

SATISFACTION OF THE Z-GENERATION CONSUMER WITH THE ORGANOLEPTIC ASPECTS OF SEBLAK AS A THEIR FAVORITE CULINARY DELIGHT

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Abstract

Seblak is one of the culinary specialties of West Java that is favored by Gen-Z, a group with a birth range of 1995-2010 (Széchenyi István University in Győr et al., 2016). This study will focus on the perspectives of university students from outside West Java Province towards seblak, which has become one of the popular foods among Gen-Z. The purpose of this study is to analyze the relationship between organoleptic aspects (Suryono et al., 2018) (taste, aroma, texture, and appearance) with seblak consumer satisfaction, especially in the context of university students who do not come from the West Java region, but have an interest in the local culinary specialties of West Java. The method used is descriptive quantitative, where data is obtained through a questionnaire distributed online through google form using the Likert scale approach method with a research scale from 1-3 containing disagree, neutral, and agree. This questionnaire will be designed to measure respondents' responses to various organoleptic aspects in the West Javanese culinary specialty seblak, as well as their level of satisfaction as consumers. The selection of respondents was carried out using a purposive sampling technique, which ensured that all respondents were within the Gen-Z age range. The results of this study are expected to provide insight into the culinary preferences of Gen-Z who come from different cultural backgrounds, as well as how far organoleptic aspects affect seblak consumer satisfaction. The findings of this study show that aspects of taste and texture are the dominant factors affecting consumer satisfaction, followed by aroma and appearance. The study also revealed that, despite not being from West Java, most respondents expressed high satisfaction with seblak as a unique and interesting dish. Based on these results, it can be concluded that seblak has great potential to be widely accepted among consumers across regions, and its further development can consider flavor adjustments to meet the tastes of a wider market.

Keywords: Seblak, Perception, Consumer Satisfaction, Organoleptic Aspect, Gen-Z

A. INTRODUCTION

Seblak is a simple, spicy, and savory dish, reflecting its name's origin: Segak (spicy) and Nyegak (savory), which refer to its bold flavors. Central to seblak's distinctive taste is kencur (*Kaempferia galanga*), a rhizome spice with a strong, unique flavor profile that is spicy, bitter, and slightly sweet, coupled with a sharp, fresh aroma. When consumed, it causes a warming sensation and is often described as "stinging" or pungent. Unlike ginger, kencur's flavor stands out, providing a unique sensory experience. (Atteng et al., 2021)

Seblak's origin is based on the popular and well-known West Java. According to some theories, the region's origin is thought to be from either Garut or Cianjur, with Seblak being the starting point (Lembaga Penyiaran Publik Radio Republik Indonesia, 2024). Seblak has gained popularity in West Java and is now becoming more popular in the city of Bandung as a symbol of culinary tourism in West Java. The popularity of Seblak is due to its status as a traditional food, leading to the establishment of Bandung as a popular culinary destination in West Java. Seblak, a traditional dish, has gained popularity in West Java because of its status as an icon of culinary culture in Bandung.

The basic ingredient of Seblak is crackers that are boiled and mixed with spices such as garlic and kencur (Septiana et al., 2024). Then with the development of the times, many seblak sellers modify the filling or *toppings* of the seblak itself with additional fiber from vegetables, protein from eggs and *other toppings* such as meatball, sausages, and others for variations of the seblak itself. The level of spice can be adjusted according to individual ability (Azahra, 2023).

Seblak is known for its strong taste of kencur, garlic and the spiciness (Amalia et al., 2024). Seblak's taste can be incompatible with some people's tongues when they try it for the first time. but also with a distinctive aroma, kencur also has the property of increasing appetite (Dhea Indri Yanti et al., 2024). Seblak is an interesting phenomenon for everyone, especially in Indonesia. Because it shows a combination of traditional flavors with new innovations. This phenomenon shows the dynamism of the mind. Culinary flavors that continue to develop, as well as creativity in combining ingredients and flavors, Which results in popular and innovative culinary trends in society (Honainah & Abdur Rohman, 2024).

The popularity of seblak has extended beyond Java, making it one of the most popular culinary dishes in West Java (Satriojati & Zahar, 2024). The distinctive taste of seblak has contributed to its widespread growth in Indonesia. Initially, only the residents of West Java knew and used seblak. However, nowadays, Seblak shops can be found all over the country.

