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Food Consumption: Consumer Culture and Gender Identity in Indonesia

The industrialization of food in wide range of forms, such as food franchising, multi chained restaurants, hypermarkets, patented food, food-tourism industry, globalization of foodstuff, commodification of food ritual, and capitalization of traditional-local food. These modern-globalized trends raise the questions whether they bring changes toward the basically traditional Indonesian society? Generally, cooking and food matters are considered as female's matter in conventional Indonesian households. Thus, the hectic and fast growing of food industrialization which occurs in the society might shift females and males' attitudes toward food.

This discussion will focus on how these trends influence restructuring and transforming positions, roles, lifestyles of people in the families and social circles. Like clothes, cars, and other commodities we purchase, food also holds an essential mark as an indicator of somebody's class in a hierarchical society as well as his/her identity's reflection; borrowing Bourdieu's (1984)*terms, "economic capital", "cultural capital", "educational capital", and "social capital".