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The Role of Gastronomy Tourism as Local Community Enablers in Kampung Cikarag, Garut Regency

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ABSTRACT

A massive of global trends that affect many sectors including food trends has threatened traditional food existence. In order to inherit a spirit of local wisdom preservation among the young generation, the writers initiated a social experiment at Kampung Cikarag in creating a holistic tourist attraction highlighting the local food and its immersive innovation to urban society. This gastronomy tourism development is carried out in Cikarag Village, Garut Regency in collaboration with the business manager of Villa Sarema and some housewives who are members of a cooperative. The research method uses descriptive research methods with a qualitative approach. The analysis used is divided into two parts, namely internal factor analysis and external factor analysis which is then assisted by instruments in the form of a SWOT matrix (Strength, Weakness, Opportunity, Threats) and QSPM (Qualitative Planning Strategic Matrix). This service program resulted in a recommendation for a gastronomic tourism program, that is "Hayu Mulih ka Desa" as an effort to reintroduce Indonesian food through a trip to Garut.

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1. INTRODUCTION

Indonesia is known for its cultural diversity for having more than 1000 languages and ethnicity. Its various landscape from Sabang to Merauke also generates a different characteristic of natural resources thus enriching diversity in people's way of life. One of the most well-liked elements of cultural tourism has arisen, and that element is food, which is now seen to be an expression of identity and culture (Bessiere, 1998; Wijaya, 2019). According to a senior culinary expert at Gadjah Mada University, Murdijati Gardjito, in her interview in 2019, there are 3,259 varieties of food in Indonesia, and it could even continue to grow (Ananta, 2015). In line with this opinion, the Encyclopedia of Tribes in Indonesia states that in each region each of the 714 ethnic groups (Melalatoa, 1995), has a characteristic of its traditional food, whether in the main course, appetizers, desserts, or beverages. With this uniqueness, it is suggested that Indonesia ought to be able to draw more foreign tourists given the size and diversity of the nation (Suryaningtyas et al., 2019).

The wealth of Indonesian food diversity is reflecting the nation's culture because the framework of social interactions between members of a society is established by food culture (Kittler, P.G.; Sucher, K.P.; Nelms, 2016), which also serves as a daily reinforcement of cultural identity through ritual, traditions, and special occasions that have symbolic importance for the social group (Reynolds, 1993).

Rockower (2012), brought up gastro-diplomacy discourse with holistic thinking when describing the theory and practice of gastro-diplomacy from various countries. Starting from that, the term gastro-diplomacy has become very popular when discussing a nation's soft power in promoting tourism through traditional food. Rockower also explained the beginning of gastrodiploamacy which was pioneered by Thailand. In line with Rockower, the Economist magazine (2002) states that Thailand is claimed to be the first country to carry out gastro-diplomacy activities with the motive to strengthen its cultural influence globally. There are many successful role models of a country that are able to increase their international tourist numbers through gastro-diplomacy, such as Japan with Washoku, Taiwan through Dim Sum Diplomacy, and Korea through Hansik. Therefore, Indonesia also has the same opportunities too in escalating tourist expenditure through a unique local food experience. This aim has been shown through The Ministry of Tourism and Creative Economy's program named Indonesia Spice Up The World (ISUTW) which targeting to establish 4,000 Indonesian restaurants abroad (Darmayadi et al., 2023) and Tourism Village Development as part of Sustainable tourism Agenda (Permenparekraf, 2021).

One of the potential areas in Indonesia that have culinary diversity is West Java, where there are 303 types of food spread across West Java, including 40 main dishes, 92 complementary dishes (vegetables), 27 complete meal recipes, 79 snack recipes, 26 recipes crackers, 12 recipes for sweets, salads, and pickles, as well as 14 recipes for various drinks and 13 recipes for chili sauce. In line with this, the tourism sector in West Java contributes 70 percent of the Province's Original Revenue (PADP). So that the elaboration between the tourism and culinary sectors can be an advantage for the West Java region (Turgarini, 2021).

