

## Preservation of Traditional and Local Foods of Blora Regency as a Gastronomic Tourist Attraction

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### ABSTRACT

Blora Regency is one of the regencies in Central Java Province which is located in the East. As a Regency, Blora is one of the tourist destinations for both domestic and foreign tourists. Local traditions, nature and culinary are part of tourism activities. This study aims to find out the typical foods of the Blora community, namely Mbah Sakijah's Kopi Santen, Pak Daman's Sate Ayam and Pak Pangat's Lontong Opor Ayam, in terms of the gastronomic component, the efforts made by 9 stakeholders (*nona helix*) in preserving the eating tradition, and seeing the potential of the *nyeruit* tradition as gastronomic tourism. The method used in this study uses a qualitative approach or descriptive research. To obtain the necessary data, this research was carried out through in-depth interviews, observation, and documentation so that it requires a process in obtaining and processing the data as a result of research. Blora Regency is the focus of this research. The results of this study indicate the gastronomic components contained in Blora typical food as a gastronomic heritage in Blora Regency. Identification of the role of stakeholders (*nona helix*) in efforts to preserve Blora typical food and how big the potential for typical foods to be used as gastronomic tourism shows results for developed as gastronomic tourism.

**Keywords:** Preservation; Typical Food; Gastronomic Heritage; Gastronomic Tourism Potential; Blora Regency

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## 1. Introduction

Tourism is currently a major industry in many countries. Various countries, including Indonesia, are a source of foreign exchange for the country. The increasing number of tourists entering Indonesia, foreign and domestic tourists, will positively impact on the region/country, especially by increasing the country's economic growth, creating employment opportunities, and reducing poverty as well as unemployment.

Gastronomy is an integral part of everyday life. Turgarini (2018) stated that gastronomy is not just about food and drink or how to cook it, but it includes the choice of ingredients, how to taste, to serve food and to learn about it, to seek experience in consuming these foods and to recognize the nutritional value contained in the food or beverages related to ethics as well as to deepen an understanding of philosophy, history, tradition and society. The potential for culinary tourism has begun to develop into various interesting tourist attractions to visit.

Blora Regency is one of 29 regencies and 6 cities in Central Java Province. Blora Regency is the easternmost district in Central Java Province, bordering East Java Province, namely Bojonegoro Regency, distance from Semarang City + 124 Kilometers, with a travel time of 3 hours if taken by car, Blora Regency is a government with tourism potential which includes tourism, shopping tourism, nature tourism, cultural tourism and gastronomy. Shopping tours in Blora are very diverse for tourists who want to buy handicrafts, etc. Blora offers traditions and customs as well as delightful gastronomic experience.

Indonesia has always been known for its culinary delights. Culinary delights from various regions in Indonesia have their own characteristics that would satisfy anyone who has a taste for. Talking about Blora, the city has several special foods that anyone cannot miss. However, problems related to

the tourism and culture of the City of Blora still exist, such as the lack of guidance on tourism and regional culture which results in a lack of public interest in developing and preserving regional tourism and culture. The problem results in a decline in the state of tourism and regional culture in Blora Regency. In addition, the suboptimal empowerment of the tourism community causes a lack of public awareness to develop tourism and culture, as well as the unavailability of information facilities and tourism marketing.

This causes many tourists who deliberately come all the way to Blora Regency to travel not get enough information about the potential, cultural diversity and tourism found in Blora Regency so that the tourism and cultural potential in Blora Regency feels lonely, not yet known by many people and do not develop.

This study aims to find out about the gastronomic concept of typical food including philosophy, history, tradition, social, recipe standards, raw materials, presentation methods, nutritional knowledge to the efforts made by stakeholders in preserving typical food in Blora Regency. The purpose of this study was to determine the potential attractiveness of the typical food of Blora Regency as a gastronomic tourism. The method used in this study is a qualitative method with data collection techniques through participatory observation methods, in-depth interviews, literature studies and documentation studies. With Blora gastronomic tourism, tourists will get an interesting experience because they not only consume the finished product but also tourists can see how to process food ingredients into special foods and drinks in the form of coconut milk, sate ayam and lontong opor ayam, see firsthand the process of the making process, practicing how to make the food and enjoying homemade products will give an impression and will be remembered as a gastronomic tourism experience.

## 2. Literature Review

### 2.1. Tourism

Tourism is an activity that is dynamic in nature and involves many parties, both individuals and groups and has an impact on development in various business fields. Tourism includes a series of activities carried out by individuals or certain groups to go to various places with the aim of making tourist visits to unwind and take a break from the daily circle of activities without looking for income at the destination (Isdarmanto, 2017, p. 6).

The growth of tourism as an industry lately shows a graph that continues to climb and is even able to increase economic growth. In other words, Indonesia tourism is getting better.

Based on a broad definition, tourism is a journey from one place to another, which is carried out within a certain time, as an effort to balance life. (Isdarmanto, 2017, p. 23).

