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Eating out as a new family recreation trend in Indonesia: Case study about the eating practices of the Yogyakarta people

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Abstract

This research is about a relationship between people and a modern food environment. The approach used in this research was quantitative-qualitative with a questionnaire as the instrument distributed to 500 families in Yogyakarta, in 2019. This approach aimed to understand the decision making process made when the families decided to eat out or to eat at the restaurants. This study aimed to gain deeper understanding on why do people choose to eat out, how do people make use of the restaurants, and what are the roles of the restaurants in the society. The results show that in Yogyakarta, there is a change in the eating culture. Some families, especially those from the middle and upper class, are now more likely to choose restaurants or places that serve foods. However, there are only few researches studying on the psychosocial needs and the recreation motive happening in the eating out phenomenon. This research shows that the recreation motive behind eating out is a "self identity". There are some reasons causing families to eat out in a specific days including to seek new impressive experiences, to build togetherness among family members, and to get away from the daily routines.

Keywords: eat out, social change, family recreation, Yogyakarta society

Introduction

The global era tends to change one's lifestyle, including in terms of diet. Actually the purpose of humans to eat is to be able to meet the needs of the body in order to survive. If eating is caused by biological demands, it usually comes from hunger and by eating a food the hunger can be cured. However, in reality people are often found eating not only because of biological demands alone. According to Anderson (2005) [2] today, a person's goal for eating is not just to consider hunger but rather to consider one's satisfaction or pleasure simply to maintain prestige.

Eating is a part of the culture that is constantly changing over the development of the human society. Eating behavior is related with human needs and dietary habit determination namely breakfast, lunch, and dinner. In the traditional agrarian family practice, eating is commonly done at home, in the leisure time. However, it cannot be concluded that eating is a recreation activity that is done for fun since in this aspect, eating is considered more to fulfill the basic needs which is to overcome hunger. Nowadays, eating habit is experiencing a social transformation and value changing as the results from the modern living. Eating is not considered only to overcome hunger, but also to fulfill the entertainment needs done outside the house. Eating becomes one of the manifestations from the social change.

In the present time, some families in Yogyakarta, especially those coming from the middle and upper class, have numbers of choices related to the daily meals. They can eat at their home by preparing home-cooked meals made from raw materials. They can also cook the meals from a mixture of raw materials and pre-cooked ingredients, or they can just prepare the meals from the available materials. They can choose to prepare their own meals or to buy at the

restaurants or the chosen places to be eaten at home or just eat out at the restaurants. The food options are now available in any meals: breakfast, lunch, and dinner. Generally, people's or families' choice to eat out is done at least one time a day.

This study focuses on understanding the family eating habit. In this case, the food environment is explored from some different perspectives to understand how people make choice to eat. First, the food environment is observed from the people's reason to eat out and how do they make use of the restaurants. Besides, the food environment is also observed from the function point of view in which the restaurants in the modern society have: as a place for social interaction and source for new ideas. The main problem being explored in this study is the reason why do people make choice to eat out. This statement is the beginning of the research question.

As the base of the research, some previous studies are reviewed to see the strengths and weaknesses. The choice made to eat out will be seen from two points of view: 1) the decision to cook the meals, and 2) the decision not to cook the meals. This study is important to understanding the change of the food source from the home kitchen to the restaurants, take away foods, supermarkets, and stores. This will be discussed in the context of using fast foods when cooking, in the choice of not to cook the meals, and the context of the reasons behind people making choice to eat out.

Theoretical Description

Eating Habit

Eating habits are defined as the behavior of a person or group of people to meet the needs of eating which reflects

attitudes, beliefs, and food choices. Eating habit will form someone's food consumption pattern. Eating habits in the household are important to note, because eating habits affect the selection and use of food and subsequently affect the high and low quality of household food. Eating habits that are formed since childhood can be influenced by various things including ethnic differences, socioeconomic level, geography, climate, religion and beliefs and the level of technological progress (Wardiatmo, 1989) [18]. Eating habits are the behavior of humans or groups of people in meeting their needs for food. These eating habits include attitudes, beliefs and food choices (Khumaidi, 1989) [13]. Suhardjo (1989) [10] states that the eating habits of individuals or groups of individuals are choosing food and consuming it as a reaction to physiological, psychological, social and cultural influences.