In this era of globalization, we are facilitated by the internet in the form of applications, namely *marketplaces* and social media (Maulydia et al., 2023). Seblak has gained popularity because of social media trends, with regional specialties being promoted and becoming viral as a must-try food every time visitors come to an area, especially Bandung.

Seblak has earned recognition as a culinary icon that is a must-experience for nomads who visit Bandung, especially for students from outside Java who are keen on trying its original taste. Tasting the original version of seblak in its place of origin is an unforgettable culinary experience, particularly for those who are knowledgeable about the variations of seblak in their regions. There are many people who are interested in comparing the flavor of Bandung seblak with a variation that may have been modified to match the flavor of the tongue in other regions. The experience of enjoying seblak directly from its hometown is unique and can add cultural value to the life of nomads in Bandung.

B. RESEARCH METHOD

In this study, Creswell (2010) is used as a basis for a quantitative approach that involves objectively measuring data and analyzing statistics to draw conclusions from population samples. The method employed is quantitative descriptive analysis, which aims to test the theory by measuring two main variables using special instruments. Statistical processing and analysis of the collected data, supported by a literature review, will result in a descriptive study of the phenomenon being investigated.

The topic of this research discusses two main variables: the popularity of seblak as a culinary tradition in West Java and the migration of students from outside Java to Bandung. The research data was obtained by using a Google Form questionnaire given to students from University of Education Indonesia who are Gen Z from outside Java. After using SPSS Version 25, a literature review will support the analysis of the data results. The analysis technique employs field research, specifically direct surveys of respondents, to obtain primary data that can validate the theoretical foundation and address related issues

Table 1. The Gen-Z consumer satisfaction survey assesses the aspects of organoleptic seblak as a favorite culinary choice.

Variable	Indicators	Data Source	Source
Seblak as a typical West Javanese culinary	<i>Organoleptics (Five senses)</i>	Taste	Questionnaire
		Aroma	Questionnaire
		Shape	Questionnaire
		Texture	Questionnaire
	Consumer Satisfaction		Questionnaire

Source: Prepared by the Author, 2024.

1. General Description of Respondent Characteristics

Table 2. The Favorite Culinary is Organoleptic Seblak according to a Gen-Z Consumer Satisfaction Grid for Aspects

Characteristic	Category	Number (Person)	Percentage (%)
Regional Origin	Bali	3	3
	DIY	10	10
	DKI Jakarta	20	20
	Central Java	15	15
	East Java	7	7
	West Kalimantan	1	1
	East Kalimantan	10	10
	Lampung	3	3
	West Nusa Tenggara	1	1
	Riau	4	4
	South Sulawesi	4	4
	Southeast Sulawesi	4	4
	West Sumatra	5	5
	South Sumatra	10	10
	North Sumatra	3	3
	Total	100	100
Year of Birth	1995-2000	29	29
	2001-2005	58	58
	2005-2010	13	13
	Total	100	100

Source: Prepared by the Author, 2024.

Based on the data in the table, from the aspect of regional origin, the majority came from DKI Jakarta (20%), which is the closest place for the origin of seblak culinary, so their preferences may be stronger and more relevant. Central Java (15%) and South Sumatra (10%) display a distribution that reflects cross-regional culinary trends. The importance of seblak outside their area of origin and the potential for diversity of perceptions between regions are highlighted in this analysis.

As for the aspect of birth year, the 2001-2005 age group dominated (58%), followed by the 1995-2000 age group (29%) and the 2005-2010 age group (13%), indicating that the majority of respondents are Gen-Z, a range that actively consumes contemporary snacks and is influenced by modern culinary trends, including culinary preferences formed by social media and online communities.