Even though the potential for culinary tourism is quite large, there is no particular foodscape that is specifically designed and attractive in West Java, one of which is the Garut Regency area. According to the Central Statistics Agency (2020), the number of foreign and domestic tourists visiting Garut Regency from 2017 to 2019 was 4,575,623 tourists.

Having been known as the source of tapioca snack innovation, Garut's popularity has significantly increased especially when the local government created Baso Aci's festival annually. Moreover, due to the reactivation of the Cibatu station, Cibatu area has the

potential to become a stopover for tourists from various cities. Therefore, finding one of the distinctive homestays near Cibatu station has intrigued the writer's interest in developing a potential tourism spot through enabling the local community. Besides the strategic positioning, the writers found that the community surrounding the area is active in various activities such as cooperatives and Karang Taruna thus making them open to a new idea to collaborate with Higher Education Institutions in developing a gastronomy tourism spot at Cibatu.

The steps taken by the author are also in line with the 2021 program of the Ministry of Tourism and Creative Economy of the Republic of Indonesia in designing the Tourism Village Program in various regions so that it can accelerate the revival of tourism and economic growth after the Covid-19 pandemic. Even though the program has started to be run by the government, tourism developers and MSMEs (Micro, Small, and Medium Enterprises) in the area still have a lot of difficulties in destination management. Therefore, the author will conduct field analysis and design strategies to overcome problems for one of the potential tourist destinations in the Garut Regency area.

2. LITERATUR REVIEW

2.1. Gastrodiplomacy

Rockower (2012) has brought the term gastro-diplomacy to describe a country's culinary delights as a means to conduct public diplomacy and raise a nation's brand awareness to foreign audiences. It combines cultural diplomacy, culinary diplomacy, and nation branding to make foreign culture tangible to the taste and touch. In addition, Wilson (2011) states that gastro-diplomacy posits that the public is likely to relate to foreign cultures when introduced through cuisine, thus creating possible economic and political gains for countries engaging in a non-threatening way.

2.2. Gastronomy Tourism

According to Lee et al (2015) gastronomic tourism is a journey, in a particular region to generate recreational experiences or have entertainment purposes, which include: visits to primary or secondary producers of gastronomic products, gastronomic festivals, fairs, events, cooking demonstrations, food tastings or any activity related to food. Not every food could be treasured as a gastronomy tourism attraction, because refers to Taar (2014) there are three approaches that should be contained in gastronomy tourism activity, there are:

- a. Gastronomy is a patrimony established by generations of cooks and is the result of delicate processes
- b. Gastronomy is studying the physical characteristics of foods (such as quality) and seeks to better understand the processes that occur when food is consumed
- c. Gastronomy is presenting the history and value of a served food

Along with emerging trends in world openness in tourism, tourist seeks experiences based on identity and culture that brings a thoughtful mindset rather than an ordinary recreation, such as respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, and feelings associated with it (Dozier, 2012 in Gheorghe & Nistoreanu, 2014).

2.3. Local Community Enablers

Community enablers are part of the roles of a social worker who encourages action by engaging in a helping relationship, framing solutions, and working for constructive and sustainable change. In other words, enablers are agents of change who use varying approaches in order to provide the conditions necessary for the community to achieve their purposes through modifying behaviors, relationship patterns, improving social and physical environments (Maluccio, Anthony N.; Sinanoglu, 1981).

2.4. Kampung Cikarag, Garut Regency's Description

Kampung Cikarag is part of Mekarsari village which is located precisely in the center of the area. Cikarag comes from the word "rarag" which means cutting grass off using a cleaver or hook. It is believed that Cikarag used to be a field with full of weeds.

This district has two-ever flowing sources of water named Situ Ciburial and Situ Cipayung. Even nowadays each household owns a bathroom and toilet these lakes still function for farmers to rinse their feet and clothes before going home.

Although it is located far from the city center, the economic circumstances in this area running well through the cooperative organization participation, green chicken farm, and Garut's authentic snack's producer.