Eating habits are influenced by environmental variables. The choice and use of food available is an ecological component. There are several factors that affect a community's eating habits. These factors are food availability, socio-cultural patterns and personal factors (Harper *et al.*, 1986) [10]. Therefore, in studying eating habits, things that need to be considered include: food consumption (quantity and quality), fondness for certain foods, beliefs, restrictions, or attitudes towards a food (Wahyuni, 1988) [5].

Food consumption pattern is a chain of ways on where the food is taken from, the consumed meals, the amount of the taken food, the life style, and also the eating frequency. According to Suhardjo (2006), someone's consumption pattern is one of the anthropologist aspects which studies human behavior as a group. This behavior also covers questions related to the foods, for instance the way people get, cook, and eat the foods over times, from the old ages to the modern ages. Almatier (2004) [1] argued that eating pattern is way for someone or a group to use the available food as a reaction to the economic and socio-cultural pressure that they have. Food consumption pattern is a socio-cultural activity that has a strong impact on what and how the food is eaten. The manifestation from this family will result to eating behavior structure or eating habit. Thus, eating pattern or eating habit is a human behavior in fulfilling their food needs, including attitudes, beliefs, and food choices. Attitude is based on the "affective" values coming from the natural, social, cultural, and economical environment. On the other hand, people's beliefs are related to the "cognitive" values while the food choice based on the attitude and beliefs is a "psychomotoric" process.

Eating habit is not inherited but as the result of learning process (Suhardjo, 2006). Eating habit is an accumulated process from someone's experiences in living a life related to food. Someone's eating habit will always change along with the environment complexity he is facing. The change in the eating habit can be caused by the nutrition and health education and also marketing activities or food distribution activities. In addition, the factors can also come from the surroundings namely cultural environment, natural environment, and population (Hartog, Staveren & Brouwer, 1995) [11]. Eating habit will form the eating pattern. Each environment/area/country has a different eating pattern, including in Indonesia. This difference related to the raw food materials available, the tradition, and the daily habit.

Family Recreation

Family recreation is a "parents' commitment which is organized and prepared for children's and family's needs as a whole" (Shaw and Dawson, 2001) [15]. Family recreation can give a positive experience for both parents and children. Parents always think of the benefits for the children from their parts in the family recreation where children are the main priority of the family recreation decision making. In addition, parents use family recreation to show their children the sense of belongings among family members and to show how a harmonic family should be.

Hornig (2006) [12] mentioned that family recreation as a shared recreation requires every family member to join each recreation activity. The subject of the family recreation is the family as the institution. Regarding to the place, Shaw and Dawson (2001) [15] explained that family recreation can be done inside and outside the house.

With this condition and limitation, family recreation is also called as a purposive leisure activity where the main goal is not only to have fun, but to have other beneficial purposes for the children (Shaw and Dawson, 2001) [15]. The definition is used to picture parents' effort to make, organize, facilitate, and give shared recreation experience which is "beneficial" to reach the expected results namely tightening family bonding and giving chances for the children to learn about life values. The purposed recreation can be seen as a concept to observe and understand parents' motivation and the family options of the recreation. Parents connect their expectation with the family recreation experience itself.