2. Analysis of Gen-Z consumer satisfaction with the organoleptic aspect of Seblak as their favorite culinary.

a. Analysis of Gen-Z Consumer Satisfaction with the Organoleptic Aspect of Seblak as a Favorite Culinary Based on Taste Factors

Table 3. Results of Processing Organoleptic Aspects of Seblak as Favorite Culinary Based on Taste Factors

Indicator	Statement	Weight	f	Score	%	Sum		
						Total Score	Ideal Score	%
Spicy	How satisfied are you with the spicy taste of the seblak you consume?	1		0	0.00%	343	400	85.75%
		2	4	8	2.33%			
		3	49	147	42.86%			
		4	47	188	54.81%			

		Sum	100	343	100.00%			
Savory	How satisfied are you with the balance of savory and spicy flavors in seblak?	1		0	0.00%	359	400	89.75%
		2		0	0.00%			
		3	41	123	34.26%			
		4	59	236	65.74%			
		Sum	100	359	100.00%			
Salty	What do you think about the level of saltiness in seblak?	1		0	0.00%	319	400	79.75%
		2	10	20	6.27%			
		3	61	183	57.37%			
		4	29	116	36.36%			
		Sum	100	319	100.00%			
Kencur	How important is it for you to have a sense of kencur in seblak?	1		0	0.00%	356	400	89.00%
		2	2	4	1.12%			
		3	40	120	33.71%			
		4	58	232	65.17%			
		Sum	100	356	100.00%			
Kencur	Does the kencur taste in seblak give you a pleasant sensation?	1		0	0.00%	342	400	85.50%
		2	4	8	2.34%			
		3	50	150	43.86%			
		4	46	184	53.80%			
		Sum	100	342	100.00%			
Authentic	Do you think the taste of seblak that you consume is in accordance with the culinary expectations of West Java?	1	4	4	1.27%	314	400	78.50%
		2	12	24	7.64%			
		3	50	150	47.77%			
		4	34	136	43.31%			
		Sum	100	314	100.00%			
Freshness	How is your level of satisfaction with the freshness of the ingredients that affects the taste of seblak?	1	2	2	0.56%	354	400	88.50%
		2	2	4	1.13%			
		3	36	108	30.51%			
		4	60	240	67.80%			
		Sum	100	354	100.00%			
Consistency	Do you feel that the seblak is consistent every time you buy it from the same seller?	1	4	4	1.37%	291	400	72.75%
		2	25	50	17.18%			
		3	47	141	48.45%			
		4	24	96	32.99%			

		Sum	100	291	100.00%			
Traditional	Is the taste of seblak authentic enough and feels traditional?	1	2	2	0.63%	319	400	79.75%
		2	13	26	8.15%			
		3	49	147	46.08%			
		4	36	144	45.14%			
		Sum	100	319	100.00%			
Variations	How satisfied are you with the variety of flavors offered (e.g., different spiciness levels)?	1		0	0.00%	362	400	90.50%
		2		0	0.00%			
		3	38	114	31.49%			
		4	62	248	68.51%			
		Sum	100	362	100.00%			
Average						336	400	83.98%

Source: SPSS version 25 Processing Results,2024.

Overall, respondents rated the taste satisfaction of seblak with an average of 83.98% of the ideal score, showing that seblak has strong appeal for Gen-Z. The Spicy Flavor variant was the most admired (90.5%), indicating the significance of varying spiciness levels to fulfill the desires of diverse consumers in enjoying spicy flavors. Seblak's appeal is broadened to a variety of consumer preferences due to its diverse spiciness level. The Kencur taste has a high satisfaction rating of 85.5%, which indicates that this taste, which is one of the authentic characteristics of seblak, is well-received by Gen-Z consumers who may appreciate the traditional flavor characteristics.

b. Analysis of Gen-Z Consumer Satisfaction with the Organoleptic Aspect of Seblak as a Favorite Culinary Based on Aroma Factors

Table 4. Results of Processing Organoleptic Aspects of Seblak as Favorite Culinary Based on Aroma Factors

Indicator	Statement	Weight	f	Score	%	Sum		
						Total Score	Ideal Score	%
Kencur	Is the smell of kencur on seblak interesting or disturbing to you?	1	2	2	0.58%	324	400	81.00%
		2	13	26	7.58%			
		3	44	132	38.48%			
		4	41	164	47.81%			
		Sum	100	324	94.46%			
Spice	How satisfied are you with the balance of kencur aromas and other spices?	1	1	1	0.28%	342	400	85.50%
		2	3	6	1.67%			
		3	49	147	40.95%			
		4	47	188	52.37%			
		Sum	100	342	95.26%			
Hot		1		0	0.00%	359	400	89.75%

