

## **The Role of Social Media to Introduce Nasi Glewo as a Culinary Attraction in Semarang City**

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**Abstract.** Nasi Glewo is a culinary specialty of Semarang that has a long history, but currently its existence is increasingly rare and less known by the wider community, especially the younger generation. This study aims to analyze the role of social media in introducing Nasi Glewo as a culinary tourism attraction in Semarang City. Although there is currently minimal content about Nasi Glewo on social media, the potential of digital platforms to promote this culinary is huge. Using a descriptive qualitative method, this study collected data through questionnaires to social media users. The results show that social media can serve as an effective educational and promotional tool to attract tourists and locals to Nasi Glewo. In addition, creative marketing strategies and collaboration with culinary influencers can increase visibility and public interest in this traditional cuisine. This research is expected to provide recommendations for stakeholders in an effort to preserve and promote Nasi Glewo as part of Semarang's culinary richness.

**Keywords:** culinary, social media, nasi glewo, semarang

### **RESEARCH BACKGROUND**

The development of technology has provided many benefits for humans, especially in this digital era, almost all aspects of human life depend on the internet. the existence of the internet has inadvertently changed the way humans communicate and socialize. Social media is a media that has many uses. Apart from being useful as a communication tool, social media also functions as a means for its users to explore the kinds of information needed and determine the formation of reality, as well as their thoughts and views about the world and social reality in it (Risnawati & Mudiarti, 2021). The role of Social media is very important for tourism actors and tourists, one of which is culinary tourism. Culinary in the city of Semarang has many kinds, and each has its own uniqueness, both in terms of taste and appearance. Semarang, which is located on the North Coast of Java as the main port along the North Coast, is very thick with Javanese culture and acculturation with other cultures such as Chinese and Dutch. Semarang has several culinary delights that have been widely recognized by the wider community, some of which are Lumpia, Ganjel Rel, Tahu Gimbal, Bandeng Presto, Wingko, while Semarang's specialty food is Glewo Rice which is currently rarely known by the public. Glewo is one of Semarang's original specialties from Javanese culture, with its distinctive seasoning of meat and rich spices in the sauce, one of which is kencur. Glewo comes from the Javanese language, the word glewor - glewor koyore which means tasseled koyor. Glewo rice illustrates the value of simplicity, namely with the form of koyor toppings instead of meat, considering that not everyone can afford beef which is identically expensive, koyor is considered more economical, and the presentation is added with emping and fried shallots. Along with the times, variations in the presentation of Nasi Glewo began to emerge, by adding various side dishes typical of Semarang that complemented the more varied flavors, from fried chicken, fish, to beef, making Nasi Glewo increasingly favored by various groups.

## REVIEW OF RELATED LITERATURE

According to Lutfiarahma, A. N. (2018), Nasi Glewo has been known since the 1930s and became popular in the 1980s. The name "Glewo" comes from the Javanese term "glewor koyore," which refers to the texture of the meat used in this dish, which is the koyor (muscle) of the cow. The dish was originally created as a more economical alternative for the community, using local ingredients and abundant spices. Nasi Glewo is also closely tied to the Semarang community's habit of enjoying simple yet flavorful meals. This rice with a variety of side dishes reflects the diet of the people of Semarang, who often prioritize simplicity while still being richly seasoned and sharing deliciousness. While there is no definitive historical record of who first created Nasi Glewo, it can be seen as the result of a fusion between traditional Javanese cuisine and culinary influences from other cultures that entered Semarang, be it from Chinese, Arab or Dutch traders. Quoted from NET Jateng (2018), however, over time, the popularity of Nasi Glewo began to decline, especially in the 1990s, when many of the next generation of Nasi Glewo sellers did not continue their parents' business. This caused this culinary to be almost lost and less recognized by the younger generation.

