

## Understanding The Role of Local Culture and Local Food in Indonesia's Gastronomy Tourism

### *Memahami Peran Budaya Lokal dan Makanan Lokal dalam Wisata Gastronomi Indonesia.*

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#### Abstrak

Indonesia dikenal sebagai negara kepulauan dengan berbagai macam budaya. Setiap pulau memiliki sejarahnya sendiri, dan sejarah inilah yang memperkuat norma sosial serta kepercayaan warga lokal. Indonesia yang memiliki beragam budaya telah menghasilkan beragam kreasi makanan, dan menghasilkan cara tersendiri bagi penduduknya dalam menjalani hidup, membawa kebiasaan yang pada akhirnya membentuk tradisi-tradisi yang berasal dari budaya mereka. Faktor-faktor ini lah yang memiliki daya tarik tersendiri untuk bisa didalami lebih lanjut tentang bagaimana penelitian mengenai budaya di Indonesia sebelumnya memiliki banyak relasi terhadap makanan di daerah tersebut, berfokus pada penampilan dari makanan dan budaya daerah untuk dapat mengungkap potensi wisata gastronomi. 2 faktor ini yaitu budaya lokal dan makanan lokal diyakini telah membawa Indonesia semakin dikenal untuk wisata gastronominya di dunia wisata gastronomi mancanegara. Tidak banyak negara yang memiliki beragam jenis makanan yang bervariasi dalam hal penggunaan bahan yang menggoda selera para penikmat makanan, yang siap untuk mengalami pelayanan di setiap rumah makan di destinasi tersebut. Rumusan masalah dalam penelitian ini mempertanyakan cara budaya lokal dalam mempengaruhi makanan lokal, untuk melihat makanan lokal dalam mempengaruhi wisata gastronomi di Indonesia, dan hasil dari budaya lokal serta makanan lokal dalam mengambil peran untuk pembentukan wisata gastronomi di Indonesia. Penelitian ini menggunakan metode deskriptif kualitatif dengan pendekatan studi literatur untuk mendalami bagaimana penelitian terdahulu telah mengungkap beberapa faktor penting dari budaya lokal dan makanan lokal dalam mendukung wisata gastronomi Indonesia. Analisa deskriptif kualitatif ini juga digunakan untuk menelaah lebih lanjut mengenai peran dari 2 faktor penting yaitu budaya lokal dan makanan lokal dalam meningkatkan penjelajahan wisata gastronomi. Hasil dari penelitian ini menunjukkan bahwa budaya lokal dan makanan lokal Bersama mempunyai peran besar dalam memberi pengaruh kepada orang – orang untuk mengunjungi beberapa destinasi di Indonesia. Pesona dari penduduk lokal, tradisi, dan makanan mereka yang ditunjang penampilan makanan dan ketersediaan bahan baku makanan di wilayah sekitar telah membawa daya tarik tersendiri bagi pasar wisata yang ada, dan membantu sebuah daerah membawa ciri khasnya sendiri dalam pembentukan destinasi wisata gastronomi.

**Kata Kunci:** Lokal, Budaya, Makanan, Orang, Tradisi, Lingkungan, Gastronomi, Wisata, Penjelajahan, Indonesia.

#### Abstract

*Indonesia is an archipelagic country that has a diverse culture. Each island has its own unique history that strengthen their social norms and local beliefs. As Indonesia is also a multicultural country, each part of this nation has its own specialty in its cuisine, the way of living, the habits, and thus created unique traditions through its culture. This factor has brought up an attention to actually examine how the previous study in Indonesia's culture has many relations towards the food itself mainly focusing on the appearance of the food, and the local's culture to see how indigenous they are to expose the value of gastronomy as a concept of tourism. These 2 factors of local culture and local food seems to have brought Indonesia to a new exposure for its gastronomy Tourism worldwide. Not many countries have an exponential range of food types, with its many intriguing uses of ingredients that seems inviting for some people, who crave to explore for their belly, as well as to dive into the service experience in that particular destination. The research problem*