	How satisfied are you with the aroma produced when seblak is served hot?	2	2	4	1.17%			
		3	37	111	32.46%			
		4	61	244	71.35%			
		Sum	100	359	104.97%			
Taste	Do you think the smell of seblak affects your appetite?	1	2	2	0.64%			
		2	7	14	4.46%			
		3	36	108	34.39%	344	400	86.00%
		4	55	220	70.06%			
		Sum	100	344	109.55%			
Distinctive	Does the aroma of seblak give you a typical culinary impression of West Java?	1		0	0.00%			
		2	6	12	3.39%			
		3	47	141	39.83%	341	400	85.25%
		4	47	188	53.11%			
		Sum	100	341	96.33%			
Quality	How important is scent in determining the quality of seblak in your opinion?	1		0	0.00%			
		2	3	6	2.06%			
		3	42	126	43.30%	352	400	88.00%
		4	55	220	75.60%			
		Sum	100	352	120.96%			
Fresh Ingredients	What do you think about the aroma of fresh ingredients on seblak?	1	1	1	0.31%			
		2	2	4	1.25%			
		3	38	114	35.74%	355	400	88.75%
		4	59	236	73.98%			
		Sum		355	111.29%			
Consistency	Is the scent of seblak that you consume consistent with the scent of seblak elsewhere?	1	2	2	0.63%			
		2	38	76	23.82%			
		3	36	108	33.86%	282	400	70.50%
		4	24	96	30.09%			
		Sum	100	282	88.40%			
Spicy	Are you satisfied with the power of the spicy aroma on seblak?	1		0	0.00%			
		2	6	12	3.37%			
		3	42	126	35.39%	346	400	86.50%
		4	52	208	58.43%			
		Sum	100	346	97.19%			

Spices	What is your impression of the aroma of oil and spices on seblak?	1		0	0.00%	333	400	83.25%
		2	7	14	3.87%			
		3	53	159	43.92%			
		4	40	160	44.20%			
		Sum	100	333	91.99%			
Average						338	400	84.45%

Source: SPSS version 25 Processing Results,2024.

The average satisfaction with the aroma factor was 84.45%, with the highest response to the aroma of fresh ingredients (88.75%) and the quality of the aroma (88%), emphasizing the importance of freshness and intensity of the aroma in improving the consumer experience. The score of 88.4% indicated that consumers' expectations for seblak's distinctive aroma were still met, with a score of 88.4%. This can serve as a guide for culinary business actors to keep the aroma of ingredients consistent.

c. Analysis of Gen-Z Consumer Satisfaction with the Organoleptic Aspect of Seblak as a Favorite Culinary Based on Texture Factors

Table 5. Results of Processing Organoleptic Aspects of Seblak as Favorite Culinary Based on Texture Factors

Indicator	Statement	Weight	f	Score	%	Sum		
						Total Score	Ideal Score	%
Chips	How satisfied are you with the shape of the crackers in seblak (e.g., is the size appropriate)?	1		0	0.00%	330	400	82.50%
		2	3	6	1.75%			
		3	64	192	55.98%			
		4	33	132	38.48%			
		Sum	100	330	96.21%			
Chips	Do you like the shape of the crackers used in the seblak you consume?	1		0	0.00%	331	400	82.75%
		2	4	8	2.21%			
		3	61	183	50.55%			
		4	35	140	38.67%			
		Sum	100	331	91.44%			
Appearance	Does the form and presentation of seblak attract your attention as a Gen-Z consumer?	1		0	0.00%	335	400	83.75%
		2	6	12	3.51%			
		3	53	159	46.49%			
		4	41	164	47.95%			
		Sum	100	335	97.95%			
Color	Does the variety of shapes and colors of	1		0	0.00%	339	400	84.75%
		2	9	18	5.01%			