## RESEARCH METHOD

This article uses a qualitative descriptive method, collecting online questionnaires, to obtain information from social media users. In this study, data collection was conducted through an online questionnaire distributed to social media users. This questionnaire serves to collect information about users' views and experiences of certain phenomena on social media. This process allows researchers to obtain data as it is without manipulation of variables. Descriptive qualitative research is a strategy that describes data systematically, factually, and accurately by trying to explore depth or deeper meaning. This research aims to find the meaning behind something that happens naturally (Kriyanto, 2014). This method allows researchers to gain a deep understanding of the phenomenon under study. By conducting in-depth interviews and observations, researchers can explore the reasons, perspectives, and motivations behind individual or group behavior (Sugiyono, 2020), and qualitative research is flexible, where researchers can adjust the research focus or data collection strategy based on findings that arise during the research process. This allows researchers to respond to new situations and adapt questions according to respondents' answers (Deepublish, 2024). Through direct interaction with sources from diverse backgrounds, researchers can increase empathy and tolerance for the views of others (Telkom University, 2024).

## RESULTS AND DISCUSSION

The questionnaire was completed by 27 social media users aged 20-25 years (15%), and 26-35 years (75%). The questionnaire results show some important findings related to respondents' perceptions of Nasi Glewo as a culinary tourism attraction in Semarang City:

### Data of Research Sources

75% of respondents claimed to have known about Nasi Glewo before filling out the questionnaire, and only 15% had never heard of Nasi Glewo.

**Table 1** Awareness of Nasi Glewo

Question	Answer	Frequency
Have you ever heard of Nasi Glewo?	Ever	18
	May Have	7
	Never	2

75% of respondents claimed to have known about Nasi Glewo before filling out the questionnaire. and only 15% had never heard of Nasi Glewo.

**Table 2** Interest to Try Nasi Glewo

Question	Answer	Frequency
If so, where did you first learn about Nasi Glewo?	Family	13
	Social Media	7
	News Article	3
	Culinary Events	2
	No/Don't Know	2

Of the respondents who knew Glewo Rice through their family friends, 13, from Social Media (Posts) 7, News Articles 3, Culinary Events 12, and those who did not know or had never encountered 2.

**Table 3** How often do you see content about Nasi Glewo on Social Media

Question	Scale (1-5)	Frequency
How often do you see content about Nasi Glewo on Social Media?	1 Very Never	2
	2 Never	2
	3 Neutral	3
	4 Frequently	17
	5 Very Often	3
How much influence does social media have on your interest in trying Nasi Glewo?	1 Very Unaffected	1
	2 Not Affected	0
	3 Neutral	4
	4 Influential	12
	5 Very Influential	10

Are you interested in trying Nasi Glewo after seeing the content on social media?	1 Very Uninterested	1
	2 Not Interested	0
	3 Neutral	3
	4 Interested	14
	5 Very Interested	9
How important do you think it is for social media to promote local cuisine like Nasi Glewo?	1 Very Unimportant	0
	2 Not Important	0
	3 Neutral	1
	4 Important	18
	5 Very Important	8

How often do you see content about Nasi Glewo on Social Media:

Very never see nasi glewo content on social media 2, never 2, neutral 3, often 17, and very often 3.

How much influence does social media have on your (respondents) interest in trying nasi glewo?:

Very little effect 1, no effect 0, neutral 4, effect 12, very much effect 10.

Are you (respondents) interested in trying nasi glewo after seeing the content on social media?:

Very uninterested 1, Uninterested 0, Neutral 3, Interested 14, Very Interested 9.

How important do you (respondents) think the role of social media is to promote local culinary such as Nasi Glewo?:

Very unimportant 0, not important 0, neutral 1, Important 18, Very Important 8

**Table 4** The questionnaire results show that Nasi Glewo

Question	Answer
If any, additional comments or suggestions regarding the promotion of Nasi Glewo / Culinary through social media	due to the lack of content about glewo rice on social media, there is a need for content about culinary, especially traditional on social media.

create content that attracts gen z because  
now gen z is very impressionable & the  
editing must be interesting + given fun facts

Hopefully with the advertisement on social  
media, many people know about Nasi  
Glewo.

My suggestion is that around Semarang  
selling glewo rice can be sold crowded  
through social media or can also trade  
glewo rice by finding a crowded, strategic  
place in the middle of the city of Semarang,  
for example in the Simpang Lima area,  
there needs to be a glewo rice seller so that  
people are interested when cfd with the  
promotion of glewo rice tenants with a  
larger menu.