*questions on the way local culture affects the way local people create their food, to see local food affect the Gastronomy Tourism in Indonesia, and the result of local culture and local food have taken parts in the building of Indonesia's Gastronomic tourism. The study uses Literature review to examine how the past studies have revealed some of the important factors of local culture and local food in supporting the exposure of Indonesia's Gastronomy tourism. The descriptive qualitative analysis is used to explain more on the role of these 2 factors in enhancing gastronomy tourism. The result of these study shows that local culture and local food both act simultaneously giving a big role in influencing people to actually visit some destinations in Indonesia. The fascination of the people, the tradition and their cuisine that helped by the looks and the availability of surrounding raw materials has driven attention towards its own market and helped destination bring its own brand of Gastronomy tourism.*

**Keywords:** Local, Culture, Food, People, Traditions, Environment, Gastronomy, Tourism, Explore, Indonesia.

## **Introduction**

Indonesian cuisine has never been settled with only 1 cuisine. The diverse culture and its old traditions has shaped people, food, and the way they live in many parts of the islands. These factors seem to have brought Indonesia to a multicultural state and built within a variety and colorful way of life. This has a strong influence on how they fill their belly. Food creations have strong relations within each of the geographic locations of an area, and its tradition and culture on how they will treat the surrounding food sources to feed the families (Untari, 2016). For its own consumption, food itself has been created in many ways not always because of the sense of art behind the food, but as well as the mix of ingredients used are in different shape, color, and rarity depending on the local availability of raw materials. The attention come from food experience seems to have a triggering effect on tourists from abroad to visit Indonesia and experience their dishes as well as blend in inside the unique culture (Hendijani, 2016).

## **Research Problem**

With Indonesia has broad cuisine varieties, and as a multicultural countries with many local food creations, Indonesia seems to has its own attractiveness in Gastronomy activities. With the background explanation, and the condition of Indonesias geography and culture as explained before, herewith the research problems could be derived as follows:

1. How does local culture affects the way local people create their food?
2. How does local food affect the Gastronomy Tourism in Indonesia?
3. Does local culture and local food have taken parts in the building of Indonesia's Gastronomic tourism?

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## Literature Review

### 2.1 Culture

Culture is made out of many characteristics inside a group of people, and it is defined from their language used, habit, religion, cuisine, social interaction, music, and also art (Soeroso & Sri Susilo, 2014) Culture is often called the way of life, it is seen as a special manifestation for a community (Kemala & Indrianty, 2021). According to Sunuantri, Hanita, & Rahayunianto (2019), culture is mainly shaped and learned, it consists of a social pattern of a human life that portrays an intricate, abridge, and comprehensive. Culture has been the part of tourism, and through culture, gastronomy tourism is brought to become the part of cultural tourism because of its possibility to learn new and fascinating smells, flavors, and tastes of the local culture (C. Widjaja, Wijaya, Jokom, & Kristanti, 2019).

### 2.2 Food

Food is the most basic substance in every trip for tourists. Whether it is summoned inside culinary activities as the main goal of travels, or to just simply satisfy hunger, food is shaping the culinary experience of many tourists (C. Widjaja, Wijaya, Jokom, & Kristanti, 2019). Food and cuisine in its production has depended largely on the availability of the surrounding raw materials in the environment. The forest acts as the source of food and its ingredients have its own complexness based on the land condition itself, this way the differences each land has will create diversity in the products resulting from each part of the country (Untari, 2016).

