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# Sustaining Botok-botok as a Malay Food Tradition Practice through the Lens of Cultural Intelligence

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**Abstract** This study examined the Cultural Intelligence (CQ) of Johor's botok-botok, which has been at risk of cultural erosion. With

three-fold objectives, data from 10 interviewees, with ages ranging from 23 to 62 years old, is analysed using a thematic analysis. The findings revealed that botok-botok served not only as a food but also as a vessel of ancestral memory, communal identity, and heritage. While the Johorean Malays continue to use traditional methods, several respondents are innovating by incorporating alternative ingredients, utilising frozen packaging, and developing creative menu concepts. In conclusion, cultural preservation remains possible through CQ-driven adaptations.

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