3. METHODS

This study uses a descriptive research method with a qualitative approach. Researchers carry out action research, which includes diagnosis, action planning, intervention, evaluation, and reflection (I. Susman & D. Evered, 2023). In implementing this concept, researchers will carry out 3 stages, namely:

- a. the input stage, which is the basis for formulating the strategy
- b. the matching stage which focuses on formulating alternative strategies by taking into account external and internal factors or SWOT analysis (Strength, Weakness, Opportunity, Threat),
- c. the decision stage, uses the Quantitative Strategic Planning Matrix (QSPM) technique to evaluate the strategy objectively.

In line with the prerequisites for developing gastronomic tourism, researchers collaborate with nine elements that must work together (Nona Helix), including Business; Government; Workers; suppliers; Experts; Observers; Connoisseurs; NGOs (Non-Government Organizations); Information Technology.

4. RESULTS AND DISCUSSION

In its implementation, the development of Gastronomic Tourism begins with analyzing several components that can become an attraction in Cikarag Village, Cibatu District, Garut Regency. The gastronomic tourism concept being developed refers to the following 4 elements (Guruge, 2020).

- a. Geographically, Kampung Cikarag has a lot of potential Natural Resources (SDA), including Situ Cipayung, Situ Ciburial, catfish processing ponds, rice fields and plantations which can be optimized as nature tourism.
- b. From a cultural perspective, Kampung Cikarag still maintains the monthly tradition of practicing pencak silat and traditional children's games in their daily lives. In addition, this place is close to the historical tourism of Kampung Bali which can be integrated as a historical tourist attraction.

- c. In terms of traditional food, Kampung Cikarag has a culinary business in the form of traditional snacks, Cucur and Burayot cakes typical of Garut, Ulen Ketan, and innovative catfish floss products as one of the souvenir commodities driven by members of the cooperative.
- d. In terms of the availability of tourist facilities and infrastructure, accessibility to Kampung Cikarag is very easy to access and the road infrastructure is smooth. Meanwhile, there are accommodation providers in the form of homestays in the middle of villages which are targeted to become centers for the development of gastronomic tourism.

Internal factor analysis is a strength and weakness that can be controlled, which consists of aspects of management, finance, human resources, marketing, information systems, production, and operations (Robert & Brown, 2004). Then the analysis of external factors related to opportunities and threats from the external environment of tourism, namely the macro environment and microenvironment (Pardede, 2011). The microenvironment consists of competitors and customers, while the macro environment is an external environment that has no influence and is directly related to tourist attractions. The results of the external and internal analysis are also aligned with SWOT factors (Strength, Weakness, Opportunity, Threat). The results of the field analysis description are as follows.

Table 1. SWOT Matrix Result

Internal factors	Strengths	Weaknesses
External factors	<ol style="list-style-type: none"> 1. The food produce using local resources 2. The food using the fresh ingredients 3. Providing complete and comfortable places 4. There are many natural resources for potential tourist attraction 	<ol style="list-style-type: none"> 1. Food presentation looks less appetizeng 2. Lack of hospitality knowledge 3. Lack of operational management skills 4. Lack of menu arrangement
	Opportunities	SO – Strategy
<ol style="list-style-type: none"> 1. There are distinctive cuisine that only available at Villa Sarema 2. Supportive community 3. The first pioneer in creating gastronomy tourism 	<ol style="list-style-type: none"> 1. Optimizing the best material use in order to maintain quality 2. Strengthening the collaborative work with the 9th stakeholder 3. Optimizing promotion channel through Instagram, YouTube, and attending food festival. 	<ol style="list-style-type: none"> 1. Increasing food quality standard through food innovation. 2. Optimizing the existing facility through improving the design, ambiance, and collaborative work with other accommodation provider 3. Intensify in attending gastronomy community summit
Threats	ST - Strategy	WT – Strategy
<ol style="list-style-type: none"> 1. There is no program from the Garut government regarding the development of gastronomic tourism 2. There are similar initiators in different 	<ol style="list-style-type: none"> 1. Optimizing the best material use in order to maintain quality 2. Intensify in attending gastronomy community summit in order to get wider insight about 	<ol style="list-style-type: none"> 1. Creating innovation in modern and classic look to broaden market 2. Collaborating with Key of Influence and giving a giveaway ticket to enlarge a brand awareness

