

## **ABSTRACT**

Indonesia has a rich variety of indigenous traditional fermented foods that are spread throughout all regions of the country. However, the strikes of fast foods and the rapid flow of globalization could potentially lead to the degradation of interest towards Indonesian traditional fermented foods (ITFF), especially for the young adults. To develop well-tailored approaches for the need of conserving Indonesian traditional fermented foods (ITFF), there is a need of an assessment that evaluates the knowledge and behavior level of young adults. This study aimed to determine level and association of knowledge, attitude, and practices (KAP) of young adults specific to the types and benefits of ITFF. A self-administered questionnaire was used to assess knowledge, attitude, and practices (KAP) of young adults. Chi-square test of independence and Spearman's rank order correlation were used as the statistical analysis. Majority of young adults in this study had poor KAP towards ITFF, and differences in socio-demographic background did not affect KAP levels. Attitude was found to be correlated with practices. Social media and family were the top chosen media for young adults to learn about ITFF along with other media. These findings are suggested to be used in building the future approaches. In conclusion, knowledge, attitude, and practices of young adults toward ITFF should be improved, and learning materials regarding ITFF could be emphasized through social media and family. Future studies involving ITFF with regards to different aspects and perspective could be done to boost the conservation of ITFF as the culinary heritage of Indonesia.