	seblak material affect your interest in consuming it?	3	43	129	35.93%			
		4	48	192	53.48%			
		Sum	100	339	94.43%			
Quality	How important is the appearance of the shape of crackers and other ingredients in determining the quality of seblak?	1		0	0.00%	329	400	82.25%
		2	8	16	5.10%			
		3	55	165	52.55%			
		4	37	148	47.13%			
		Sum	100	329	104.78%			
Consistency	How satisfied are you with the consistency of the shape of the crackers and other ingredients every time you buy them?	1		0	0.00%	316	400	79.00%
		2	13	26	7.34%			
		3	58	174	49.15%			
		4	29	116	32.77%			
		Sum	100	316	89.27%			
Distinctive	Do you think the form of seblak reflects the typical food of West Java?	1	2	2	0.69%	317	400	79.25%
		2	12	24	8.25%			
		3	53	159	54.64%			
		4	33	132	45.36%			
		Sum	100	317	108.93%			
Serving	How satisfied are you with the serving of seblak in a container?	1		0	0.00%	318	400	79.50%
		2	10	20	6.27%			
		3	62	186	58.31%			
		4	28	112	35.11%			
		Sum	100	318	99.69%			
Display	Does the appearance of the seblak shape match your expectations as a consumer?	1	2	2	0.63%	322	400	80.50%
		2	4	8	2.51%			
		3	64	192	60.19%			
		4	30	120	37.62%			
		Sum	100	322	100.94%			
Addition		1	2	2	0.56%	342	400	85.50%

	How do you feel about the form of additives such as vegetables or meat in seblak?	2	5	10	2.81%			
		3	42	126	35.39%			
		4	51	204	57.30%			
		Sum	100	342	96.07%			
Average						328	400	81.98%

Source: SPSS version 25 Processing Results,2024.

The average score of 82.95% indicates that texture has a significant impact on consumer satisfaction. Consumers are content when the texture of crackers and other ingredients in seblak stays consistent and meets expectations. The score of 92.71% indicates that Gen-Z prefers the chewy but not mushy texture of crackers, which distinguishes seblak from other foods. The addition of ingredients such as vegetables and meat also affected overall texture satisfaction, with 85.5% of respondents satisfied with the presence of a variety of additive textures that further enhanced the dining experience.

d. Analysis of Gen-Z Consumer Satisfaction with the Organoleptic Aspect of Seblak as a Favorite Culinary Based on Form Factors

Table 6. Results of Processing Organoleptic Aspects of Seblak as Favorite Culinary Based on Form Factors

Indicator	Statement	Weight	f	Score	%	Sum		
						Total Score	Ideal Score	%
Chips	How satisfied are you with the texture of the crackers in seblak (is it too mushy or chewy enough)?	1	2	2	0.58%	318	400	79.50%
		2	7	14	4.08%			
		3	62	186	54.23%			
		4	29	116	33.82%			
		Sum	100	318	92.71%			
Chips	What do you think about the softness of crackers in seblak?	1		0	0.00%	327	400	81.75%
		2	3	6	1.69%			
		3	67	201	56.46%			
		4	30	120	33.71%			
		Sum	100	327	91.85%			
Desire	Does the texture of seblak affect your desire to consume it again?	1		0	0.00%	346	400	86.50%
		2	3	6	1.75%			
		3	48	144	42.11%			
		4	49	196	57.31%			

		Sum	100	346	101.17%			
Balance	How satisfied are you with the texture balance between crackers and other ingredients in seblak?	1		0	0.00%	333	400	83.25%
		2	5	10	2.79%			
		3	57	171	47.63%			
		4	38	152	42.34%			
		Sum	100	333	92.76%			
Vary	Do you think the texture of seblak is quite varied and attractive when consumed?	1		0	0.00%	343	400	85.75%
		2	7	14	4.46%			
		3	43	129	41.08%			
		4	50	200	63.69%			
		Sum	100	343	109.24%			
Kencur	Are you satisfied with the texture of the kencur and the spices in seblak?	1	2	2	0.56%	328	400	82.00%
		2	5	10	2.82%			
		3	56	168	47.46%			
		4	37	148	41.81%			
		Sum	100	328	92.66%			
Distinctive	What do you think about the texture of seblak when compared to the other typical culinary dishes?	1	1	1	0.34%	320	400	80.00%
		2	6	12	4.12%			
		3	65	195	67.01%			
		4	28	112	38.49%			
		Sum	100	320	109.97%			
Addition	Does the texture of the additional ingredients in the seblak, such as meat or vegetables, match your expectations?	1		0	0.00%	334	400	83.50%
		2	7	14	4.39%			
		3	52	156	48.90%			
		4	41	164	51.41%			
		Sum	100	334	104.70%			
Favourite	Does seblak have a texture that is suitable	1		0	0.00%	320	400	80.00%
		2	9	18	5.64%			

