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THE CULINARY POTENTIAL OF THE ARCHIPELAGO AS TOURISM DEVELOPMENT WITH A HISTORICAL REVIEW OF CASE STUDIES YOGYAKARTA AND BANYUWANGI

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Abstract

The development of the world of tourism after the Covid-19 pandemic provides opportunities for the development of tourism products. This study aims to determine the potential of traditional food in Yogyakarta as tourism development; To find out the potential of traditional food in Banyuwangi. This study uses a descriptive qualitative research method with data collection techniques in the form of interviews with sources, documentation, and supported by literature. The results of this study indicate that 1) Yogyakarta as a tourist city has many menus that can be used to attract tourists including gudeg, bakpia, ingkung, tiwul and Gatot, stir fry mercon, 2) traditional food menus that can be used to attract tourists including botok wasp, uceng-uceng, lanun, pepes olin, and keemben. These traditional food menus are inseparable from the history of the first time these menus existed and were served. Based on the discussion that has been conveyed by the researchers, it can be concluded that traditional food influences tourists to visit an area, it is necessary to have a good relationship between the government, the community and tourists. If regional tourism is developed, the economy of the community around the tourist object will also feel a positive impact.

Key words: *Culinary, Tourism, Yogyakarta, Banyuwangi*

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INTRODUCTION

After the Covid-19 pandemic, the world tourism industry has increased quite rapidly. Based on data from the Central Bureau of Statistics, Indonesia's tourism industry has increased, between the Special Region of Yogyakarta and Banyuwangi City. In the Special Region of Yogyakarta, the development of foreign tourists entering through Yogyakarta International Airport has increased quite rapidly, in 2021 there were no foreign tourists, then in 2022 as many as 6967 foreign tourists entered Yogyakarta through Yogyakarta International Airport. Meanwhile, tourist areas such as the city of Banyuwangi also experienced a significant increase in foreign tourists in 2021, the number of tourists was 1772, then in 2022 the number of tourists increased with the number of foreign tourists as many as 14,642 [1].

The increase in the tourism industry is influenced by various things, in the press release the Ministry of Tourism and Creative Economy strongly supports the progress of the tourism sector after the Covid-19 pandemic, a form of support from the ministry through the development of the tourism sector through local wisdom. The Ministry of Tourism and Creative Economy considers that local wisdom is the fundamental basis and solution for world-class Indonesian tourism in accordance with the Vision and Mission of the Ministry of Tourism and Creative Economy [2], local wisdom is the main icon in efforts to improve the tourism industry. But in this case the ministry of tourism also develops regional culinary as a branch of local wisdom of the Indonesian people.

Culinary tourism is a trip planned to find food and drinks, as well as gaining experience memorable gastronomy [3]. Someone who has a primary goal Seek new experiences and have interests strong on food and drink called a foodie. A very foodie Appreciate the culinary experience with enjoy the taste and aroma of the food made in particular. Some terms used In culinary tourism, namely food tourism, culinary tourism, or gastronomy tourism [4].

Looking for a culinary experience is one of the urges to travel tourism [5], Food can be a motivation for a person or a group of people to take a sightseeing trip [6]. In this case Culinary tourism destinations are selected based on interest specifically in the culinary field, among others seeking experience in gastronomy,

visiting food manufacturers, attending food festivals, and tasting dishes particular [7]. Memorable experience in travel Culinary is influenced by five elements, viz food and drink consumed, location of friends, occasions, and tourism elements.

Culinary tourism experience can be built by designing a loaded tour package learning, which is very influential towards shaping the tourist experience optimally [8]. Activity very food related affect travel satisfaction which ultimately drives to do revisit and recommend a destination to others. Culinary tourism is a strong attraction able to improve the welfare of the population local. Expenses for food account for a third of total expenditure the tourism trip itself, where Local food is the main component in a tourist activity and tourism industry [9]. Tourists have a different perspective on food local, including a strong interest in gastronomy, consider food as a by-product of a cultural experiences, and love food friendly when traveling [10]. [11] stated that there is five themes that dominate tourism food, namely motivation, culture, authenticity, management and marketing, and orientation objective.