In trying to preserve the gastronomic cultural heritage, it is necessary to support it with supporting attractions that become a tourist attraction. The definition of attraction is a human work that is presented to attract tourists and has the aim of giving the impression of pleasure because it still contains entertainment. The concept of preserving gastronomic cultural heritage needs to pay attention to the concept of tourism development planning in the form of safety, accessibility and attractions. Amenity means facilities, in this case amenity does not only talk about the availability of accommodation but also the availability of restaurants for food needs, the availability of local transportation that makes it easier for tourists to travel, as well as other public facilities.

Accessibility is all types of transportation facilities and infrastructure that support tourists from the area of origin of tourists to tourist sites. Accessibility is one of the factors that can support the comfort level of traveling for tourists.

Attractions, which are the core of the

shows presented, in terms of gastronomic tourism, traditional food and local food are the key to tourist performances that can be enjoyed by tourists.

### 2.2. Gastronomy

Gastronomy is adopted from the ancient Greek word *gastronomia*. Literally *gastro* or *gaster* which means stomach then *nomos* which means rule or law. In other words, *gastro* can be interpreted as cooking while *nomy* is a rule or a legal system in a particular field. Skills in the field of cooking continue to develop so that it becomes a field of study that is knowledge can be explored more deeply (Soeroso and Turgarini, 2020, p. 196).

The components in gastronomy according to Turgarini (2018, p. 18) are nine gastronomic elements that related to each other, namely: (1) cooking/culinary, (2) raw materials, (3) tasting, (4) serving, (5) study, research food, (6) seek unique experiences, (7) knowledge of nutrition, (8) philosophy, history, tradition and social, (9) ethics and etiquette. Knowing the raw materials and the cooking process gives tourists knowledge about the processing of raw materials which are then processed and become a dish. Tasting and serving makes tourists learn how to serve and try the special dishes that have been made. Knowing the philosophy, history, traditions and learning about the nutritional content of certain regional specialties adds to the knowledge of tourists about the origin of a food. Seeking unique experiences and learning about etiquette and etiquette can engage tourists to directly experience the traditions and culture of the tourist areas they visit.

### 2.3. Preservation

Preservation needs to be seen as an effort to revive cultural heritage in the context of the existing system and can accommodate the possibility of change because preservation must be interpreted as an effort to give new meaning to the cultural heritage, if there is no new meaning felt by

the wider community then efforts in managing cultural heritage are considered not to achieve the goal. Cultural heritage is managed according to the principle of preservation, namely, protection, development and utilization (Ardiwidjaja, 2018, pp. 2-4).

#### 2.4. Gastronomy Tour

According to the public's view, gastronomic tourism is only focused on visiting culinary centers in the surrounding area, whereas in fact gastronomic tourism has educational value that is beneficial for tourists. The combination of cultural knowledge and food can create an attraction so as to produce a cultural attraction where the culinary originates which is then referred to as gastronomic tourism. Therefore, in gastronomic tourism, tourists will usually be served various activities related to the process of how local food is served, starting from how raw materials are obtained, cooking demonstrations according to local rules, to food presentation festivals and how to consume them. Gastronomic tourism teaches tourists to appreciate the cultural and culinary heritage of an area (Ningsih and Turgarini, 2020, p. 267).

Turgarini (2018, p. 218) reveals that the concept of the nona helix is related to each other so that it can be a force in the development of gastronomy. Employers (including business associations) build synergies with workers consisting of craftsmen and other human resources to build the foundation for the food business. The government through the Department of Industry and Trade (Perindag), the Department of Tourism, the Department of Public Works, the Department of Education and Culture and related institutions can provide these activities. Experts, namely practitioners and academics, are invited to provide advice and input for the good of a business to be more progressive. Observers will provide constructive reviews or reviews so that continuous improvement can be realized on the products produced.

Connoisseurs or capital owners are also important because of their role as gastronomic consumers. NGOs are useful as controllers, both at the input point at the point of origin of the farm to the whole processing process to become a finished food product, namely at the dining table. Then information technology functions as a means of promotion that bridges between producers and consumers and even becomes an expert system as a tool for designing various needs for supporting food businesses, such as packaging.

#### 2.5. Helix Concept

Turgarini (2021, pp. 432-435) explains that to support an area to become a gastronomic city, collaboration between stakeholders is needed called Nona helix (nine springs). Nona Helix consists of entrepreneurs, government, workers, suppliers, experts, observers, audiences, non-governmental organizations (NGOs, Non Government Organizations) and information technology.

#### 2.6. Traditional and Local Food

Traditional food dominates the use of local raw materials that are easily available. Although it is often found that these foods are imported, they usually have gone through a process of adaptation using local raw materials. By using local raw materials, there is no need to depend on importers. Typical/traditional cuisine has unique and varied characteristics, because it is influenced by local geography and culture. Each region has its own characteristics attached to its food, the most prominent of which is the taste. The taste tendencies of each region are usually different, for example, Java tends to have sweet foods, while Aceh has a taste with strong Middle Eastern spices. Padang cuisine relies on herbs and spices with the use of coconut milk or coconut with the use of oil which tends to be a lot. With these various types of food, it is necessary to study the desired taste in one particular area. Traditional food is

also related to the problem of habits, beliefs, views, even social strata in certain community groups, traditional food is part of culture, and culture is something that is difficult to change. (Hasmah, 2020, pp. 173-174).