<p>cities that might be affecting Sarema's popularity</p> <p>3. Lack of risk management</p>	<p>gastronomy trends</p>	<p>3. Maintaining Customer Relationship Management to increase customer retention</p>
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Based on the results of the analysis above, the authors designed a strategy matrix that includes determining objectives, processes, and future strategy development (Anjani et al., 2018). To formulate these tactical steps, the first step to be focused on is designing specific business management related to the development of village tourism by designing gastronomic tour packages. This concept was developed as an objective solution to the objectives of the previous formulation regarding the QSPM (Qualitative Strategic Planning Matrix) (Umar, 2010), which is to provide decision-making related to strategic formulations that are integrated into tourist destinations to be formed in Cikarag Village, Cibatu District, Garut Regency named "Hayu Mulih ka Desa". This trip targeting millennial generation who are looking for a short escape destination through a slow living experience for 2 Days 1 Night activity in rural area. The details of the proposed gastronomic tour packages are described in the following table.

Table 2. Gastronomy Tourism Package "Hayu Mulih ka Desa"

Gastronomy Tourism Package "Hayu Mulih ka Desa"		
Program	Documentation	Description
<p>Train Trip from Bandung to Garut</p>		<p>Visitors will be given the experience of using the Railroad mode during a trip to Garut, where along the way they will be presented with panoramic views of the rice fields and mountains in Garut.</p>
<p>Station Tour (Cibatu Garut)</p>		<p>Visitors will be invited to tour the Cibatu-Garut station to get to know the history of its construction and the uniqueness that has existed at this Cibatu Station, one of which is a portrait of comedian Charlie Caplin's visit to Cibatu Station in 1927 and 1935.</p>

Figure 1. Train Trip from Bandung to Garut

Figure 1 Cibatu Station - Garut


Gastronomy Tourism Package “Hayu Mulih ka Desa”		
Program	Documentation	Description
Travel to Villa Sarema		Visitors will be picked up by local residents from Kampung Cikarag as a form of collaboration with local residents.
Welcome Drink & Snack		Visitors will be welcomed by the tour owner, as well as given a story regarding the beginning of this tourist spot being built. As well as being given a serving of traditional drinks and crystal guava from the harvest in the Villa Sarema’s garden.
Meal Experience “Traditional Cuisine”		Visitors will be presented with a variety of activities to make a main course processed from local food ingredients to be processed traditionally. In the process, visitors will be given some interesting insights regarding how to process, make, taste to the historical value of each food served. This snack can change at certain moments, but still focuses on Indonesian Gastronomy.

Figure 2 Travel by car owned by local residents of Kampung Cikarag

Figure 3 Nourishing Jamu

Figure 4 Tutug Oncom in the making

Gastronomy Tourism Package “Hayu Mulih ka Desa”




Program	Documentation	Description
<p><i>DIY Session “Batik Ecoprint”</i></p>		<p>Visitors will be invited to make eco-print batik creations made from leaves picked around this village area. Visitors will be invited to get to know and realize the benefits of nature in their immediate environment through an unusual canvas.</p>
<p><i>Afternoon Tea “Jajanan Tradisional”</i></p>		<p>Visitors will be presented with a variety of innovative traditional snack products that are presented beautifully and attractively. This traditional snack is the work of housewives in Cikarag Village who have received training regarding product innovation. There are 3 modifications of traditional food and 1 refreshing drink in this session.</p>
<p><i>Traditional Game</i></p>		<p>Visitors will be invited to play traditional games which are rarely found today. This program is an attempt to reintroduce traditional regional games and bring back childhood memories.</p>

