

# Strategies for Preserving Rujak Soto Banyuwangi as a Culinary Cultural Heritage and Local Tourist Attraction

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**Received : 10 June - 2025**

**Accepted : 16 July - 2025**

**Published online : 22 July - 2025**

## Abstract

This research aims to formulate preservation strategies for Rujak Soto Banyuwangi as a culinary cultural heritage capable of supporting local tourism attraction development. The methodology employed is a descriptive qualitative approach through interview techniques, observation, literature studies, as well as SWOT analysis and Business Model Canvas (BMC). The research findings indicate that Rujak Soto has great potential as a local culinary icon with unique flavors and strong cultural values, but faces challenges including minimal national recognition, lack of documentation, and changing consumer preferences. The proposed preservation strategies include strengthening culinary identity through digital promotion, developing culinary-based tourism villages, business operator training, and integration into tourism packages. The implications of this research emphasize the importance of collaboration between government, business operators, and the younger generation in preserving traditional cuisine as part of strengthening the local economy and cultural diplomacy. The originality of this study lies in integrating financial management dimensions, MSME financing strategies, and sustainable business model innovations in culinary preservation efforts, which have not been extensively explored in previous studies in the context of local Indonesian tourism.

**Keywords:** Culinary Preservation, Rujak Soto, Gastronomy Tourism, MSMEs, Sustainable Business Model.

## 1. Introduction

Banyuwangi, a regency at the eastern tip of Java Island, is not only known for its natural beauty and cultural diversity, but also for its rich culinary heritage that tantalizes the taste buds. One of the distinctive culinary items that has become a symbol of regional identity is Rujak Soto Banyuwangi. Rujak Soto, which is a unique combination of rujak (fruit salad) and soto (traditional soup), demonstrates the creativity of Banyuwangi people in combining various local ingredients to create distinctive and flavorful dishes. This food is not only popular among local communities, but has also become an attraction for tourists visiting Banyuwangi (Yurinda, 2017).

However, along with the development of the times and the increasingly rapid flow of globalization, the preservation of traditional cuisine, including Rujak Soto Banyuwangi, faces various challenges (Anoegrajekti et al., 2020). Globalization, marked by the influx of foreign culture and cuisine, as well as modernization of the rapidly developing tourism sector, has the potential to shift public attention away from traditional cuisine that is an important part of local cultural heritage. This phenomenon, which occurs in many regions in Indonesia, is also visible in Banyuwangi, where traditional cuisine is beginning to be displaced by more modern and easily accessible foods.



In addition, another challenge faced is the lack of understanding and appreciation among the younger generation regarding the importance of preserving traditional cuisine. Along with the increasing interest in fast food and international culinary trends, there is a risk that Banyuwangi's distinctive cuisine, such as Rujak Soto, will be forgotten and no longer preserved. Therefore, it is important to develop effective and relevant preservation strategies to ensure that Rujak Soto Banyuwangi can continue to be a culinary heritage that is not only enjoyed by the current generation, but can also be passed down to future generations.

The preservation of traditional cuisine, particularly Rujak Soto, can also become an important component in developing sustainable local tourism. Cuisine, as one of the cultural elements, has the potential to become an attractive tourist attraction for tourists, both domestic and international. Thus, the preservation of Rujak Soto not only means protecting cultural heritage, but also supports local economic development efforts through the tourism sector based on cultural and environmental sustainability.

Although various previous studies have highlighted the importance of preserving traditional cuisine as part of cultural heritage and tourist attractions (Ghose & Ali, 2025; Jain et al., 2024; Mau et al., 2024), most research is still focused on cultural and tourism aspects without integrating in-depth analysis of financial and managerial dimensions, particularly in the context of local culinary MSME operators. In addition, studies examining the impact of digital promotion, financing access, and strategic business models on the sustainability of traditional culinary businesses are still limited, especially in areas with high culinary tourism potential such as Banyuwangi. Previous research has also not widely linked culinary preservation with strengthening cultural identity through financial data-based approaches and business risks faced by MSMEs. Therefore, this research seeks to fill this gap by comprehensively studying the preservation of Rujak Soto Banyuwangi through financial management approaches, MSME financing strategies, and sustainable business model development integrated with local tourism potential.