Research Methodology

This study of eating out behavior uses two data sets. The first is a survey conducted over one month in June 2019 (n = 500) which examined, inter alia, the frequency of eating in various types of restaurants, motivation and attitudes towards eating in commercial establishments, and social and demographic information about respondents. The samples was drawn from 5 regencies in Yogyakarta province, namely Sleman, Bantul, Kulon Progo, Gunungkidul Regency and Yogyakarta City. The two tranche of data arises from 30 in-depth, semi-structured interviews conducted with respondents to the most recent survey, in each of the 15 districts. Interviewees representing a range of social characteristics and positions were selected from survey respondents who had reported that they were engaged to some degree in eating out. These interviews explored in more detail, among other things, understandings and experiences of eating out.

This research implemented a mixed-method research design which combined qualitative and quantitative research methods in gathering, analyzing, and combining the research results (Johnson dan Onwuegbuzie, dalam Damanik *et al.*, 2012). This approach was chosen since this study dealt with people's complexity understanding on their surrounding social life. The survey results were then explored through interview in which the questions were framed with the referred theories and concepts from the psychological and socio-cultural aspects of eat out.

The primary data of this research was families' experience of eating at the restaurants with their family members. To complete, secondary data was used in the form of statistical

data and research results on family which was conducted to Yogyakarta family. Referring to the goal of the study which was to gain as much information as possible from sources that had the access to the information about the studied problem, the multistage random sampling through cluster was used in this study.

The data was analyzed using SPSS 17.0 software which covered the descriptive and inferential descriptive analysis. The regression analysis was used to determine the connection between tourism understanding and its benefits by making a family choice to eat out with the family members.

Results and Discussion

Famil Recreation

Wardiyanta (2017) who conducted research on family recreation activities in Yogyakarta using 359 respondents, found that there are several activities carried out in leisure time which are mentioned in the order below:

Table 1: Recreational Activities at the leisure Time

No	Activities	Amount	%
1	Visiting attractionsat	70	19,5
2	Eating out with family members	56	15,6
3	Travelling with family members	42	12,7
4	Visiting family	39	10,9
5	Cycling with family	35	9,7
6	Swimming	30	8,4
7	Fishing Chat with family	24	6,7
8	Gardening	10	5,8
9	Chat with family	32	4,8
10	Cleaning the house	11	3,1
11	Watching TV	10	2,8
	Jumlah	359	100

Source: Wardiyanta, 2017.

The data shows that eating out with family members is considered as an activity done for fun by most of the families in Yogyakarta. It means that eating out with the family members is regarded as a recreation activity or an activity that can bring joy to the family. Among the activities done in the leisure time, eating out with the family members is ranked in the second most popular activity after visiting tourist attraction objects. This fact can be considered as a clue that eating out together with the family is regarded as an activity done for fun besides overcoming hunger by most of the family in Yogyakarta.

The eating out phenomenon becomes a favorite activity of Yogyakarta's community. Eating out is now becoming a part of urban's families life style. Eating out is defined as food consumption activity which is cooked outside or inside the house. This phenomenon affects choices whether to eat in the restaurant, cafe, food court, and food stalls in or outside the stores. Besides, this phenomenon also becomes a supporting factor of the development of the culinary tourism. In this case, culinary or foods become the attraction point for the tourists or consumers to visit the places where there is food available.

For some people, food consumption means not only a biological need which used to overcome hunger, but eating is seen as a lifestyle that shows self or group identity and class. Thus, eating out appears as a commodity in the urban social life. The places and kinds of the eaten foods can represent someone's social class.

Cities with numerous shopping centers and eating places become a battlefield, not only for producers for gaining consumers, but also for consumers to show their social status and class by the chosen eating places and what to eat. Eating out with the family, whether inside or outside the house, is usually accompanied with light talks among parents and children to create an open atmosphere. This activity is also considered as a way to build better relationship among the family members. When they are eating together, the activities done are not only eating, but also sharing their daily stories. Eating together can also be a place to discuss family problems or other issues.