The culinary aspect has an important role very strong in development success a destination, through collaboration between local food with culture and environment with stakeholders, such as restaurants, hotels, and travel agents [12]. Enjoying local food provides opportunities for tourists to study geography and local community culture [13]. Popular and quality food developed into a tourism product for increase interest in visits to a tourist destination. One example of a destination Most visited tours because of their attractiveness the food, namely Italian, where the cuisine and Italian wines are capable of driving growth tourism industr [14].

In the culinary field, the term gastronomy or good food science has be a symbolic value that represents a destinations and culture in the world of tourism, and influence the tourism experience thoroughly [15], besides that gastronomy also works as a cultural or entertainment activity [13].

Culinary is the main attraction for domestic and foreign tourists because tourists who come for vacation not only enjoy the scenery presented by Indonesian nature, but also interaction with the local community so that the holiday will bring its own impression to tourists. The form of interaction with the local community is only through food. Food is

the most important part of tourism so that a visit to a place to eat or restaurant becomes the culmination of the experience in traveling (Blichfeldt, 2010) and for Indonesia, almost every region has regional specialties that must be enjoyed by tourists visiting the area, including Yogyakarta and Banyuwangi.

In addition, along with the development of technology and after the Covid-19 pandemic, the Indonesian people added that holidays became one of the additional basic needs. This is because of the encouragement including the cheap cost of vacations, an increasingly consumptive lifestyle, even food consumption is not only a hunger reliever, but food consumption is part of relieving human stress and becoming part of an individual's lifestyle [16]. When food has become a lifestyle of the community, it raises great opportunities for traditional food to develop in order to meet the needs of the community. So that with the development of traditional food, indirectly tourists who enjoy the food will try to find out the food information, it will convey the history and local wisdom of regional food.

Yogyakarta and Banyuwangi are areas called tourist cities, because this area has a variety of cultures, natural beauty in the form of beaches and mountainous areas with a pleasant air that attracts tourists to come to the city. In addition to nature and culture owned by the city there are various types of traditional food, but tourists only know a small part of traditional food originating from Yogyakarta and traditional food originating from Banyuwangi. This is because it has not been well organized and there is no ceiling containing traditional foods from Yogyakarta and Banyuwangi, considering the increasingly rapid development of technology, it is necessary to follow technological developments so that the younger generation who will become the next generation of the nation knows the traditional foods of Yogyakarta and Banyuwangi.

Based on the description above, the study that will be carried out by this research is a study of the culinary potential of the archipelago as tourism development with a focus on historical reviews of Yogyakarta and Banyuwangi case studies.

METHODOLOGY

In this study, researchers use qualitative research with descriptive methods

with the aim of solving the problems posed by researchers. Descriptive qualitative research method is a research method based on the philosophy of postpositivism, usually researchers use natural objective conditions, in this research method researchers are the key [17].

Researchers made observations for an overview of the general existence in Yogyakarta and Banyuwangi concerning culinary tourism of traditional food from both regions. In these observations, researchers came directly to the research location with the aim of directly identifying the state of the field. In line with the opinion [18] observation is an effort to observe or pay attention to an object.

In this study, researchers conducted interviews with various informants related to the title taken by the researcher [19], in the implementation of the interview the researcher also used interview guidelines containing an outline of the problem under study [20]. The purpose is to create interview guidelines so that when the interview takes place in accordance with the problems studied by the researcher.

In this study, documentation studies were used to support interview data that had been obtained by researchers in qualitative research (Sugiono, 2019). In this study, documentation studies were used to capture information about traditional foods in Yogyakarta and Banyuwangi. This documentation study was carried out at supporting agencies of this research including the tourism and culture office, libraries, cultural preservation centers. In addition, researchers also use literature studies in the form of books, notes, and previous research results.

RESULT AND DISCUSSION

1. History of Yogyakarta

Yogyakarta is one of the provinces with an area of 3,185.80 km² with a location between 70 .33 ' - 8 0 .12' south latitude and 1100 .00' - 1100 .50' east longitude. Yogyakarta is the smallest province after DKI Jakarta which has 5 provisions, namely Jogja City, Sleman Regency, Bantul Regency, Kulon Progo Regency, Gunung Kidul Regency.