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The questionnaire results show that Nasi Glewo is still not well known among young people. This shows that there is a great opportunity to promote this culinary through social media. With the majority of respondents expressing interest in trying Nasi Glewo if there is more information, this indicates that the right marketing strategy can increase public awareness and interest in this culinary. Social media can be an effective tool to introduce Nasi Glewo to the public. Interesting and informative visual content can attract the attention of social media users. In addition, collaboration with culinary influencers can also be an effective strategy to reach a wider audience, organize a culinary festival where Nasi Glewo is one of the main menus. Events such as breaking the MURI record for eating Nasi Glewo can attract media and public attention. Given that the majority of youth respondents stated that they had never heard of Nasi Glewo, it is important for stakeholders to take immediate strategic steps in promoting this cuisine. By utilizing digital platforms, Nasi Glewo can be made one of the culinary tourism attractions in Semarang City, thus not only preserving the cultural heritage but also boosting the local tourism sector.

Through this data analysis, it can be concluded that there is great potential to develop Nasi Glewo as a culinary tourism attraction with the right social media support and innovative marketing strategies.

### **What is Nasi Glewo?**

Nasi Glewo consists of warm rice doused in thick coconut milk and spices, topped with sliced beef and koyor. The dish is usually served on a banana leaf plate, complete with melinjo chips and a sprinkling of fried onions on top. The dominating aroma of kencur adds to the unique flavor of Nasi Glewo, making it different from other rice-based dishes. Over time, variations of Nasi Glewo began to emerge, adding various Semarang-style side dishes that complemented the more varied flavors. From fried chicken, fish, to beef, Nasi Glewo is increasingly favored by various groups. Nasi Glewo is not just a food, but also a part of Semarang's cultural identity. Research shows that the existence of

traditional culinary such as Nasi Glewo needs to be preserved so that it does not disappear from the memory of future generations. Many people who live and settle as well as Semarang natives today do not know if Nasi Glewo is a typical Semarang food. Nasi Glewo started to reappear in 2017 until now. Nowadays, there are not many glewo rice sellers in Semarang because generations of glewo rice sellers do not continue the business from their parents. As well as the absence of literature and lack of information on social media, people do not know that glewo rice is a typical Semarang food that needs to be preserved. Nowadays, Nasi Glewo is quite rare. Only a few vendors still offer this dish, and many of the younger generation are unaware of its existence as a specialty of Semarang. Efforts to preserve Nasi Glewo have begun through social media promotions and culinary festivals, as well as events such as the MURI record-breaking eating Nasi Glewo to raise public awareness of the dish. But Nasi Glewo can also be found in several hotels in Semarang, such as the Noorans Hotel, as well as the Padma Hotel Semarang in *Breakfast* time. Not only in hotels, there is also Mak Lis in Java Mall Semarang. They accept orders and are open from 11am to 9pm, located at the basement floor of Java Mall Semarang. Other than hotels and malls, Raylins Kitchen is the only known place that still sells Nasi Glewo exclusively. The owner is the third generation to continue the Nasi Glewo recipe from his grandmother, located at Jalan Batan Miroto IV Number 390E, Semarang City. Although it does not open a permanent stall.

Although many people don't know or are unfamiliar with the Nasi Glewo dish, especially outside of Semarang City. The lack of effective promotion and marketing, as is done by many other popular culinary delights, is a factor that reduces the exposure of Nasi Glewo. Therefore, many people no longer seek out or choose Nasi Glewo as a culinary option when visiting Semarang. However, social media can be an effective tool to re-popularize Nasi Glewo. With engaging photos and videos, culinary entrepreneurs can introduce Nasi Glewo to the younger generation or tourists who have never tried it. Platforms such as Instagram, TikTok and YouTube can be used to showcase the uniqueness of Nasi Glewo in a more modern way. Social media such as Instagram, TikTok, Facebook and Twitter allow culinary business owners to market Nasi Glewo in a more visual and interactive way. Using the right hashtags (#NasiGlewo, #KulinerSemarang, #FoodieSemarang, etc.) can increase the visibility of this dish. Content in the form of attractive photos and videos as well as testimonials can be a major factor in attracting consumer attention. Technological advancements also allow delivery services and online ordering platforms such as GoFood, GrabFood, or ShopeeFood to introduce local cuisine, including Nasi Glewo, to more people, both in Semarang and outside the city. Culinary business owners can list Nasi Glewo on these platforms to reach a wider range of customers without having to open a physical restaurant in each location.