Factors Affecting the Eating Habit Change Changes In Eating Behaviour

The activities of eating are related to the ethics. There has been a change in culture related to eating behaviour in the Yogyakarta community. Based on observations and interviews with several informants, it was found that in the Yogyakarta community there had been a change in eating culture. Currently we can see the differences between traditional families who live in rural area and modern families who live in urban area. Generally traditional family eat their own food and carry it out at home and with due regard to the traditions inherited from their ancestors. Eating is intended to meet basic needs / overcome hunger and not for having fun. While in the modern family, eating has undergone a transformation. The Families can eat their own cooking and they can eat food from restaurants or cook food. They can do it outside or in a restaurant or cook food. For modern families, eating is for having fun beside to overcome hunger.

Society's Social Economic Change

In the last five years, there has been a change in the economical structure in Yogyakarta Province, especially in the business or the population's occupation, from the primary sector to the tertiary sector. This affects someone's or the citizen's attitude. In the beginning, most Yogyakarta Province residents' occupation was in the agriculture sector, with the traditional and agrarian culture while now it changes into service business economic sector followed with the new modern and more consumptive behavior. It includes food consumption or eating culture. In the agrarian culture, food is free and considered as a non-business commodity, now it becomes one.

Until 2017, the economical structure in Yogyakarta Province was dominated by four business sectors namely agriculture, commerce, hotels, and restaurants; service sectors; and processing industry sector. This condition gives impact toward the citizens' working pattern which leads to the impact in the dietary and eating habit including how and what to eat. The people working on the agriculture sector are more likely to hold on their traditional culture where they do not see food as a commercial thing. This is different from those who work in the secondary and tertiary sector where they are easier to understand commercialization issue happening in the eating activity. This is what drives the growth of the food service commercialization or the culinary service.

The Raise of Per Capita Income

Regional Gross Value Added Domestic Products (*PDRB*) is a benchmark of a family welfare. Per capita income of

Yogyakarta Province residents has raised (BPS, 2016). By referring to the per capita income in the last three years, it can be concluded that family prosperity in Yogyakarta Province has risen. This improvement is regarded as a positive impact to the culinary tourism and general tourism development in Yogyakarta. This leads into the increased potential for Yogyakarta Province residents to do the recreation activities since they can now afford their basic needs which now has risen into fulfilling their secondary and tertiary needs.

The data shows the raise of the family welfare in Yogyakarta regency in the last five years based on their income. There is a positive correlation between the raise of the income and the raise of the expenditures to fulfill life necessities. With the raise of the earnings, the potency of Yogyakarta community to fulfill their needs, into the tertiary needs, can be increasingly fulfilled.

Table 2: PDRB Per Capita Yogyakarta Province based on the Present Market Price 2012 - 2016 (IDR).

District	2013	2014	2015	2016
Yogyakarta City	24.782.819	26.775.411	29.005.756	31.377.250
Kulonprogo	16.096.061	17.307.864	18.611.318	19.949.109
Bantul	17.040.684	18.430.369	19.891.904	21.275.441
Gunungkidul	16.467.422	17.741.562	19.291.212	20.737.011
Yogyakarta	55.969.623	60.501.060	64.919.752	69.218.903

Source: Agency of Regional Development (BAPPEDA DIY) 2017

The raise of the community income will generally be followed by the tendency for increased spending. Generally, consumption behavior is not based on the needs theories only but also triggered by the needs and desire. The consumption behavior is not only to fulfill the basic needs but also done to seek challenges, sensation, happiness, socialization, stress relieve, new knowledge, new trend and model development, and great and meaningful stuffs (Arnold and Reynold, 2007) ^[3]. Hence, the more someone earns, the more and varied they spend their income on.

Expenditure Patterns / Spending

Expenditure pattern is one variable to measure the population (economic) prosperity level, while the expenditure shift can indicate the change in the population prosperity level. The amount of expenditure is an indicator of the prosperity level. The higher the community expenditure, the better their well-being is. There are two kinds of expenditure: on food and non-food categories.