Local food according to Timbul Haryanto in (Turgarini, 2018:204) is traditional food or food as a local product contains aspects of behavior which involves the place where the food manufacturing process or processing occurs, the process of using various raw materials in the food processing function and the process of using local food, deposition, namely by passing on the two previous processes to natural generations. Meanwhile, according to Syamsul Rahman in the Development of the Culinary Industry based on Traditional Sulawesi Foods, regional specialties can be defined as general foods that can be consumed for several generations.

Local food in Indonesia has a history of cultural acculturation processes from the entry of other nations' cultures, in this case such as opor ayam, entering Indonesia is the result of the unification of Arab culture and Indian culture that blends with Indonesian culture, opor is a modification of curry from India and curry from Arabic adapted to the tastes of Indonesians.

Furthermore, sate ayam (chicken satay), was first introduced by Indian traders who came to the island of Java, other sources also said that it was brought by Arab traders. Although there are two different versions about the origin of satay, what is certain about the marinade is purely native. In Indonesian society, the presentation of opor is usually accompanied by kupa or lontong in the Eid tradition.

Coffee is present in Indonesia as an acculturation of European and Arabic culture by being served according to Indonesian culture.

The gastronomic travel route in Blora Regency starts from the gathering point of the Blora town square, then goes to Mbah Sakijah's Kopi Santen in Jipangrejo Village,

continues to Pak Daman's Sate Ayam on Jl. Gunung Sindoro, Blora City, the journey continues to Loko Tour, Cepu District, then to Pak Pangat's Lontong Opor Ayam, then ends back at the City Square. The following is a rundown of a gastronomic tour in Blora Regency:

**Tabel 1.** Gatronomic Travel Routes

NO	TIME	ACTIVITY
1	08.00	Gather from Blora town square
2	08.00 – 08.30	A Trip to Mbah Sakijah's Kopi Santen.
3	08.30 -11.00	Breakfast, snacks time by drinking Kopi Santen, watching the making process of Kopi Santen, enjoying live music.
4	11.00 -11.30	A trip to Pak Daman's Sate Ayam.
5	11.30 -14.00	Lunch at Pak Daman's Sate Ayam, watching the making process of the sate, prayer break.
6	14.00 – 15.00	Travel to Locomotive Tour site
7	15.00 -16.00	Enjoy Locomotive Tour
8	16.00 – 16.15	Trip to Pak Pangat's Lontong Opor Ayam
9	16.15 – 17.30	Enjoying Pak Pangat's Lontong Opor Ayam, seeing the process of making the opor.
10	17.30 – 18.30	Back to Blora City

The Blora Regency gastronomic tour package whose objects are Mbah Sakijah's Kopi Santen, Pak Daman's Sate Ayam, Loko Tour and Pak Pangat's Lontong Opor Ayam is Rp 220,000 with transportation facilities to the location, free to enjoy the food and drinks served, and can see the process to make it, free of charge to enter Loko Tour.

By making a gastronomic tour package, Blora Regency is expected to be increasingly known by tourists.

**3. Materials and Methods**

**3.1. Object of Research**

This study uses typical food as the object of research with research subjects namely entrepreneurs, government, workers, suppliers, gastronomic experts, humanists, Non Government Organizations (NGOs) and information technology parties to obtain in-depth and actual data that can be obtained in the field, namely about food. The

specialties of Blora Regency are Mbah Sakijah's Coconut Milk Coffee, Pak Daman Chicken Satay and Pak Pangat Chicken Lontong Opor.

### 3.2. Research Methods

The research method used in this research is qualitative research. Qualitative method is a method that focuses on in-depth observation and produces a more comprehensive study of a phenomenon. Qualitative research does not need data but through in-depth research. According to Siyoto and Sodik (2015, pp. 27-28) qualitative research methods are naturalistic research methods because the type of research carried out is in natural conditions and emphasizes aspects of in-depth understanding of a problem.

### 3.3. Research Participants

According to Siyoto and Sodik (2015, p. 12) Participants are people who are asked for information in terms of providing data, thoughts, opinions and perceptions and are willing to be interviewed and observed. Qualitative research looks at the perspective of participants with various interactive strategies such as direct observation, in-depth interviews, complementary documents and techniques. Therefore, in this study, the researchers made entrepreneurs, government, workers, suppliers, gastronomic experts, cultural observers, Non-Government Organizations (NGOs) and information technology participants as the research participants.