With the ease of ordering food online, customers no longer need to go to the eatery to enjoy Nasi Glewo; they can get it right at home. This can make it easier for people to try Nasi Glewo even if they live far away from Semarang. To make Nasi Glewo, you need 300 grams of beef mixed with koyor, 7 shallots, 3 garlic, 5 curly red chilies, 2 candlenuts, and spices such as 1 segment of turmeric, 1 segment of galangal, 1 segment of ginger, and 1 segment of galangal. In addition, you will also need 1/2 teaspoon peppercorns, 1/2 teaspoon coriander, 1 lemongrass stick, 3 bay leaves, 1 sachet of flavoring, and 200 ml coconut milk. Don't forget to add salt and brown sugar to taste and emping melinjo as a complement when serving. the first step in making Nasi Glewo is to boil the meat and beef koyor with lemongrass and bay leaves for about 45 minutes until the meat is tender. After that, remove the meat and drain it. Slice the meat into pieces when it has cooled down. Meanwhile, grind shallots, garlic, curly red chili, turmeric, candlenuts, galangal, peppercorns, and coriander until smooth with a little water. Grind lemongrass, galangal, and ginger until flat to use in the cooking process. After all the ingredients are ready, saute the ground spices that have been mashed together



with the lemongrass that has been squeezed as well as galangal and ginger until fragrant. Next, add the beef pieces that have been boiled before along with the rest of the ingredients except coconut milk and rice. Cook all ingredients until the sauce boils. Once the sauce boils, add salt, brown sugar, and flavoring to taste. Finally, add the coconut milk to the dish and keep stirring until the sauce thickens. Make sure all the ingredients are well mixed so that the flavors of Nasi Glewo are well absorbed. Nasi Glewo is usually served with warm white rice and melinjo chips as a side dish. To add more flavor, sprinkle fried onions on top. This dish is especially delicious when served warm. Thus, Semarang's Nasi Glewo is ready to be enjoyed. This recipe reflects the uniqueness of Nasi Glewo, which is part of Semarang's culinary heritage, rich in spices and distinctive flavors.

In addition to food promotion, digitalization also provides an opportunity to educate audiences about culinary history, including the origins of Nasi Glewo. By utilizing platforms such as blogs, podcasts or documentary videos, the interesting story behind this cuisine can be conveyed, making Nasi Glewo not only a food, but also a part of cultural heritage that is interesting to learn about. And social media allows the formation of culinary communities consisting of people who share a common interest in traditional food or specialties from a particular region. By joining culinary groups or forums on Facebook, WhatsApp or other platforms, people can exchange information, provide recommendations and encourage each other to try Nasi Glewo. Nasi Glewo can also be featured in campaigns that encourage people to choose local cuisine and support small culinary businesses through social media movements. This can also connect Nasi Glewo to global trends such as the zero-waste cooking movement or the local food movement.

In the digital world, online reviews and ratings from consumers greatly influence people's decision to try a food. Platforms such as Google Reviews, and food ordering platforms such as GoFood, GrabFood, and ShopeeFood allow customers to review and rate the Nasi Glewo they try. If many customers leave positive reviews about the taste and their experience trying Nasi Glewo, this can attract the attention of more people who want to try the cuisine. In fact, some food ordering platforms feature restaurants or warungs with the best ratings, which increases their visibility.

This the need for information about Nasi Glewo to the people of Semarang, especially the younger generation. So that social media users get information about the typical food of the city of Semarang. So that social media is needed as a promotional tool to preserve old-fashioned culinary in Semarang, especially Nasi Glewo.

## CONCLUSION

Based on the questionnaire results, Nasi Glewo is still not well known among young people, although there is a high interest in trying it if more information is available or it can be called viral. This suggests that there is a great opportunity to promote this culinary through social media. With the majority of respondents expressing interest, it can be concluded that the right marketing strategy can increase public awareness and interest in Nasi Glewo. Social media has the potential to be an effective tool to introduce this culinary to the public, especially with attractive visual content and collaboration with culinary influencers. Given the number of respondents who have never heard of Nasi Glewo, it is important for stakeholders to take strategic steps to promote the dish so that it does not become extinct and remains part of Semarang's cultural identity.

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