## 2. Methods

This research uses a mixed methods approach with an exploratory sequential design, which systematically combines qualitative and quantitative methods to obtain a deeper and more comprehensive understanding of preservation strategies for Rujak Soto Banyuwangi as culinary cultural heritage and local tourist attraction (Sugiyono, 2015). This approach was chosen because culinary preservation issues are multidimensional, encompassing social-cultural, economic, and managerial aspects that interact with each other, thus requiring a combination of methods to comprehensively reveal these dynamics.

In the first stage, a qualitative approach is used to exploratively explore narratives, perceptions, cultural values, and traditional culinary preservation practices carried out by communities and business operators in Banyuwangi. Qualitative data is collected through in-depth interviews with Rujak Soto culinary business operators, community leaders, tourists, and representatives from the Tourism and Culture Department of Banyuwangi Regency. In addition, participatory observations are conducted at several Rujak Soto stalls as well as local culinary and cultural events. Documentation studies of media archives, promotional materials, regional regulations, and scientific literature related to traditional cuisine are also conducted as supplementary data. Qualitative data is analyzed using thematic analysis techniques and SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) to map internal and external factors affecting the sustainability of Rujak Soto preservation.

The second stage of research uses a quantitative approach aimed at strengthening qualitative findings through measurable numerical data. A survey is conducted on 30 Rujak Soto MSME operators in Banyuwangi Regency. Sample selection is done purposively, with criteria of business operators who have been actively running Rujak Soto culinary businesses for at least two years. The survey instrument is a semi-structured questionnaire designed to measure business risk aspects (such as raw material price fluctuations, seasonal revenue decline, and changes in consumer preferences), access to financing (including People's Business Credit, revolving funds, and crowdfunding schemes), and business performance indicators (average monthly income and expenses, sales volume, selling prices, and promotional costs). Quantitative data is analyzed descriptively with simple statistical approaches (percentages, averages, and proportions) to produce an empirical picture of the financial conditions and challenges faced by business entity.

To increase the validity and reliability of findings, method and source triangulation techniques are employed. Triangulation is done by comparing interview, observation, and survey results to see data consistency across methods. In addition, qualitative data validation is strengthened through member checking, which is the process of verifying interview result interpretations by relevant sources. The research location is focused in Banyuwangi Regency, East Java, which is the origin of Rujak Soto, with research subjects including culinary MSMEs, domestic and international tourists, tourism office officials, and local cultural communities.

### 3. Results and Discussion

#### 3.1. Research Results

##### 3.1.1. Conditions of Rujak Soto Banyuwangi Preservation as Culinary Heritage

Rujak Soto Banyuwangi is a traditional specialty that stands out for its unique character within Indonesian cuisine. This dish combines fresh fruit rujak with a soto broth, resulting in a distinctive blend of sweet, sour, and spicy flavors. As a culinary heritage, Rujak Soto Banyuwangi faces various challenges and opportunities in its preservation.



**Figure 1. Rujak Soto Banyuwangi**

The current condition of Rujak Soto preservation shows fairly good efforts in maintaining the sustainability of this cuisine, although preservation is still at a limited level. Based on interviews with culinary business operators in Banyuwangi, several restaurants and food stalls serving Rujak Soto Banyuwangi still maintain traditional recipes, but some are also beginning to innovate with additional ingredients or changes in presentation methods to attract more consumers (Shodikin & Sujatmiko, 2020). In addition, preservation efforts are

also carried out by the Banyuwangi regional government through promotion and introduction of local cuisine in tourism events. However, despite these initiatives, there are still several challenges that need to be addressed so that culinary preservation can be more optimal and develop well.

### 3.1.2. Analysis of Challenges and Strategies in Rujak Soto Banyuwangi Preservation

**Table 1. Challenges and Preservation Strategies for Rujak Soto Banyuwangi**

No.	Challenges	Preservation Strategies
1	Minimal recognition as national culinary heritage	Strengthen Rujak Soto identity as distinctive cuisine through cultural campaigns and social media promotion, culinary festivals, and national-international events.
2	Competition with other cuisines (local and global)	Expand culinary appeal through outreach to business operators to maintain recipe authenticity and increase innovation in presentation that remains authentic.
3	Dependence on local ingredients vulnerable to supply	Encourage sustainable raw material management and educate business operators about local supply chain management adaptive to climate change.
4	Lack of documentation and in-depth research	Conduct comprehensive documentation of history, production processes, and Rujak Soto variations and support academic research for long-term preservation.
5	Not optimally integrated into the tourism sector	Integrate Rujak Soto into regional culinary tourism packages involving travel agents, government, and culinary MSMEs in tourist areas.
6	Lack of supporting infrastructure in culinary centers	Improve tourism infrastructure such as road access, dining facilities, and culinary promotional information at strategic Banyuwangi tourism locations.