### 3.4. Research Place

Places in this study were carried out in several areas spread across Blora Regency. The area includes the location of the typical Blora food and beverage business, namely Mbah Sakijah's Kopi Santen in Jipangrejo Village, Blora District, Pak Daman's Sate Ayam in Blora City and Pak Pangat's Lontong Opor in Ngloram Village, Cepu District, then to the location of the government office, Blora Regency Tourism

Office to get more complete information.

### 3.5. Data Analysis

According to Hardani et al (2020, p.121) Data collection techniques are a strategic step in research, because the main purpose of conducting research is to obtain data. Without this knowledge, the researcher will not obtain data that is in accordance with the data standards that have been set. Data collection can be done in various settings, sources and other ways.

In terms of the setting, the data can be collected in a natural setting. Judging from the data source, the data collection can use primary and secondary sources. Primary sources are data sources that directly provide data to data collectors, while secondary sources are sources that do not directly provide data to data collectors, namely through intermediaries. Furthermore, judging from the method or technique of data collection, in line with the form of the qualitative approach and the sources used in the research "Preservation of Traditional and Local Foods of Blora Regency as a Gastronomic Tourist Attraction" then the data collection technique can be done in several ways, namely by in-depth interviews, observation, documentation, and literature studies and their combination.

## 4. Results and Discussion

### 4.1. Gastronomic Components of Blora's Typical Food

Based on the findings, the types of foods in Blora Regency that have a gastronomic component are:

**Tabel 2.** List of Traditional and Local Foods and Drinks Blora Regency

Name of Food & Drink	Traditional	Local
Pak Pangat's Opor Lontong Ayam		✓
Pak Daman's Sate Ayam		✓
Soto Kletuk	✓	
Lontong Tahu		✓
Pecel Pincuk		✓
Sego Kobong		✓
Tape Sugihan	✓	
Ungker	✓	

Name of Food & Drink	Traditional	Local
Dumbeg	✓	
Manco Blora	✓	
Kopi Santan		✓

Source: Blora Regency Government  
([www.blorakab.go.id](http://www.blorakab.go.id))

The following is an example of the gastronomic aspects found in the typical food of Blora Regency, based on interviews, observations and documentation studies.

- a) Name of dish, recipe, how to make: Pak Pangat's Lontong Opor Ayam.

Recipe for 1 serving of chicken opor, consisting of 1/2 Kg of chicken meat, 4 cloves of garlic, 1 piece of ginger, 2 pieces of turmeric, 1 tsp of coriander, 3 candlenuts, 5 devil's chilies (Rawit), 2 red chilies large, 3 lemongrass stalks, 1 piece of galangal, 2 pieces of bay leaves, torn to pieces, 3 tablespoons of sweet soy sauce to taste salt and chicken stock powder.

Making lontong, starts with preparing banana leaves, wood fuel stove, a pan and other kitchen utensils. Make a mortar and pestle to grind spices, knives, large pots, wood-fueled stoves and other kitchen utensils. Chicken is processed using utensils, knives, wood-fueled stoves, large pots and other kitchen utensils. The steps of making lontong are; first, put the rice into the lontong wrap that made with banana leaves approximately 2 handfuls of rice, then the lontong is ready to be boiled. As for opor ayam, the first step is cleaning the chicken, then add salt and lime, leave for a few sat and drain, boil the chicken briefly, remove and drain. Prepare the seasoning. Second, sauté all the spices until fragrant, add the chicken and a little coconut milk, salt and powdered stock, mix well and let it shrink. Third, add all the coconut milk and boil again until the chicken is cooked and the spices are absorbed, stirring occasionally. Step four, after the chicken is cooked, add the sweet soy sauce, test the taste, if it is right turn off the fire.

- b) History, tradition and philosophy

The history of this opor ayam is the unification of Arab culture and Indian

culture which is integrated with Indonesian culture. This opor ayam has original cooking methods and recipes from the acculturation of Arab and Indian cultures. Then, the Indonesians then modify the dish to form a food called opor. Opor appeared in Java around the 15th to 16th centuries AD and cannot be separated from modifications to the curry that already existed in the archipelago.

Pak Pangat's Lontong Opor stall was founded in 1997, at which time Indonesia was in a monetary crisis, forcing Pak Pangat and his wife to return to their hometown, in Ngloram Cepu, after in Jakarta the pecel rice stall business closed, since then Pak Pangat and his wife reopened a food stall but with a menu of lontong opor ayam, which is famous until now.

Philosophy, It's not just about the taste that fits well. Opor and lontong have a philosophy, in Java when Eid comes, the main menu is opor and ketupat/lontong. This ketupat dish was introduced by Sunan Kalijaga when he was spreading Islam in Central Java. Sunan Kalijaga uses local culture and traditions to introduce Islam to be easily accepted, including local cuisine. In the beginning, local people had the habit of hanging diamonds in front of the door of their house which was believed to bring good luck. By Sunan Kalijaga this tradition was changed by presenting Islamic nuances to eliminate the mystical elements.

