

ANALYSIS OF LOCAL CULINARY CONSUMPTION ON THE ATTRACTIVENESS OF CULINARY TOURISM IN THE SURYA KENCANA AREA OF BOGOR

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Abstract

Currently, local culinary in Indonesia is popular and a highlight for tourists. Local cuisine is no less interesting than other culinary that looks more interesting. Each region has its own distinctive culinary. Local cuisine does not only serve food or drinks, but local cuisine offers many uniqueness and various culinary flavors. One of the things that provide the most memorable experience for tourists is when tourists come and taste the typical culinary of tourist areas, either eating on the spot or to take home as souvenirs. This research method uses a descriptive qualitative approach. Data collection is taken by conducting interviews, observations and documentation. The purpose of the study was to determine the relationship between local culinary consumption and the attractiveness of culinary tourism in the Surya Kencana Area of Bogor. Local culinary consumption in this study includes five dimensions, namely the influence of food ingredients, the influence of cooking techniques, distinctive tastes, food traditions and rituals and cultural heritage. The subjects of this study are tourists who are interested in coming or have visited the Surya Kencana Bogor Area. Based on the results of interviews, the interviewees showed that the data collected proved that the typical culinary of Bogor City in the Surya Kencana Area of Bogor is a culinary tourism center that attracts tourists to visit.

Keywords: Consumption, Culinary, Tourist Attraction

1. Introduction

Local food is one part that cannot be separated from a tourist attraction and has a peering role in providing a travel experience for tourists who come to visit. A local food shows or presents a culture and characteristics of a food made by the local community to be used as one of the culinary marketing sales strategies in terms of tourism. Interest in a local food is driven by a variety of issues related to environmental issues, ethics, sustainable health and the desire to support healthy living behaviors (Pearson et al., 2011). Gyimóthy and Mykletun 2009 stated that tourists seeking the taste sensation of local food and unforgettable dining experiences are growing rapidly in numbers.

Bogor City has various types of local culinary tours that can be visited with a variety of traditional recipes inherited from ancestors from generation to generation. Starting from Soto Kuning, Soto Mie, Doclang, Cungkring, Laksa, Asinan Bogor, Toge Goreng and so on. The Surya Kencana Bogor area is very crowded with visitors, tourists who come many people outside the city of Bogor, namely Jakarta, Bandung, Bali and surrounding areas. The Surya Kencana area is one of the most famous places that has tourist attractions about culinary tourism. The selling point in the Surya Kencana Area is in terms of buildings and culinary aspects that are popular in Indonesia.

This study aims to find out more clearly how the relationship between local culinary consumption and the attractiveness of culinary tourism in the Surya Kencana Area of Bogor.

2. Theoretical Background

2.1 Culinary

Culinary is one of the lifestyles needed by humans to fulfill daily life that cannot be separated. Food is one of the basic human needs and is very important for the nutritional needs needed by the body. According to Ariyanti and Suhartanto (2019), culinary defines culinary as everything related to cuisine, food, and drinks consumed by humans. Indonesian cuisine is very diverse and many types, culinary also affects the culinary culture of each region and each tribe has a unique culinary.

2.2 Local food

Local food or traditional food is food commonly consumed by people in an area. Local food or traditional food of each region has a variety of local characteristics and cultures that reflect the characteristics in each region. With a lot of local food in each region reflects the geographical location that is influenced. Indonesia has a variety of local foods or regional foods that are cultural heritage and the recipes used have been passed down from every generation and even in the process of making dishes are also mostly still maintaining traditional ways and tools

2.3 Culinary

Culinary tourism is a journey that focuses on exploring the diverse flavors and richness of culinary flavors of a region or country which is the core of culinary tourism. According to (Soegiarto 2018) culinary is a dish that refers to the results of the cooking process. Culinary tourism is a visit by someone to a location with the aim of enjoying typical foods and feeling new experiences related to the place to eat (Hall and Mitchell, 2001, in Sari, 2016). According to the International Culinary Tourism Association (ICTA) explained that culinary tourism is not new related to agrotourism, but more focused on how food and drinks typical of certain regions can be an attraction for tourists who want to enjoy it. With culinary tourism, tourists can enhance their unique and memorable gastronomic or artistic culinary experiences