The preservation of Rujak Soto Banyuwangi faces several significant challenges that require serious attention. First, the minimal recognition of Rujak Soto as national culinary heritage causes the potential of this cuisine to become a national icon to be suboptimal. This is exacerbated by the weak identity of Rujak Soto in the public eye, especially when compared to other regional cuisines such as Soto Madura which is more widely known. In addition, intense competition with various local Banyuwangi cuisines that also have their own uniqueness, as well as the influence of increasingly popular international cuisine, also becomes an obstacle in maintaining the popularity of Rujak Soto. Dependence on specific local ingredients also poses risks, especially when supply disruptions occur due to climate change or decreased raw material production. Finally, the lack of documentation and in-depth research on the history and variations of Rujak Soto becomes an obstacle in passing down this culinary culture to future generations.

To overcome these challenges, preservation strategies need to be directed in an integrated manner. Strengthening the culinary identity of Rujak Soto as a characteristic of Banyuwangi through promotional campaigns, culinary festivals, and introduction at national and international events is very important to increase awareness and tourist attraction. In addition, culinary business operators need to receive counseling and training to be able to maintain recipe authenticity and implement sustainable business practices to maintain the quality and preservation of the cuisine. Development of tourism infrastructure such as good road access, dining facilities, and development of culinary-based tourism villages can also strengthen local tourist attractions that feature Rujak Soto. Comprehensive documentation and research on the history and production process of Rujak Soto must be conducted to support its submission as intangible cultural heritage at national and international levels.

Finally, close collaboration between culinary operators, tourism agents, and regional government through integrated culinary tourism packages will have a positive impact on the preservation and promotion of this distinctive Banyuwangi cuisine.

Based on the findings and discussion above, the following SWOT analysis is used to identify internal and external factors affecting the preservation of Rujak Soto Banyuwangi:

**Table 2. SWOT Analysis**

<b>Strengths</b>		<b>Weaknesses</b>	
a.	Unique flavor: combination of rujak and soto distinctive to Banyuwangi	a.	Not yet recognized as national cultural heritage
b.	Cultural identity of Osing culinary	b.	Promotion still limited and traditional
c.	Still maintained by local business operators	c.	Lack of historical and recipe documentation
d.	Support from regional government through tourism events	d.	Minimal packaging and marketing innovation
<b>Opportunities</b>		<b>Threats</b>	
a.	Potential to become national/international culinary icon	a.	Globalization and modern market preferences
b.	Increasing culinary tourism attraction	b.	Competition with local & international cuisine
c.	Social media as extensive promotional platform	c.	Minimal interest from younger generation
d.	Support from developing tourism sector	d.	Dependence on local ingredients and climate threats

Based on the mapping results through SWOT analysis, the preservation of Rujak Soto Banyuwangi has several significant internal strengths. The unique flavor as a result of combining rujak and soto provides a distinctive identity not possessed by other regions. This uniqueness is strengthened by the cultural values of the Osing community that still maintains the tradition of making Rujak Soto through generations. Several local business operators even maintain original recipes as a form of respect for ancestral heritage. In addition, support from the Banyuwangi regional government through culinary events and tourism promotion adds strength to culinary preservation efforts.

However, Rujak Soto preservation also faces several internal weaknesses that need immediate attention. One is the lack of official recognition as Indonesia's intangible cultural heritage, which impacts weak legitimacy in national protection and promotion. In addition, promotional approaches that are still traditional and limited documentation and scientific research cause Rujak Soto to lack competitiveness in the modernization era. Innovation in packaging and marketing is also still minimal, so the attractiveness of this product is not optimal for the younger generation and broader markets.

Externally, great opportunities are open along with the trend of increasing tourist interest in authentic traditional cuisine. The development of digital technology and social media provides extensive space for creative promotion that reaches younger consumer segments and across regions. In addition, strengthening the tourism sector in Banyuwangi becomes a synergistic opportunity to integrate Rujak Soto into culture and gastronomy-based tourism packages (Febrian, 2019). This potential also opens space for developing derivative products such as instant spices or frozen food as part of strengthening the local economy through MSMEs.