- c) Raw Materials/Foodscapes

The raw materials for making Pak Pangat's lontong opor, are rice, kampung chicken, lombok, chili, garlic, onion, candlenut, ginger. Laos, coriander, turmeric, galangal, sweet soy sauce, lime leaves, lemongrass bay leaves, coconut milk, salt, sugar. The availability of raw materials for spices is brought from Cepu and Blora Main Markets, where the spices come from around Blora, Grobogan Regency, Bojonegoro Regency, Ngawi Regency and Madiun Regency, while the availability of chicken comes from free-range chicken farmers from Jiken Village. Jepon Blora

Village, and Padangan Bojonegoro.

d) How to serve

Lontong opor Pak Pangat is served in two different portions. Regular portion and jumbo portion, Regular portion for 2-3 people, and jumbo portion for 5-6 people. The concept of serving lontong is also different from other lontong stalls in general, with a buffet concept where the chicken opor sauce is made 1 in a large bowl and the lontong seeds are placed separately on a plate or tray. This opor dish itself uses whole chilies so it is perfect for fans of spicy food or not. The sauce in this opor dish tends to be thick, because it uses a lot of coconut milk, and added a sprinkling of fried onions to add to the taste of this opor.

e) How to Taste

The method of tasting opor is by using a large spoon (*irus*), where the opor sauce is put in the palm of the hand and then tasted, to add a delicious taste, the opor is sprinkled with fried onions, while the way of tasting lontong is by using a spoon, to taste the chicken using a fork.

Pak Pangat's lontong opor has a fragrant smell, because the method of cooking it is still using the traditional method, namely by using a grilled wilted stove, the texture of the opor is thick, best served on warm-hot conditions. The texture of the rice cake is soft and fits the tongue.

f) Educational Value

Pak Pangat's lontong opor stall has its own educational value for visitors, where we can see the cooking process, while being able to ask employees and even Bu Pangat and Pak Pangat to find out more about this business. In addition, with the high philosophy of the lontong opor dish itself, we can take lessons and lessons about the long history of opor ayam.

g) Nutritional value and benefits

Based on the Nutritional Calculation, a serving of chicken opor contains 392 calories, not including complementary foods such as rice cake and crackers. About 47 percent of the total calories are fat and 13

percent are carbohydrates.

h) Unforgettable experience

The atmosphere of Warung Lontong Opor Pak Pangat is in the countryside with a simple warung and the concept of a house in the village, when we eat here we will be brought back to our hometown, enjoying home-cooked food. This gives an unforgettable deep impression.

Visitors who come do not have the impression that the menu served is not hygienic, because the condition of the kitchen where to cook and also the place to eat is clean, then the flavors generated vary so that people enjoy it and can feel the atmosphere of togetherness.

i) Ethics and Etiquette

The implementation does not need a special ritual to carry out the process of cooking Pak Pangat's lontong opor ayam, because this cooking habit is carried out in a small scope, namely the family.

The knowledge of managing a gastronomic business, both coconut milk coffee, Pak Daman chicken satay, and Pak Pangat chicken lontong opor is passed down from generation to generation in the family in a way, when carrying out this business parents share their knowledge by making children and other relatives take part in every activity. The process from preparation to completion becomes a delicious dish.

It is expected that this business will continue to run from generation to generation. Regarding written documents or research related to the typical food of Blora Regency in the form of coconut milk coffee, Pak daman chicken satay and Pak Pangat chicken lontong opor, the authors obtained the results that there were no documents or research related to the typical food of Blora Regency, especially the three types of food and drinks because this form of Blora's typical food heritage is only in a small scope, namely the family, so it cannot be archived.

#### 4.2. Helix's Role in The Preservation of Blora Regency's Specialties

To find out the role of Nona Helix in the



effort to preserve the typical and traditional food of Blora Regency is achieved by interviewing directly to interested parties. The results of the Nona Helix above are as follows:

- a. The aspect of protection that Helix's has been working on:
  - Organizing large-scale tourism events.
  - Conduct promotions and publications through social media in order to reach a wider audience.
  - Organize regular cultural events and invite cultural experts to discuss knowledge about local culture where culinary is included.
  - Socializing the movement on the importance of preserving the cultural heritage of the typical/local culinary of Blora Regency, aiming to maintain regional identity.
  - Several elements of Nona Helix took part in studies related to the typical/local culinary traditions of Blora Regency.
- b. Aspects of development carried out by Nona Helix
  - Support the Blora district government in building a tourist village, aiming to attract tourists.
  - Facilitating business licenses in the culinary field, specifically for Blora's special/local culinary, with the aim that many parties are interested in developing businesses in this field.
  - Typical/local culinary entrepreneurs strive to continue to innovate so that typical/local cuisines continue to grow and be loved.
  - Instilling early on to the younger generation how important a cultural heritage is, starting at home with the hope of bringing a domino effect for future generations