2.4 Tourist attractions

According to I Gusti Bagus Rai Utama (2016: 142) tourist attraction is everything that has uniqueness, beauty, convenience and value in the form of diversity of natural or man-made wealth that is interesting and has the value of being visited and seen by tourists.

3. Methods

The object of study is local culinary consumption of culinary attractions in the Surya Kencana Bogor area. Local Culinary Consumption in this context consists of five dimensions, namely, the influence of food ingredients, the influence of cooking techniques, distinctive tastes, food ritual traditions, and cultural heritage. The subjects of this study are traders who sell in the Surya Kencana Bogor area and tourists who are interested in coming to visit or have visited the Surya Kencana Bogor Area.

This study used a qualitative descriptive approach. Data collection techniques are carried out by interviews, questionnaires, observations, and documentation. The

population taken is tourists who visit the Surya Kencana Bogor Area. The sampling technique uses non-probability sampling using purposive sampling which is a sampling technique of data sources with certain considerations. The resource persons in this study are traders in the Surya Kencana Bogor Area and visitors or tourists who come to the Surya Kencana Bogor Area. Data processing techniques are carried out by data collection, data reduction, data presentation, and conclusion.

4. Results and Discussion

The data obtained based on interviews with resource persons refers to four dimensions, namely, the influence of food ingredients, the influence of cooking techniques, distinctive tastes, and food ritual traditions.

4.1 Influence of Foodstuffs

According to some sources (traders) said that the influence of food ingredients on each dish affects the taste of each food. The influence of food ingredients in culinary in the Surya Kencana Bogor area is actually interesting and has the characteristics of each type of culinary. The many variants of food in the Surya Kencana Bogor area become a special attraction for tourists. Apart from many types of food variants, culinary in the Surya Kencana Bogor area can be a major destination for culinary tourism when tourists visit Bogor. Food variants that can adjust the taste for every tourist who comes to visit.

It states that foodstuffs will be a culinary tourism attraction for tourists coming to visit. So, tourists can explore the food in the Surya Kencana Bogor Area.

4.2 The Influence of Cooking Techniques

The influence of cooking techniques has a great impact on the final result of a dish. A wide variety of techniques such as frying, boiling, roasting, steaming and so on can give different characteristics to food. The use of proper cooking techniques can make food tastier, nutritious and look more attractive to eat. In addition, the use of cooking techniques can affect the nutritional content in food. Therefore, the selection of the right cooking technique needs to be adjusted to the type of food ingredients and the color of the desired cooking results.

4.3 Distinctive Taste

The distinctive taste of local culinary in the Surya Kencana Bogor Area can provide a taste experience for tourists who come to visit the Surya Kencana Bogor Area. The distinctive taste of local culinary given makes you want to come back for culinary tours in the Surya Kencana Area of Bogor. The distinctive taste of each local culinary in the Surya Kencana Area has a characteristic or has something that stands out in every trader selling their wares. The distinctive taste of local culinary merchants also makes every tourist who comes with their own tastes for local culinary in the Surya Kencana Bogor Area. The diversity of local culinary flavors shows that Indonesia is rich in spices and quality local ingredients in each region. The uniqueness of the distinctive taste of local cuisine provides its own attraction for local tourists or foreign tourists to come to visit.