Yogyakarta, if viewed from a historical perspective, comes from the results of the Giyanti agreement in 1955. At the meeting, the Kingdom of Mataram was divided into two

parts, namely the Kingdom of Surakarta Sultanate under the leadership of Pakubuwana and the work of the Yogyakarta Sultanate under the leadership of Prince Mangkubumi with the title Hamengkubuwana I. When Yogyakarta under the leadership of Prince Mangkubumi in 1813 established the Duchy of Pakualaman by Prince Notokusumo (brother of Sultan Hamengkubuwana II) with the title Adipati Paku Alam I. when the Dutch controlled territories in Indonesia, the Netherlands recognized the sovereignty of Kasutanan Yogyakarta and Pakualaman by giving the right to govern itself known as *zifbesturende landschppen*.

During the Japanese occupation Yogyakarta gained recognition as a special region with the head of government Sri Sultan Hamengku Buwono IX, then after Indonesia declared its independence Sri Sultan Hamengku Buono IX and Sri Paku Alam VIII joined the Indonesian state. By joining Indonesia, the president declared that the two Kingdoms were declared as the Yogyakarta Isitimewa Region.

2. History of Banyuwangi

Banyuwangi is one of the regencies located in the eastern part of Java island with 7° 43'-8° 46' South Latitude and 113° 53'-114° 38' East Longitude. The land area consists of mountains with plantations, while for lowlands with rice fields, besides that also in the south is the coastal area with marine life producers.

Judging from its history, Banyuwangi cannot be separated from the history of the Kingdom of Blambangan. During the leadership of Prince Tawang Alun and Prince Danuningrat even until the eastern part was handed over to the VOC by Pakubuwono II. The VOC had recognized that Blambangan was an area under the VOC and would be administered at any time. Blambangan began to be glimpsed by the VOC after the British established trade relations with Blambangan and established a trading office in Blambangan's territory. The VOC did not accept if Blambangan cooperated with the British, so the VOC carried out attacks to secure its territory because the Blambangan area had begun to develop as a trading center. The war lasted for 5 years.

3. Traditional Food of Yogyakarta

Yogyakarta is one of the places that gets the title of tourist city, cultural city, education city.

As a tourist city, Yogyakarta holds a variety of natural beauty, historical buildings, various traditional foods. But along with the times, not all people know the food. Types of traditional food in Yogyakarta are as follows:

a. Gudeg

Gudeg is a typical food of Yogyakarta which has become the icon of Yogyakarta. The food comes from the word "ngudeg" which means stirring. Gudeg has existed since the opening of the mentaok forest for the development of the Mataram Kingdom. During land acquisition, there are jackfruit trees with young fruit, besides that there are also coconut trees growing. Then the young jackfruit and head are taken by the soldier to cook, during the cooking the soldier always ngudeg (which means stirring). The food but forgot to lift for 6-8 hours. In addition to being an icon of Yogyakarta, gudeg is also included in the records of serat centhini literary works. In the Centhini fiber, the origin of gudeg is explained, the origin of gudeg cannot be separated from the journey of Raden Mas Cebolang, during the trip, Raden Mas Cebolang stopped at the place of ki Anom, Raden Mas Cebolang was given gudeg food [21].

Figure 1. Gudeg



Along with its development, gudeg is easy to find and almost every souvenir shop sells gudeg food with durable packaging. The gudeg center in Yogyakarta is located on Jalan Wijilan Yogyakarta. Here are the spices used to make gudeg, namely: Young jackfruit, thick coconut milk, onion, garlic, candlenut, Javanese sugar, Laos, coriander, bay leaf, water. The manufacturing process takes approximately 6-8 hours to cook gudeg (Sri, 70 years old).

b. Bakpia

Bakpia is an iconic food of Yogyakarta after gudeg, Bakpia is usually used as a typical souvenir of Yogyakarta and in every souvenir center in Yogyakarta there will definitely be bakpia. Historically, Bakpia is not a native food of Yogyakarta, but comes from China named Tou Luk Pia which means mung bean cake. Bakpia has been around since 1930, at that time bakpia was only produced in a limited way by Chinese merchant families living in the pathuk area of Yogyakarta city. But along with its development, Bakpia is not only produced with green bean flavor, some are even produced with cheese filling, chocolate, rendang, purple sweet potato. In making bakpia, various ingredients are needed, including the following. Wheat flour, green beans as a filling or something else, margarine, salt, sugar.