- c. Aspects of utilization or management carried out by Nona Helix
  - Inserting typical/local food in Blora Regency in every routine agenda of tourism event as a banquet, aims to make typical/local food an icon of Blora City as the provincial capital.
  - Embrace typical/local culinary entrepreneurs in every tourism event to increase the selling value of typical/local food

4.3. Description of the questionnaire results

a. Description of Questionnaire Result Data

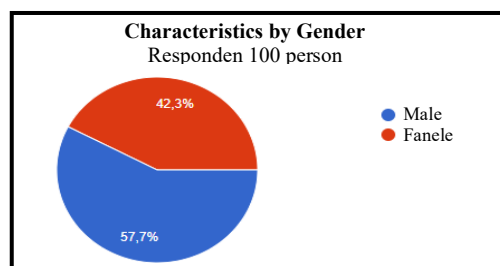


Figure 1. Characteristics of respondents by gender (Source. Author, Data processed 2022)

Characteristics of tourists visiting Blora Regency based on gender. The largest percentage of male tourists is 57.7%.

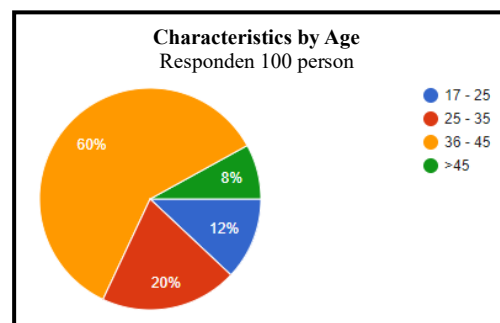


Figure 2. Characteristics of respondents by age (Source, Author, Data processed 2022)

Characteristics of tourists visiting Blora Regency based on Age. The largest percentage of tourists aged 36-45, which is 60%.

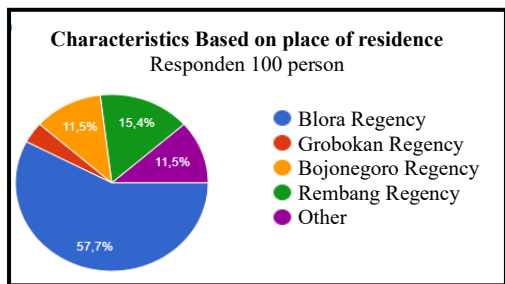


Figure 3. Characteristics of respondents by area of origin (Source. Author, Data processed)

Characteristics of respondents based on area of origin, the largest percentage of 57.7% came from Blora Regency.

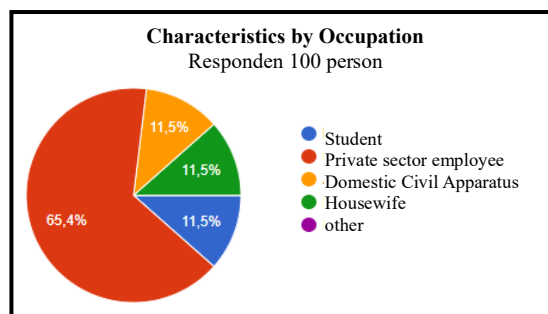


Figure 4. Characteristics of respondents by occupation (Source. Author, Data processed)

Characteristics of tourists visiting Blora Regency based on work. The largest percentage of tourists are private workers, which is 65.4%.

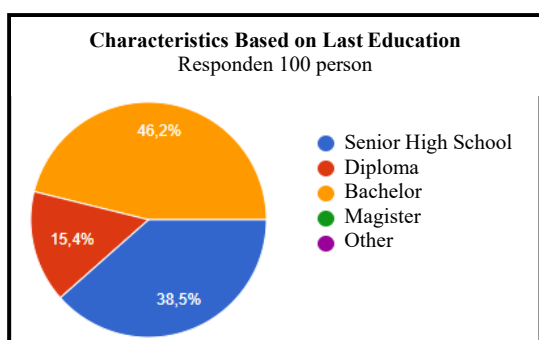


Figure 5. Characteristics of respondents by Last Education (Source. Author, Data processed)

Characteristics of tourists visiting Blora Regency based on the last education is dominated by S1 tourists which is 46.2%.

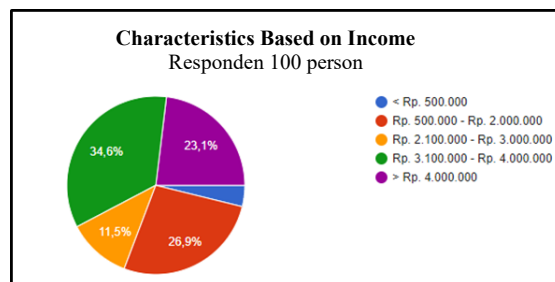


Figure 6. Characteristics of respondents by Income (Source. Author, Data processed)

Characteristics of tourists visiting Blora Regency based on income is dominated by tourist with income of Rp.3.100.000- Rp.4.000.000 which is 34.6%.

b. Description of traditional and local food

Based on the results of questionnaires to tourists, both local Blora and outside Blora, related to tourists' opinions on traditional and local food in Blora Regency are:

1) Kopi Santen

- Taste  
Of the 100 respondents, 88.4% said that Mbah Sakijah's Kopi Santen coffee has a delicious taste and has a distinctive savory taste.
- Authenticity  
From 100 respondents who visited Sakijah's Kopi Santen, the percentage who said the authenticity of the coffee was 97.4%, where coconut milk coffee had not been found in other areas.
- Hygiene  
From 100 respondents who visited the, Mbah Sakijah's Kopi Santen, 84.8% of them said that cooking process until the coconut milk coffee was hygienic.
- Impression  
From 100 respondents who visited Mbah Sakijah's Kopi Santen, the percentage of being impressed and wanting to come back again was 98.8%.

