

UNIVERSITI TEKNOLOGI MARA

**KNOWLEDGE OF GENERATION
Y TOWARDS HISTORY
AND CULTURAL HERITAGE
FOOD AND TRADITIONAL
MALAY COOKING
PREPARATION OF
KELANTAN**

NASIHA ALWANI BINTI AZMI

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ABSTRACT

Kelantan is part of the state in Malaysia which has various peculiarities in terms of food and culture as well as an attraction to attract people, including tourists to experience the benefits of Kelantan cuisine. In addition, there are also a number of issues that interfere with their own tourism industry in Kelantan where the generation Y nowadays less to practice and take food traditional heritage of Kelantan. This needs to be taken seriously as a food culture in society nowadays change when they are matched with outside influences. Therefore, a study conducted in the state of Kelantan, involving 365 respondents from Generation Y, aged between 15-40 years to reach an understanding of the history and culture of food, tools and methods of preparation, generation Y acceptance of food heritage and knowledge. Using the data collected, this study shows that there is a correlation between the history and culture of local food is related to knowledge generation Y on the heritage of food ($\beta = .121$, $p < 0.001$ ***). In addition, there is a difference between the apparatus and method of preparation in traditional Malay cuisine yesterday and today and it is related to knowledge generation Y to food heritage by reading the mark H2 ($\beta = -.016$, $p < 0.001$ ***). Finally, there is a relationship between acceptance and knowledge of traditional food culture among generation Y with the food itself. H3 recorded ($\beta = .006$, $p < 0.001$ ***) have readings higher than H1 and H2. Therefore, Generation Y needs to play a role in maintaining and preserving traditional food Kelantan so that it is not forgotten. Accordingly, it is our responsibility as a community as well as the present generation to preserve and uphold our traditional heritage food again so that the future generations can enjoy them.

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