Figure 2. Bakpia stuffed with green beans



c. Inkung

Inkung is a food derived from whole chicken served with various spices. Inkung originally only existed during sacril ceremonial processions such as kenduri, selamatan and offerings (Narti, 60 years old). But along with its development and in order to introduce traditional Yogyakarta food to tourists so that tourists are interested in visiting, the chicken inkung can be found in various restaurants in Yogyakarta.

Figure 3. Inkung



d. Tiwul and Gatot

Tiwul cannot be separated from Gunungkidul, one of the regencies located on the south side of Yogyakarta. The land in Gunungkidul is mostly rocky so it is very difficult for the people to plant rice and the community switched to planting poho cassava. Cassava trees as the staple food of the people of Gunungkidul, this has been going on for a long time, even since the Japanese occupied the Gunungkidul region tiwul has become the staple food of the people of Gunungkidul.

Figure 4. Gatot



The Japanese occupied Yogyakarta on March 5, 1942. During the Japanese occupation, the Japanese built chesty defense places near the mountains and the sea, one of which was in Gunungkidul. During the development, the surrounding community was forced to follow the work of making caves. Because of this, people who usually work as farmers, the land has no one to cultivate so it is abandoned. Because of this neglect, the risk of crop failure is quite high and people switch to making tiwul into a staple food.

Figure 5. Tiwul



Tiwul and Gatot are foods made from dried cassava trees. If the tiwul from the dried

cassava tree is then made into flour, while Gatot comes from the fermentation of cassava trees soaked for two nights, the longer the soaking, the more chewy it will be (Rimah, 70 years). The ingredients used to make tiwul and Gatot are also the same, both using grated coconut and brown sugar.

e. Oseng Mercon

Oseng mercon is one of the foods that are often sought after by tourists who come on vacation to Yogyakarta, this is in line with the narration of Nabila a tourist who comes to vacation in Yogyakarta "every vacation to Jogja, my family and I, especially my brother, always take the time to culinary, one of which is by buying mercon fad, because the mercon fads in my city are very different from the mercon sungs in Jogja". This mercon stir-fry was originally made by people who came to eat at the restaurant, because the cow stir-fry was very spicy so visitors gave the name oseng mercon (Adi, 67 years old).

Figure 6. Oseng Mercon



Oseng mercon made from cayenne pepper cooked is given beef with other spices. Oseng mercon is served together with rice. Sentra Oseng Mercon in Yogyakarta is on the street. Ahmad Dahlan, kota Yogyakarta.

4. Traditional Food of Banyuwangi

Banyuwangi is a paradise for tourists, Banyuwangi has beautiful beaches and must be visited. However, besides that, Banyuwangi has traditional food that must be tried when stopping in the city. Traditional food typical of Banyuwangi that must be tried as follows.

a. Botok Tawon

Botok Tawon is one of the culinary Banyuwangi that is quite unique because it is made from wasp nests or beehives / wasp nests are processed using simple spices. The name botok tawon is an absorption of Javanese which is interpreted as botok (steamed food) with the main ingredient bees. By the people of Banyuwangi, it is often believed that serving botok wasps at the celebration of traditional rituals of building houses, starting a business, until the wedding of botok wasps presented at certain events is believed to be a symbol that is expected to bring convenience and can provide benefits for people's lives. This analogy is the same as a beehive that is always infested by bees to produce honey. The wasps used as botok are not adult wasps, but larvae stored in the nest.