	for you to consume as your favorite food?	3	62	186	58.31%			
		4	29	116	36.36%			
		Jumlah	100	320	100.31%			
Sum	How satisfied are you with the overall texture of seblak when served hot?	1		0	0.00%			
		2	2	4	1.10%			
		3	47	141	38.95%			
		4	51	204	56.35%			
		Jumlah	100	349	96.41%			
Average						332	400	82.95%

Source: SPSS version 25 Processing Results,2024.

Satisfaction with the shape aspect of 81.98% indicates that the visual aspect and appearance of the dish still play an important role in consumers' perception of seblak as a dish. Gen-Z who prioritize visual aspects when uploading to social media appreciate the variety of shapes and attractive presentations on the container. The consistency of the shape in each serving or purchase is an indicator of quality for consumers, with a satisfaction rate of 96.21%, which is important to pay attention to for Seblak traders.

e. Analysis of Gen-Z Consumer Satisfaction with the Organoleptic Aspect of Seblak as a Favorite Culinary Based on General Satisfaction

Table 7. Results of Processing Organoleptic Aspects of Seblak as Favorite Culinary Based on General Satisfaction

Indicator	Statement	Weight	f	Score	%	Sum		
						Total Score	Ideal Score	%
Gen-Z Tastes	Do you feel that seblak has characteristics that suit Gen-Z's tastes?	1	3	3	0.87%			
		2	6	12	3.50%			
		3	48	144	41.98%			
		4	43	172	50.15%			
		Sum	100	331	96.50%	331	400	82.75%
Frequency	How often do you consume seblak in a month?	1	2	2	0.58%			
		2	33	66	19.30%			
		3	47	141	41.23%			
		4	18	72	21.05%			
		Sum	100	281	82.16%	281	400	70.25%
Consistency		1		0	0.00%	335	400	83.75%

	Do you feel that satisfaction with seblak differs from one seller to another?	2	9	18	5.01%			
		3	47	141	39.28%			
		4	44	176	49.03%			
		Sum	100	335	93.31%			
Innovation	How do you feel about the innovation in the available seblak variants?	1	1	1	0.32%	335	400	83.75%
		2	4	8	2.55%			
		3	54	162	51.59%			
		4	41	164	52.23%			
		Sum	100	335	106.69%			
Social Media	How much influence do social media trends have on increasing your desire to consume them?	1	1	1	0.28%	339	400	84.75%
		2	6	12	3.39%			
		3	46	138	38.98%			
		4	47	188	53.11%			
		Sum	100	339	95.76%			
Spicy Variations	Are you satisfied with the variety of spiciness levels offered at seblak?	1		0	0.00%	349	400	87.25%
		2	2	4	1.37%			
		3	47	141	48.45%			
		4	51	204	70.10%			
		Sum	100	349	119.93%			
Price vs. Quality	How are you satisfied with the price of seblak compared to its organoleptic quality?	1		0	0.00%	329	400	82.25%
		2	5	10	3.13%			
		3	61	183	57.37%			
		4	34	136	42.63%			
		Sum	100	329	103.13%			
Unique	How much role does the uniqueness of seblak play in your daily culinary choices?	1		0	0.00%	312	400	78.00%
		2	13	26	8.15%			
		3	62	186	58.31%			
		4	25	100	31.35%			

		Sum	100	312	97.81%			
Recommendations	Would you recommend seblak to your friends as a favorite culinary?	1	1	1	0.28%	329	400	82.25%
		2	8	16	4.49%			
		3	52	156	43.82%			
		4	39	156	43.82%			
		Sum	100	329	92.42%			
Organoleptic Indicators	How important are the factors of taste, aroma, shape, and texture in determining your satisfaction with seblak?	1		0	0.00%	354	400	88.50%
		2		0	0.00%			
		3	46	138	38.12%			
		4	54	216	59.67%			
		Jumlah	100	354	97.79%			
Average						329	400	82.35%

Source: SPSS version 25 Processing Results,2024.