Figure 1. Visual Form of One Portion of Cungkring Pak Friday



Figure 2. Visual Form of One Serving of Soto Kuning Pak Yusuf



Figure 3. Visual Form of Kotjok Si Abah Beer

4.4 Food ritual traditions

The resource person did not say that local food or culinary typical of Bogor City there are special food rituals or traditions, but the Surya Kencana Bogor area is located in West Java Province, where the majority of tribes are Sundanese. In the Sundanese Tribe, there is a tradition of eating together commonly called "Cucurak" which is a community activity simultaneously with all villagers.

4.5 Cultural Heritage

The Surya Kencana Bogor area has been selling from around 1955-1990. The following is an overview of the cultural heritage of local culinary in the Surya Kencana Bogor Area:

1) Laksa and Fried Toge Mang Wahyu

Mang Wahyu is the third generation who continues to sell Laksa and Toge Goreng typical of Bogor City. At the beginning of the establishment of Laksa and Toge Goreng starting from the grandfather of Mang Wahyu in 1955, then Mang Wahyu's parents and continued by him from 1990 who started from traveling around the village to sell.

2) Grilled Sauerkraut Corn Pak Sabur

Pak Sabur is the second generation who continues to sell Grilled Corn Pickles in the Surya Kencana Area of Bogor. At the beginning of the establishment of Asinan Corn Bakar started in 1968 and then continued by his son.

3) Bir Kotjok Si Abah (Pak Ujang)

Pak Ujang is the second generation who continues to sell Kotjok Si Abah Beer. He has been selling for about 1 year because he was riveting before and most of it has been continued by his younger siblings to sell in the Surya Kencana Bogor area. Bir Kotjok Si Abah has been around since 1965 and is continued by his children and grandchildren until now.

4) Cungkring Pak Friday (Mr. Andra)

Pak Andra is the 2nd generation who continues to sell Cungkring Pak Friday. He has been selling for 5 years starting from 2019, initially the one who traded was Pak Friday himself starting from 1975 by carrying his wares around the village.

5) Soto Kuning Mr. M. Yusuf (Mrs. Eli)

Mrs. Eli is the 2nd generation and wife of Mr. M. Yusuf selling Soto Kuning. Soto Kuning Pak M. Yusuf was established in 1977 by Pak M. Yusuf's parents and continued in 1986 by Pak M. Yusuf together with his wife, children and grandchildren.

The heritage of local culinary culture can be seen that culinary place owners have had many generations who pass on their recipes to younger ones to pass on regional specialties so that in the future the typical food of each region is not lost and can always be developed. Local culinary cultural heritage is the most valuable regional asset in strengthening the identity of a region and can further strengthen community unification in culinary activities.

The Surya Kencana Bogor area also has a strategic location in the urban center which is located adjacent to the Bogor Palace and Bogor Botanical Garden, where the location of Bogor City Chinatown is still one neighborhood with the area. Access to the Surya Kencana area is also relatively easy, tourists can use public transportation such as angkot, online transportation (Grab, Gojek and Maxim) or use private vehicles. In addition to being a culinary tourism center, the Surya Kencana area is also a place for people to shop for daily necessities either shopping at the market or going to the supermarket or trading in the area. For tourists who come from outside the city also do not need to stay far from the Surya Kencana Bogor Area, because in that area there are hotels, places of worship, souvenir shops, supermarkets or minimarkets and several other places that can be visited by tourists.

5. Conclusion

The attraction of culinary tourism in the Surya Kencana Bogor area affects the results of dishes made by restaurant owners. Traditional cooking techniques on the attraction of culinary tourism do not have much influence on the local cuisine, but in the process of making these dishes still follow the ingredients, recipes and steps that already exist from the beginning of the existence of the food. The distinctive taste of local culinary food is very influential on the taste produced and served to tourists who can visit, Food traditions and rituals in the Surya Kencana Bogor Area although there are none, but because the majority of people in Bogor City are Sundanese. The attraction of the Surya Kencana Bogor area when viewed from the location of being the center of culinary tourism also has easy access to be reached by tourists, such as public transportation (angkot), online transportation (Grab, Gojek and Maxim) and private vehicles.

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