Figure 7. Botok Tawon



Based on the results of an interview conducted by Mrs. Misnah, a wasp botok seller who has existed since 1981 and continues to be maintained until now on June 17, 2023 at 10.00 WIB. The process of managing wasp botok is very simple. The dish is made by cutting the wasp nest into small slabs without the need to remove all the wasp nests at once. After that, a small slab is inserted into the banana pin. Then the wasp botok that has been mixed with stir-fried spices is finely steamed until it releases the soup. After 15 minutes, add the withered leaves again and remove the steamer. This dish has a bitter combination of flavors. Wasp botok soup even has a taste that resembles a clear vegetable.

b. Uceng – uceng

Uceng-uceng is one of the original snacks of Banyuwangi. Food is hunted by the people of Banyuwangi because of its distinctive and delicious taste. Evidenced by some sayings

of the community who say that uceng-uceng is much loved and suitable as a friend to drink hot tea and coffee. This dish is indeed very simple, besides how to make it is very easy. Uceng is a Javanese word consisting of 5 letters and Starting from the letter u which means the name of a river fish like catfish but small as big as a little finger. Therefore the name of this food is called Uceng-uceng because it looks like a small fish in a river. Ingredients used to make uceng-uceng Rice flour, a little salt, enough water, food coloring (pink and green) sugar, grated coconut, coconut leaves (Darti, 56 years).

Figure 9. Uceng



c. Lanun

The term lanun refers to a snack made from rice flour mixed with black dye, then steamed and topped with grated coconut and liquid brown sugar. The term lanun is categorized as a kangean area which has a symbol of group solidarity to fight crime, so the cake is named lanun cake. Lanun is one of Banyuwangi's typical snacks which is usually paired with cenil, lupis or kicak. This snack has been around since ancient times and is still popular today. Perhaps the only difference is the coloring technique. In the past, the lanun was colored with natural ingredients, namely burnt dry banana leaves. Because nowadays it is very practical and simple, so it is enough to color it using pandan paste and food coloring. Even though the price is quite cheap, you will be satisfied if you can make this processed rice at home. By presenting homemade dishes can also provide its own happiness. Therefore, for those who really want to be creative in the kitchen, then try the typical Banyuwangi lanun cake recipe and make it delicious. rice flour, brown sugar, enough water, head, banana leaves.

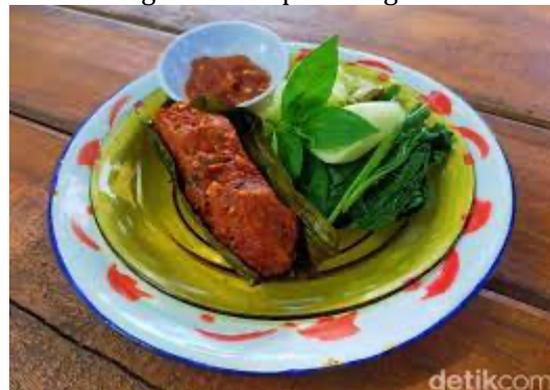
Figure 10. Lanun



d. Pepes Oling

Oling can mean 3 different meanings, according to the Banyuwangi people oling it is eel, while the Indonesian eel fish is a fish similar to eel, and the international language is Unagi. Unagi or eel fish is one of the favorite culinary of Japanese citizens. This eel fish is very good to burn because of its slimy texture. This eel fish-based culinary has apparently been enjoyed by the residents of Banyuwangi since ancient times.

Figure 11. Pepes Oling



This eel culinary is the choice of kings when dining. A number of culinary tourism destinations in Banyuwangi also provide a lot of oling fish menu. One of them is the bu misnah stall that has been around for a long time. At this bu misnah stall provides steamed pepe solening. The taste and pleasure of oling combine with the typical spices of the osing tribe and banana leaves. In addition, the aroma produced is also appetizing.

e. Kelemben

Kelemben is a typical snack of Banyuwangi, East Java that is sought after during Eid al-Fitr. Kelemben is a dried

sponge with a sweet and savory taste and is served to guests during Eid al-Fitr. Kelemben in Banyuwangi is still made traditionally using traditional stoves. The stove is heated using firewood and coconut fibers.