Nevertheless, there are several external threats that can hinder the sustainability of this culinary preservation. Globalization and modernization cause shifts in consumption preferences, especially among the younger generation who are more interested in fast food and international trends. Rujak Soto must also compete with many increasingly varied local and global cuisines. Dependence on local raw materials makes this cuisine vulnerable to supply disruptions due to climate change or distribution issues. Another equally important

threat is the low interest of the younger generation in continuing traditional culinary businesses, which can hinder the regeneration of regional culinary culture preservers.

Based on the SWOT analysis results that describe strengths, weaknesses, opportunities, and threats in the preservation and development of Rujak Soto Banyuwangi, the next step is to develop an integrated and strategic business model. For this purpose, a Business Model Canvas (BMC) is developed as a framework that maps important elements in developing Rujak Soto as a tourist attraction and sustainable culinary heritage.

**Table 3. Business Model Canvas (BMC)**

<b>Table 3. Business Model Canvas (BMC)</b>		
<b>Key Partners</b>	<b>Key Activities</b>	<b>Value Propositions</b>
a. Banyuwangi regional government	a. Production and innovation of Rujak Soto	a. Authentic cuisine distinctive to Banyuwangi
b. Local culinary business operators	b. Training and education in traditional cuisine	b. Local cultural experience for tourists
c. Tourism and culture department	c. Promotion via events, social media, tourism packages	c. Unique flavor and distinctive combination
d. Youth and cultural communities	d. Documentation and publication of history & recipes	d. Products supporting local & sustainable economy
e. Media and culinary influencers		
<b>Customer Relationships</b>	<b>Customer Segments</b>	<b>Channels</b>
a. Direct interaction at dining places	a. Domestic & international tourists	a. Rujak Soto stalls & depots
b. Culinary tourism communities	b. Foodies and traditional cuisine lovers	b. Culinary festivals
c. Social media activation (Instagram, YouTube, TikTok)	c. Students, youth, and cultural communities	c. Social media and websites
d. Promotion through local & national events	d. Tourism operators and travel agents	d. Local culinary marketplaces
		e. Culinary tourism villages
<b>Key Resources</b>	<b>Cost Structure</b>	<b>Revenue Streams</b>
a. Traditional recipes	a. Raw material and stall operational costs	a. Direct food sales
b. Human resources (chefs, MSMEs)	b. Promotion and documentation costs	b. Packaged products (frozen food, ready-to-use spices)
c. Local raw materials	c. Training and human resource development	c. Culinary tourism packages
d. Tourism infrastructure	d. Product packaging & distribution	d. Merchandise & local culinary branding
e. Digital promotional platforms		

This comprehensive analysis and strategic framework provide a roadmap for preserving and developing Rujak Soto Banyuwangi as both cultural heritage and a sustainable tourism attraction, ensuring its continuation for future generations while supporting local economic development.

### 3.1.3. Risk Management and Financing Analysis of the Rujak Soto Culinary Business

The preservation of traditional cuisine such as Banyuwangi Rujak Soto not only faces cultural and promotional challenges but also significant financial risks. This analysis aims to evaluate the main risks faced by culinary MSME actors as well as the effectiveness of mitigation strategies and financing access. Based on a survey of 30 Rujak Soto MSME actors in the Banyuwangi region conducted during March-April 2025, the following data was obtained:

**Table 4. Risk Identification and Financial Impact**

Aspect	Indicator	Percentage
Risk	Raw Material Price Increase	80.00%
	Revenue Decline during low visitor months	67.00%
	Declining Interest in Traditional Menu	60.00%
MSME Financing Access Proportion	KUR (People's Business Credit)	45.00%
	Revolving Fund	20.00%
	Crowdfunding	10.00%
	No Access	25.00%
Monthly Revenue Comparison	Average monthly income	↑ 25.00%
	Average expenditure on materials, labor, rent	↑ 10.00%
	Average expenditure on materials, labor, rent	↑ 85.00%
	Number of transactions (portions/day)	↑ 29.80%
	Average price per portion	↑ 9.50%
	Expenditure on digital/physical promotion	↑ 233.30%

Based on Table 4, it is evident that Rujak Soto MSME actors in Banyuwangi face several risks that directly impact the financial aspects of their businesses. The most dominant risk is the increase in raw material prices, experienced by 80% of business actors, especially during the rainy season when commodity prices such as chili and meat increase drastically. Additionally, 67% of MSMEs experience revenue decline during months with low tourist visits, indicating the high dependence of this business on the tourism sector. The third risk is declining interest in traditional menus, experienced by 60% of actors, reflecting challenges in reaching young consumers who are more interested in contemporary food.