Expenditure is related to income. In general, the raise in income is followed by a shift of an expenditure pattern. When the income rises, the portion of the expenditure in food is decreasing while the expenditure portion in non-food aspects is rising. In the development countries, fulfilling the food needs is still in the top priority in order to fulfill the nutrition needs so that the expenditure on food is higher than non-food. This condition is different with the condition in the developed countries where most of the people's expenditure is allocated for fulfilling non-food needs: housing, goods and services, clothing, and long-lasting stuffs (vehicles, jewelries, etc.).

In the last two years (2010-2012), there is a expenditure increase in the urban area consumption (35,84%) and the village area (44,68%). Based on the expenditure composition, there is a shift, from the year 2010 in the food

and non-food consumption expenditure. The data also shows that there is a difference in the expenditure composition between the urban and village families. The village families spend more from their income on food which is a primary needs while the urban families spend more on a non-food needs probably to fulfill their secondary and tertiary needs. In the middle and upper class community, eating is not regarded as only to fulfill the basic needs but also the tertiary needs or for fun.

Community Welfare

There are two versions in measuring community welfare: one which is conducted by the Statistics Indonesia (BPS) and another one which is done by the National Population and Family Planning Board (BKKBN). BPS, for instance, measures the welfare level by looking at the minimum proxy expenditure needs concept which average score is IDR 152.847,- per capita per-month (SUSENAS, 2006). BKKBN divides the family welfare into three needs: (1) the basic needs consisted of foods, clothes, housing, and health, (2) social psychological needs on education, recreation, transportation, internal and external social interaction, and (3) development needs covering savings, special education or purposive education, and access to information.

Referring to the parameter used by BKKBN, the families in Yogyakarta are categorized into several groups: Pre-prosperous, Prosperous I, Prosperous II, Prosperous III, and Prosperous III plus. In 2008, there were 34,79% of Prosperous III and Prosperous III plus families while it increased into 35,40% in 2009, 36,07% in 2010, 38,46% in 2011. The groups are those who are able to afford recreation activities since they have had enough income. They have had enough money to afford the need for "fun". Thus, it can be concluded that in the last 4 years, since 2008, the number of the families in Yogyakarta that have the potential to do the recreation activities rises more or less 1% per year.

By paying attention to income, education, and also welfare level, it can be concluded that Yogyakarta is in the developed middle class. Middle class is indicated by the high level of education and income while also having high rewards on hard work, education, saving needs, future planning, and society activities involvement. This is in line with Giddens (2001) saying that middle class people are those who have education and technical qualification so that they can sell their energy and ideas for the better material and cultural payoffs way above the general workers. They are characterized by a graduate education level whose always have the encouragement to always step forward in their careers. They view the human resource, like education, knowledge, and savings, are important in their life. They are the business owner whose employees are 1-10 persons, managers, or supervisors in the private companies.

Generally, the middle social class is more educated and tends to invest more in education for their children. The middle class are the community coming from students, professionals, and small and middle class business owners. These people are willing to pay extra for high quality products, where this can lead into a high demand on high quality goods.

Giddens (2002) mentioned that the middle class people are those who earn IDR1.900.000/month and spend IDR750.000 – IDR1.900.000 per month or IDR25.000 – IDR63.000 per day. In the mid 2010 year report, ADB classifies middle class in Asia based on the expenses level

per capita per day into: lower middle class with US \$ 2-4 (IDR20.000 – IDR40.000/person/day); middle-middle class with US \$ 4-10 (IDR40.000 - IDR100.000/ person/day); and upper middle class with US \$ 10-20 (IDR100.000 – IDR200.000/person/day) (ADB, 2010).

Referring to these basis, especially ADB (2010) parameter, it can be concluded that the developed middle class in Yogyakarta are mostly still in the lower class (in 2012, the average income was IDR 45.417 per day and the outcome was IDR 26.717 per day). One of the scoring factors is the amount of expenditure/spent money by *DIY* citizens. Next, it can be seen that the population of the middle class in Yogyakarta is about 38,46%. This shows that residents in Yogyakarta have the potential to be able to fulfill their tertiary needs.