The tastes of Gen-Z (82.75%) were matched by most respondents' perception of seblak's characteristics. This may be related to the characteristic spicy taste of kencur, and the visual presentation that has an aesthetic appeal. Seblak is an example of food that includes traditional and contemporary flavors, which attracts the interest of Gen Z looking for a unique culinary experience.

The data also shows that social media trends affect the desire to consume seblak (84.75%). This indicates the significant influence of online culinary trends on Gen-Z consumption decisions, which can be a marketing opportunity for sellers. The majority of consumers (82.25%) believe that seblak's price is comparable to its organoleptic quality when it comes to price. Gen-Z's preference for value and quality in their consumption decisions makes this factor important.

In addition, the taste innovation and variety of spicy levels offered were highly appreciated, with 106.69% expressing satisfaction with the innovation in the seblak variant. Innovation and uniqueness are important factors in adding value to the experience of consumers who are looking for something new in their culinary choices.

C. FINDINGS AND DISCUSSION

Gen-Z shows high satisfaction with seblak as their favorite culinary, mainly because of its unique taste and visual appearance that combine traditional elements with modern innovations. Based on this research, not only Gen-Z consumers from West Java enjoy seblak dishes, but also those from various regions and even outside Java Island have a high appreciation for seblak. The taste aspect is highly valued by Gen-Z consumers, particularly the spicy flavor variation and the authentic flavor component of cancer, both of which have a significant impact on the overall taste value of 83.98%. Meanwhile, fresh and quality scents also play an important role. With an average satisfaction rate of 84.45%, this shows consumer expectations for seblak, which always gives a strong impression on the sense of smell. The texture also received significant attention, especially on the chewy texture of crackers as a typical element, with a satisfaction score of 82.95%, which reflects the expectation of consistency and suitability of the texture of seblak as a snack. The form factor and visual appearance of seblak are also important for Gen-Z, given their aesthetic needs and tendency to share culinary experiences visually on social media.

Overall, Gen-Z views seblak as a food that is in harmony with their tastes, which is characterized by high satisfaction with taste innovations, especially variations in spiciness levels and diverse ingredient choices. The influence of social media on increasing interest in seblak consumption is quite large, showing the potential of digital marketing for this product. Positive assessments of the balance between price, taste, and visual quality also show that Gen-Z consumers find added value in these culinary choices, which makes them worth recommending to others. In short, the appeal of seblak for Gen-Z lies in this culinary ability to combine traditional aspects with innovation, presenting a culinary experience that is not only satisfying in terms of taste and texture, but also in accordance with the character and lifestyle of the dynamic young generation.

This research suggests that seblak has great potential to develop beyond the West Java region, particularly due to its popularity among Gen-Z who appreciate culinary with unique and authentic flavors. An adaptive marketing strategy and the emphasis on seblak as a modern yet authentic culinary choice are necessary to truly penetrate the market outside of West Java. By paying attention to the preferences of local consumers outside of West Java, such as the level of spiciness or the variety of relevant additives, seblak has a strong chance of being accepted and even becoming part of national culinary trends.

D. CONCLUSION

This study concludes that West Javanese culinary seblak has a strong appeal for Gen-Z, particularly because of its spicy flavor, distinctive kencur aroma, unique cracker texture, and appealing visual presentation. Seblak, despite being rooted in West Java's local culture, has successfully attracted Gen-Z students from different regions across Indonesia, including those outside of Java. Organoleptic aspects like taste, aroma, texture, and appearance are the primary factors that determine their satisfaction with seblak.

Seblak is regarded as a dish that aligns with the preferences of the younger generation, with its innovative flavors and varying levels of spiciness serving as key attractions. The significant role of social media in driving interest in seblak consumption highlights substantial opportunities for digital marketing. Additionally, Gen-Z consumers perceive the price of seblak as fair for the quality provided, which enhances their willingness to recommend the dish to others.

Overall, this study demonstrates that seblak has strong potential for expansion beyond West Java, especially with flavor adaptations and marketing strategies that resonate with consumers across Indonesia.

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