## 2) Pak Daman's Sate Ayam

- Taste  
The 100 respondents who visited Pak Daman's Sate Ayam, the percentage impressed with the taste image served was 98.9%
- Authenticity  
From 100 respondents who visited Pak Daman's Sate Ayam, 92.2% of them said that the authenticity of the satay and spices served had never been found anywhere else.
- Hygiene  
From 100 respondents, 85.9% of them said that in the process of making to serving is hygienic.
- Impression  
From 100 respondents who visited Pak Daman's Sate Ayam, 98.8% of them stated that they were very impressed and wanted to revisit.

## 3) Pak Pangat's Lontong Opor Ayam

- Taste  
From 100 respondents who visited the Pak Pangat's Lontong Opor Ayam, 98.7% of them said that it had a delicious taste.
- Authenticity  
From 100 respondents who came to Pak Pangat's Lontong Opor Ayam, 96.5% of them consider the opor is authentic.
- Hygiene  
From 100 respondents who came to Pak Pangat's Lontong Opor Ayam, 89.4% of them, from the cooking process to the presentation was hygienic
- Impression  
From 100 respondents who came to Pak Pangat's Lontong Opor Ayam, 98.6% of them were impressed and wanted to come back again.

## 4.4. Discussion of The Results of Interview and Observations

## Gastronomic Development Model

## 1) There is no change in the taste and

aroma of the typical food of Blora Regency. It's just that some of the typical foods and drinks of Blora Regency have experienced innovations, such as coconut milk coffee which has the result of innovation using coconut milk and also Pak Pangat's lontong opor ayam by using a lot of coconut milk mixture so that the broth is thicker.

- 2) The typical food of Blora Regency has several variations, such as coffee using coconut milk, Pak Daman's chicken satay where before the satay is grilled it is seasoned first, for Pak Pangat's lontong opor using a lot of coconut milk so the broth is thicker.
- 3) Restaurants in Blora Regency have not implemented good hygiene and sanitation rules.

## Stakeholder Effort

- 1) The government seeks tourism development from two factors, namely internal factors or factors from within government agencies, the government seeks tourism development by making internal training and creating promotional content to making tourism applications for tourists. The government carries out tourism development directly to tourism actors themselves by holding training for business actors. The biggest obstacle in developing tourism is that the Blora Regency Government does not have many tourist destinations, besides that other problems are related to finance/financing of tourist destinations.
- 2) Entrepreneurs' efforts to develop the tourism sector is by selling what they have. Entrepreneurs target the market segment for the production they sell to the middle class and above. The strategy used is a promotional strategy from print media to broadcast media such as television and local radio, they also promote through social media.
- 3) Workers do not know what the 9 gastronomic components are and

- workers need to be educated to know the 9 gastronomic components in order to master the products they sell.
- 4) The suppliers come from the area around Blora Regency, and processed raw materials can also be found at the Main Market of Blora Regency, which is quite complete in providing spices and other necessities to process food and beverages.
  - 5) Blora Regency is very possible to make gastronomic tourism, the opportunity is very large because there are several advantages possessed by Blora Regency such as a very rich culinary wealth. Blora Regency is located on the border of Central Java and East Java so that there is a lot of cultural acculturation in the food and culture in Blora Regency.
  - 6) The typical food of Blora Regency has developed very rapidly, as seen from several foods that have innovations such as coconut milk coffee where klotok coffee is mixed with coconut milk, Lontong Opor ayam which adds a lot of coconut milk so that the broth is thicker and savory. Blora Regency food has a pretty good existence until now.
  - 7) The opinion of connoisseurs of typical food of Blora Regency is the distinctive taste contained in the food, besides the food is known to be delicious, the food is considered authentic for tourists. There are several things that must be improved, such as cleaning services to support gastronomic tourists in Blora Regency and tourists assessing that gastronomic tourism is very well introduced, this is educating tourists about a food product that is sold.
  - 8) In Blora Regency, there is a community of local culinary lovers, introducing the typical food of Blora Regency by posting information on local food typical of Blora Regency on social media. This community collaborates with related parties to hold events about gastronomy, the problem is that there

are still few participants who take part in the event.