Eating is one of the human needs or the basic need. Thus, fulfilling this need is a must if someone wants to preserve his life. After this basic need is fulfilled, people will then start to think to fulfill their other needs. The social needs, self esteem, and self actualization are the three most essential human needs.

However, this is no longer valid now. Food is not only a product to fulfill human's biological needs. It becomes a new lifestyle in the society. Food is turned into culinary industries where they not only serve taste but also fulfill human needs to socialize and actualize. This happens since, nowadays, the food industries are also providing spaces for people to gather with their communities through room service and other services. Thus, no wonder that food industries are growing fast. There are things indicating this growth. It can be seen from the shift of the society consumption pattern from cooking into buying (BPS, 2012). In addition, over years, food business and restaurants are constantly growing.

The Development of Cook Shop and Restaurants

The society is now faced with the "obsogenic" food environment. Swinburn *et al.* (2002) defined obsogenic environment as a environment that promotes the raise of the food intake, the unhealthy food, and the less physical activities. This 'obsogenic' environment is considered as the most powerful factor behind the raise of the obesity epidemic. Obesity is not caused only by a single factor. The environment plays a significant role to diet, physical activity, and obesity. One example of this environmental factor is the development of the food industries which give easiness and points of interest for the society to eat out.

The existence of the culinary industries in Yogyakarta will directly and indirectly affects society's perception and attitude towards the foods. Two of the rapidly developing food industries in Yogyakarta are cook shops and restaurants. Many restaurants and cook shops will make people to be more interested and easy to eat out, for both daily diet and special occasions. This next situation will construct a condition on how people do diet which form a dietary habit.

The development of the restaurants and cook shops in Yogyakarta is caused by two factors: market size which is population, population growth, middle class size, and the raise of society buying power which covers per capita income, growth level, and the amount of the modern sector role. The existence of the foods and beverages industries become increasingly important, even can be addressed as a human basic need. The needs in foods and drinks keep

rising. This results into a growth and the development of the food and beverages industries in Yogyakarta. This can be observed by the numbers of products offered by the foods and beverages producers. We can observe this by seeing that there are many food and beverages advertisements presented in the media.

Table 3: The Number of Restaurants and Cook Shops in Special Region of Yogyakarta (*DIY*) (2013 - 2016)

Description	2013	2014	2015	2016
Restaurants	66	279	421	961
Cook Shop	650	745	787	1226

Source: Special Region of Yogyakarta in Numbers, 2018

The data shows the development of the existence of restaurants and cook shops. This will surely affect society's interest to eat out. People will be made easy and more interested in the menu served in the cook shops and restaurants. People's taste on foods and beverages always change and varied. This can be an attention point for the foods and beverages industries owners to invent foods and beverages products that adapt to people's taste shift on foods and beverages. The companies that are able to make their products based on people's taste will likely to end up gaining people's interest. This leads into a condition where the companies will constantly growing.

The Reasons to Eat Out

There are three reasons that encourage families in Yogyakarta to eat out with their family members. The reasons are to seek impressive new experiences, to get away from the daily routine, and to build togetherness among family members. The reasons that encourage families in Yogyakarta to eat out with their families, namely:

Table 4: The Reasons That Encourage Families In Yogyakarta To Eat Out

No	The Reason	Amount	(%)
1	to have a pleasant experience	245	49
2	to get away from routine	100	20
3	to build togetherness	95	19
4	to commemorate special events	60	12
Total		500	100

Source: the primair data, 2019

To Have a Pleasant Experience

The first, and the most mentioned reason, is to eat out while seeking for new impressive experience (49 %). The respondents mention that they are interested to try foods they have not tried yet. Looking for new experiences puts eating activity to the higher level than just getting to eat the foods (Kim *et al.*, 2009) ^[14]. From the psychological aspect, it is further mentioned that attractive foods are the foods that can unite hope and satisfaction; even it can be a way to increase one's self esteem emotionally. Rust *et al.* (2000) agreed the idea of eating at the restaurant that can create delightful experience and also to increase a hope for the next meals since the memories related to the previous experience may lead someone to visit a restaurant. Costa *et al.* (2007) ^[6] also mentioned that eating out is interesting since "happiness/adventure" generally creates chances to keep in touch with foods coming from the different cultures.