### 2.3 Gastronomy Tourism

According to UNWTO (2023), Gastronomy Tourism is defined as one of the variety in tourism activity that is derived from the travellers food product and activities experience, resulted from the travel. Gastronomic Tourism has always been used for a knowledge transfer of an authentic food education with a deeper understanding of the rich culture and its appreciation. According to Nurwitasari (2016) it's beautiful to see when uniqueness could bring up the nation's culture and give a special interest for many tourists abroad to visit Indonesia. gastronomy and culture have always been bound together to support tourism, they are always an important component inside tourism. In tourism, eating is not only to stay healthy, but tourists are also invited to have more understanding towards the destination inside a country (Soeroso & Sri Susilo, 2014). In recent years, Gastronomy Tourism has grown rapidly and becomes a major aspect of tourism, in the attractiveness of a tourism destination. tourists also have a desire to visit new places and try the local dishes and experience different tastes from that area as well (Kemala & Indrianty, 2021).

## Research Method

Qualitative approach is used in this research with the literature review to help uncover the theory as well as the past research on Indonesia's culture and food. According to Abbas & Jumriani (2020), the use of descriptive qualitative analysis methodology in this research is perceived as follows:

1. The reduction of data approaching the summarization of data, including collecting and highlighting only important information, as well as organizing the data related to the gastronomy in Indonesia.
2. The presentation of data that has been gathered and put together as an information. This step is used to combine the information of local culture and local food that has taken parts in the creation of Indonesia's gastronomy tourism.
3. The conclusion, the last step where all the data that has been gathered are concluded.

## Results and Discussion

### **3.1 Local Culture**

The term local means native in its region. What Indonesia has about locals is that they have their own unique culture. Each culture possesses its own unique cuisine as well. Indonesia as an archipelagic country has many different cultures in each of the regions that are primarily divided into provinces. Each of these provinces depict their own unique culture and has been followed and lived by many generations by the locals. According to Hendijani (2016), it has been found that tourists' interest has grown exponentially towards seeking new experiences that are derived from the culture and tradition exploration in some destinations. It means that culture actually supports the act of tourism in that destination.

### **3.2 Local Food**

Local Cuisine and its environment as well as its society are in one form of unity that cannot be separated, it is because the production of each local cuisine would depend heavily on the surrounding environment for its natural raw material availability (Untari, 2016). according to Hendijani (2016), local food experience in one destination affects the satisfaction of a destination. Local food together with the local culture forms an essential part of tourism, and through food, tourists are brought into the culture of a destination.

### **3.3 Gastronomy Tourism**

Experiencing food while doing a vacation is one of the reasons gastronomy tourism exists. Indonesia's food products are a blend of over 350 ethnic groups all over the country (Hendijani, 2016). Gastronomy tourists travel because they are fascinated by the culture and the food in that destination. According to Hendijani (2016), tourists are more interested in seeking new experiences that relate to discovering new culture and tradition and its local food whenever they are available at a certain destination. According to C. Widjaja, Wijaya, Jokom, & Kristanti (2019), local food has become an important part of the whole destination experience. The tourists mostly engage with the local food whenever they visit a destination, they would as well learn about the destination's culture and tradition.

## **Conclusion**

From the review above, culture and local food are the building blocks towards creating a journey of gastronomy tourism. Indonesia with its many cultures and traditions as well as food creation could become one of the greatest countries to develop a remarkable gastronomy tourism. Culture itself are a massive attraction towards tourists to visit a destination, while local food due to its strong availability in that environment has never failed to amaze tourists to actually come and indulge themselves into the tradition and blend with the locals through their cuisine creation. The role of local culture and local food seems to be connected within each other. It is supporting each other like a chain linking to one another to create a strong bond within the experience.

## **Recommendation**

According to the result in this research about the linkage of local culture and local food towards the creation of Indonesia's gastronomy tourism, the exposure of tradition can be the key towards the existence of some culture. The documentation of local food process and also history would become the key in preserving the methods and qualities of local food created in further years. In addition to this research, further research could also be conducted with the influence of globalization as well, where international cuisine has been present in even some of the rural area in Indonesia. This phenomenon has been seen as a new wave of food competition and might as well be a threat or even becomes an opportunity to the presence of local food, and possibly creating a new gastronomy tourism enthusiast from overseas.

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