Regarding financing access, the majority of MSMEs (45%) rely on People's Business Credit (KUR) to support working capital and operations. Meanwhile, 20% obtain revolving funds from local government, and 10% utilize community crowdfunding, especially for promotion and product innovation. However, 25% of MSMEs still do not access financing at all, indicating administrative barriers, limited financial literacy, or fear of credit risk.

The comparison of financial performance before and after financing shows positive results. Monthly income increased by an average of 25%, while operational costs only rose by about 10%, resulting in a net profit increase of 85%. This performance is strengthened by a 29.8% increase in transaction volume, showing that menu diversification and promotion strategies are running effectively. The average selling price per portion also increased by 9.5% without reducing customer interest. One of the main drivers is the surge in digital and physical promotion expenditure by 233.3%, showing that marketing investment has a significant impact on visibility and sales.

### 3.2. Discussion

One of the main challenges in preserving traditional cuisine like Rujak Soto is the influence of modernization and globalization that increasingly shifts society's eating preferences, particularly among the younger generation. The entry of foreign culinary culture into Indonesia, such as Korean and Japanese food, has changed young consumers' preferences toward food considered healthier, more practical, and "trendy." This causes traditional food to begin losing its appeal, as found in research by (Latifa et al., 2024) showing that foods like lempur are being displaced by kimbab because they are considered more modern and aligned with global lifestyles.

This challenge is exacerbated by the lack of innovation in packaging and promotion. Many Rujak Soto business actors still rely on conventional serving and marketing methods that cannot compete with attractive modern packaging. As stated by Rahman & Pohan (2024), promotional strategies for traditional snacks in several tourism villages are still limited to

verbal methods or local events, making it difficult to attract wide tourist interest (Rahman & Pohan, 2024). On the other hand, young generation involvement in traditional culinary preservation is still low. The minimal knowledge about historical and economic values of traditional foods like Rujak Soto makes many young people uninterested in developing or consuming them. Wahyuni et al. (2024) shows that training and mentoring for the younger generation in processing local cuisine can increase their awareness and involvement, requiring more structured educational strategies.

Additionally, limited marketing networks also become a major obstacle in developing this cuisine. Small and medium business actors often lack access to digital media or modern marketing strategies, as seen in research by Burhanuddin (2018) noted that traditional food marketing still heavily depends on direct approaches without digitalization support. Nevertheless, the tourism sector provides great opportunities for traditional culinary preservation. Integrating Rujak Soto into local tourism packages can increase exposure and tourist interest in regional specialty foods. Hakim & Hamidah (2021) emphasizes that traditional cuisine plays an important role in building cultural character and can even be used as a cultural diplomacy tool in tourism contexts. Therefore, comprehensive preservation strategies need to include digital promotion through social media, training for culinary business actors, and youth involvement in cultural preservation activities (Purnama et al., 2023). With support from government, business actors, and society, Banyuwangi Rujak Soto can not only survive but also develop as a valuable cultural and economic asset.



Figure 2. Banyuwangi Rujak Soto Promotion Image

The business model developed based on the Business Model Canvas (BMC) framework in preserving and developing traditional Rujak Soto Banyuwangi cuisine shows that financial aspects play a very crucial role in maintaining sustainability and competitiveness of micro, small, and medium enterprises (MSMEs). Survey results from 30 Rujak Soto MSME actors indicate that the main financial risks faced by business actors include raw material price fluctuations (80%), revenue decline during tourism low seasons (67%), and declining consumer interest in traditional food (60%).