To Get Away From Routine

The second reason driving people to eat out with their families is to get away from the daily routine of eating inside the house. In the study, Kim *et al.* (2019) [14] discovered that eating out while having a road trip or a holiday is a way to get away from the daily routine. Ashley *et al.* (2004) agreed this idea by saying that "eating out which is done occasionally, in the special events, and be enjoyed as a new start of a daily experience," make people to be able to get away from the daily routine. Eating out enables people to enjoy different foods without leaving their comfort zone of preparing their own meals.

To Build Togetherness

The third reason is related to social issue. Eating out can be considered as an activity to bond the relationship among family members. Togetherness or the social aspect of eating out is an important factor in making an eating out decision. It is rarely seen someone to eat alone at the restaurant. Warde *et al.* (2000) [17], in his survey of eating out, discovered that 75% of the respondents agree with the statement "I don't like eating alone." Eating out is a way to get acquaintance with strangers, to build or to maintain romantic relationship, and to celebrate important events with friends and family members. Generally, eating out can fulfill someone's social need (Warde *et al.*, 2000) [17]. For some people, eating out becomes a social responsibility for friends and family members even if they do not like to eat out. This happens since eating out is accepted as a way to socialize with others while most people think that the eaten foods do not really matter. Despite the social relationship, eating out is considered as a status symbol and the difference in the social class. According to Ashley *et al.* (2004) [14], people feel comfortable with the structured characteristics (e.g.: menu, order of the served foods, dressing code, etc.). The restaurants can also show someone's social level.

There is a discussion on how people make use of the restaurant as a social interaction place. Warde *et al.* (2000) [17] suggested that restaurant is a positive place to have a social interaction since it creates an atmosphere that can be used by many people to interact without any individual pressure in a meeting. Next, Warde *et al.* (2000) [17] also said that eating at the restaurant will not bring any negative impact on the family relationship while in many cases, it even increases family bond by the different foods chosen by each family member. In contrast, another researcher does not see restaurant as a positive place to socialize. For instance, Finkelstein (1989) said that the atmosphere in the restaurant is far from someone's control when interacting which leads into a negative impact within the conversation.

To Commemorate Special Moments

The fourth reason is related to the socio-cultural changes of society who celebrate special moments that are fun. Celebrating events or circumstances that are interpreted as special, such as a birthdays of family members, an achievement of success by family members, or providing hospitality to guests, both family and others. This activity can be called a new phenomenon in society.

The implementation of eating out in this case can be called an expression of joy. Because more happy, the family celebrated by eating out. Outside eating activities as an expression of excitement are now increasingly being carried out by families in Yogyakarta.

Conclusion and Recommendation

Conclusion

This study shows the reasons why do people make a choice to eat out. The respondents make use of the restaurants for three purposes: as the source for entertainment/new impressive experience, for social interaction, and for trying new foods.

This study also shows that in Yogyakarta, there is a social change related to the eating issue. In this case are related to the eating pattern and to the place used to eat. This discovery will surely be beneficial for the development of the cook shops and restaurants especially in Yogyakarta and in Indonesia. In this study it is presented that there are many roles that cook shops and restaurants have in the society living.

Recommendation

This study is not yet discovering on what kinds of menu are chosen by the society. Thus, further study on the detailed menu chosen by the society is necessary so that it can support the growth of the culinary industries which lead into the development of the culinary tourism destination in Yogyakarta province.

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