- 9) Information Technology, in this case the Central Java TV local media, Radia Mustika Blora, broadcasts information about tourism in Blora Regency and can also be accessed on Instagram and Youtube social media. Information technology is a very important tool in terms of promoting it because information technology can be accessed by the whole community easily.

#### Blora Regency Gastronomic Travel Patterns

- 1) Facilities in Blora Regency can be concluded in very good condition, infrastructure and facilities are well maintained, as for the facilities available in Blora Regency such as lodging/hotels, places of worship, directions for tourists to applications for tourists to know tourist destinations in Blora Regency such as the Dutch heritage Loko Tour.
- 2) Accessibility in Blora Regency does not experience any problems at all, all tourist destinations in Blora Regency can be accessed by private cars to buses for large-scale tourists.
- 3) The distance of each tourist destinations in Blora Regency can be reached in 15 – 30 minutes using a private car, tourists can spend around 30 minutes – 2 hours in each destination in Blora Regency.

#### Design a Gastronomic City Travel Pattern

In conducting a gastronomic tour in Blora Regency, currently tourists will do a single loop travel pattern, where tourists will start the journey from Blora Town Square or become a gathering point, then will proceed to Mbah Sakijah's Kopi Santen in Jipangrejo Village, Blora City District, here, tourists can enjoy gastronomic tours of Blora's typical kopi santen and also snacks such as walang gorang, fried peanuts, risoles, tofu meatballs, cenil, arem-arem, quail eggs, to salads.

The tourists continue to visit Pak Daman's Sate Ayam stall on Jalan Gunung Sindoro, Blora City, where tourists can enjoy chicken satay, goat satay, beef satay and Blora's typical curry.

After that tourists will visit the Loko Tour Cepu train tourist destination, which is located in Sorogoh Village, Cepu District, Blora Regency, the old railway tourist destination has existed since 1928 where at that time it was used to transport teak wood from Perhutani's forest, here tourists can enjoy the sensation of traveling around the teak forest of Perum Perhutani KPH Cepu by using a heritage locomotive.

The tourist continues the journey to Pak Pangat's lontong opor ayam stall, which is located in Ngloram Village, Cepu District, Blora Regency, here tourists can enjoy a dish of typical food from Blora Regency, namely opor ayam, with spices traditionally cooked using a fuel-fired stove. wood. This opor ayam is served with lontong wrapped in banana leaves. Next, tourists will stop by the typical Blora souvenir center in the Blora town square complex, after which tourists return to their respective places.

#### 4.5. Typical Food as Gastronomic Tourism Potential

Based on the research findings, the authors conclude that the potential for the typical food of Blora Regency as a gastronomic tourism is quite large and will be highly developed if it can be cooked and properly managed. Such as supporting the development of tourist destinations where Blora specialties are the main content that tourists can wait for because there are many stories behind the typical food offerings of Blora Regency, as well as having a distinctive taste image when compared to food outside Blora. Culinary is an entity that is inseparable in tourism activities, from the typical food of Blora Regency which is diverse as gastronomic tourism in Blora Regency.

## 5. Conclusions

The typical food from Blora Regency is not yet known, so the researcher conduct more in-depth research, and studies are carried out to dig up more complete information. Knowledge about the typical food of Blora Regency needs to be increased so that tourists visiting Blora Regency can easily find out what special foods are in Blora Regency. One of the implementations that can be done is by holding events or Blora food festivals, to introduce the existing specialties.

There is finding that to preserve typical food is complex, so it requires many parties, especially stakeholders, to work together in managing the gastronomic heritage. The formulation of policies regarding preservation and development is needed to maintain cultural heritage, especially in the culinary field. There needs to be a promotion so that the reach that is achieved is wider and the development of eating traditions as gastronomic tourism, building tourist destinations as a means of developing gastronomic heritage

It is necessary to increase the synergy between stakeholders in building facilities and infrastructure regarding the provision of sustainable gastronomic tourism activities so that Blora specialties can become gastronomic icons in Blora Regency.

Typical food of Blora Regency is now experiencing an increase in existence, some foods are starting to innovate following existing developments, typical food of Blora Regency already has 9 (nine) gastronomic components which are sufficient to be used as a gastronomic tourism program in Blora Regency. Blora Regency has the potential to hold gastronomic tourism because culture such as the history of food is formed and the story of both the manufacturing process contained in the local food itself and the availability of facilities that support gastronomic tourism in Blora Regency.

Regarding the planning of gastronomic travel patterns in Blora Regency, facilities and infrastructure are in good condition and there are no obstacles in terms of accessibility.

## 6. Acknowledgment

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Some traditional foods and local foods in Blora Regency, according to Ardiwidjaja, 2018, it is necessary to manage this cultural heritage according to the principles of preservation, namely, protection, development and utilization. The absence of local government policies regarding its development is a separate homework to develop gastronomic tourism in Blora Regency.

The absence of research that has raised gastronomic tourism in Blora Regency so far has become a separate opportunity to study more deeply about the development of gastronomic tourism in Blora Regency.

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