According to Sadgrove (2016), these risks fall into the category of systemic risks that must be managed through mitigation strategies based on revenue diversification, fixed cost efficiency, and technology utilization to expand market reach. Revenue and operational cost structures show that access to financing has a significant impact on MSME financial performance. As many as 45% of business actors obtain access to People's Business Credit

(KUR), 20% utilize revolving funds from local government, and 10% use community crowdfunding schemes. After obtaining financing, average monthly income increased by 25%, while operational burden only experienced a 10% increase, which overall contributed to an 85% increase in net profit. This finding aligns with research conducted by Inna et al. (2024), stating that low-interest micro-financing can improve working capital efficiency and profit margins for food and beverage sector MSMEs.

There are 25% of MSME actors who do not access financing at all, suspected to be caused by limited financial literacy, administrative barriers, and concerns about credit risk. This is reinforced by Wijaya & Prawihatni (2017), mentioning that low understanding of MSME actors regarding financial management and banking procedures becomes the main factor hindering access to formal financial institutions. In this context, intervention is needed in the form of applicable simple financial management training programs and technical assistance so that business actors can manage cash flow, production costs, and investments more effectively.

The strategy for strengthening financial aspects in the Rujak Soto business model also needs to be integrated with a sustainable finance approach, namely financial management that considers economic, social, and cultural aspects sustainably. Bocken et al. (2014) explains that developing sustainability-oriented business models must include cost efficiency, product innovation, and creation of social and cultural value. Therefore, strengthening revenue streams through product diversification, such as packaged food and culinary tourism packages, must be accompanied by financial risk mitigation strategies and inclusive long-term financing, to realize the sustainability of traditional culinary MSMEs as part of cultural heritage and local economy.

Traditional culinary preservation strategies play an important role in maintaining cultural heritage while driving local economic growth through the tourism sector (Zen & Lestari, 2022). In the context of globalization that increasingly pressures local cultural identity, protection through geographical indications becomes crucial, as it can strengthen the unique value of traditional food products like Rujak Soto, while affirming the cultural identity of a region (Ghose & Ali, 2025). Preserving traditional recipes and cooking techniques, as implemented in Punjab and Surabaya, becomes the main strategy in maintaining culinary authenticity and ensuring its sustainability across generations (Jain et al., 2024; Mau et al., 2024). Culinary tourism has also proven to provide significant economic impact, both in driving local economic growth through increased consumption and tourist visits, and in creating employment by involving farmers, MSME actors, and local communities in the food industry supply chain (Jain et al., 2024). However, the success of this strategy depends heavily on adequate infrastructure support and effective promotion, especially to reach younger generations who are more familiar with modern lifestyles. Therefore, collaboration between government, business actors, and society becomes key in creating a sustainable culinary tourism ecosystem, as emphasized by Bai & Dinesh (2023) and Nurwitasari et al. (2024).

Amid challenges such as changing consumer tastes and global cultural flows, an integrated approach is needed to keep traditional culinary practices relevant and highly marketable in the tourism market. The implications of this research show that traditional culinary preservation strategies not only impact cultural preservation but also have potential as a sustainable community-based economic empowerment model. This provides a foundation for policymakers, business actors, and academics to design integrated interventions between culture, economy, and tourism to strengthen local economic resilience and maintain the nation's cultural identity.

## 4. Conclusion

The preservation of Banyuwangi Rujak Soto as culinary heritage faces various challenges that require serious attention and collaboration between society, culinary business actors, and government. Although preservation efforts have been made through promotion and introduction of local cuisine, many obstacles still need to be overcome, such as minimal recognition as national culinary heritage, competition with other cuisines, dependence on local ingredients, and lack of documentation. Additionally, modernization, globalization, and lack of innovation in packaging and promotion become quite significant inhibiting factors. However, with appropriate strategies, such as strengthening local culinary identity, improving tourism infrastructure, and collaborating with the tourism sector, Rujak Soto can be preserved and made into a sustainable local tourism attraction.

Based on research findings, the preservation and development of Banyuwangi Rujak Soto requires synergy between local government, culinary business actors, and society, emphasizing the importance of promotion through social media and culinary events to strengthen product identity at national and international levels. Business actors are required to be more innovative in packaging and marketing to attract young generation interest, while maintaining recipe authenticity through training and mentoring. The government also needs to support by creating culinary-based tourism villages, documenting the history and production process of Rujak Soto, and integrating it into tourism packages. Additionally, youth involvement in traditional culinary preservation must be increased through education and socialization as part of a strategy to maintain regional cultural heritage sustainably.

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