Figure 12. Kelemben Cake



Refer to Government Regulations Number 50 of 2011 concerning Master Plan National Tourism Development Year 2010-2025, then extracting information Focused on four pillars, namely industry, tourism, institutional, and destination marketing. From the results of the discussion group forum It is known that culinary tourism in the City Yogyakarta is still not developed properly. optimal, so that strategic programs and plans Action is indispensable as the right way to strengthen culinary tourism in the City Yogyakarta.

Tourism development in the City Yogyakarta on the pillars of marketing, as following: (1) Marketing efforts undertaken City of Yogyakarta, includes promotions through website, social media, TIC (Tourism Information Center), promotional materials in the form of videos, books, flyers, magazine and electronic advertisements, travel mart, exhibition, table top, and fam trip. (2) Targets The designated tourists include students, families, and MICE groups (Meeting, incentives, conventions, exhibitions). Marketing overseas is conducted through the Malaysia Matta Fair, Thailand Travel Mart, NATAS (National Association of Travel Agents Singapore) and TPO (Tourism Promotion) membership Organization) headquartered in Busan, Korea. (3) The marketing strategy is no less important namely in the form of various events, one of them food festival. Such an event really play an important role in promoting and creating loyalty to local food [22]). (4) The food itself able to become a commodity and a symbol of that provide a cultural experience to a food

festivals [23]. (5) In marketing efforts, the government regions need to invite influencers and accounts large public working in the field culinary. This step is considered very effective and has a broad reach. (6) In addition, way of marketing with special segmentation as well necessary to reach the target direct tourists.

Culinary tourism potential in Yogyakarta City has not been managed optimally. Activity Culinary tourism has not been evenly distributed on various strategic point in Yogyakarta City, one of the the only tourist area is Malioboro. Malioboro Potential as a night culinary tour With the concept of food street. Culinary variety typical of Yogyakarta City served along Malioboro street with various Cultural performance can be a package Interesting tours for tourists. The Tourists can nosatalgia with A variety of specialties that are already rare found, so as to be able to create Proximity of tourists to tourist destinations [24]. The concept of food street is capable encouraging the Malioboro Area to become a powerful vehicle to express culinary uniqueness in Yogyakarta City [25].

Potential is the strength and ability possessed by a tourist destination. The potential of Culinary Tourism in Banyuwangi is very many and diverse, not only about the food products offered but also there are cultural attractions. Living a life with society, a difference is a sure thing that will Happens, because each individual has different interests and thoughts. And when the interests between one individual and another individual or group with The other groups clashed with each other so there was a difference. Basically a Differences will never be separated from people's lives. In this case the difference is only can be controlled and minimized, so that the difference does not reach the advanced stage that Later it can threaten an existing order of life in society. However, The differences of each individual if they can be united in a commitment The same, it will form a community that can be seeded. From These differences will arise various kinds of ideas and ideas that able to bring civilization to become more and more advanced.

Based on data obtained in the field both in Yogyakarta and Banyuwangi, traditional food is obtained as one of the attractions for tourists to visit the two cities. Besides that, the story or origin of the food is also a special attraction, as explained by (Budi, 25 years) a

tourist from Samarinda

"There are so many foods originating from Yogyakarta, even with social media they are traditional foods that we know about, but in my personal opinion, these traditional foods will be more attractive to tourists if the origins of these foods are also explained."

Apart from Budi, there are also tourists from Southeast Sulawesi (Diamond, 35 years) Those who were visiting Banyuwangi "My family and I visited Banyuwangi besides the beach owned in Banyuwangi is also good because of traditional Banyuwangi food that I can't find anywhere, like this wasp botok, I just found out that bees can be eaten too". Thus traditional food has a big impact on the progress of regional tourism.

CONCLUSION

Based on the discussion that has been conveyed by the researchers, it can be concluded that traditional food influences tourists to visit an area, it is necessary to have a good relationship between the government, the community and tourists. If regional tourism is developed, the economy of the community around the tourist object will also feel a positive impact.

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