beverage Lahang as its object.

Keywords : *Lahang, Beverage, Gastronomi, Preservation, Tourist Attraction.*