Figure 5 Batik Eco Print in making

Figure 6 Program Afternoon Tea Session

Figure 7 Congklak, Sundanese traditional game to bring a childhood

Gastronomy Tourism Package “Hayu Mulih ka Desa”		
Program	Documentation	Description
<i>Fellows Night</i> “Baso Aci”		Visitors will be presented with a special soup from Garut Regency, namely Baso Aci, accompanied by a narration of historical descriptions and the manufacturing process.
Morning Tea session		Visitors will be served fried cassava and herbal tea concoctions which have many health benefits. Where this food is taken directly from the harvest in Cikarag Village.
<i>Ulin di Desa</i> “Ciburial Lake and Cipayung Lake”		Visitors will be invited to take a tour of Kampung Cikarag, by exploring the rice fields and 2 lakes in Kampung Cikarag, namely Situ Ciburial and Situ Cipayung.

Figure 8 Baso Aci Garut

Figure 9 Fried cassava and herbal tea

Figure 10 *Ulin di Desa* session



Gastronomy Tourism Package “Hayu Mulih ka Desa”		
Program	Documentation	Description
Breakfast session		Visitors will be served Nasi Goreng Kampung, which is cooked with spices that come from crops grown in the region.
Game Session “Wawasan Indonesia”		Visitors will take part in a water game related to Indonesian knowledge, where this game will test their concentration and insight regarding the elements of Indonesian Gastronomy which have been explained in several previous sessions.

Figure 11 Nasi Goreng Kampung

Figure 12 Facts or Fall Game

The development of Gastronomic Tourism in Garut has enormous potential because it is able to create an inclusive business ecosystem including cultural tourism, sports, and culinary tourism. Previous research stated that the evolution of gastronomic tourism is able to provide significant revenue growth for a region and even reconstruct various elements in the formation of a tourist destination, whether it on a local, regional or national scale (Antón Clave, S.; Knafo, 2012).

In the process of this research, researchers collaborated with several stakeholders, who referred to the concept of Nona Helix (Nine Helixes) as the basis for the development of creativepreneur-based tourism (Turgarini, 2021). The description regarding the function of the nine elements is as follows.

Table 2. Research Counterparts on Gastronomy Tourism Project “Hayu Mulih ka Desa”

Categories	Institution	Function
<i>Bussiness</i>	Villa Sarema’s Owner	As a partner and driving force for the development of gastronomic tourism, supported by various needs and requirements.
<i>Government</i>	Office of Cooperatives & SME Garut Regency	As a regulator and facilitator in the tourism development process, such as involving the MSME group in Kampung Cikarag through exhibitions or festivals.
<i>Workers</i>	Housewives in Kampung Cikarag	Workers in the local area receive training and facilities in tourism skills, including raw material procurement management,

Categories	Institution	Function
Suppliers	Koperasi Rukun Ikhtiar Persistri, CV Cepi Adi Farm	accommodation management, to digital marketing strategies on social media. This cooperative is one of the suppliers from outside the company who is used as a partner in modeling the supply chain management process.
Experts	Culinary Business Practitioner	Experts and experts engaged in tourism and culinary are involved in providing training, providing product ideas or innovations in the development of gastronomic tourism.
Observers	UPI Tourism Lecturers and Students	As an observer who helps to analyze and provide assessment concepts in building tourist destinations, as well as being a mentor in the sustainability of community service.
Connoisseurs	Content creators who have personal branding as travelers and cultural observers	The involvement of active users of social media who are fond of traveling is a means of customer experience to obtain feedback for the development of tourist destinations as well as a means of promoting electronic word of mouth.
Non-Government Organization	Karang Taruna di Kampung Cikarag	Karang Taruna is involved in supporting and controlling all local community empowerment processes and is a mediator in communicating with regional officials.
Information and Technology	News Digital and Social Media	In this case researchers develop tourism marketing through several channels digital media, such as Instagram, TikTok, YouTube, and WhatsApp and involving several regional and national media to publicize the launch of this destination.

After various program strategies have been successfully designed and various stakeholders are involved in this program, what needs to be developed is the harmonization of technology that must continue to be built by the people in Kampung Cikarag, so that the existence of this gastronomic tourism program can be consistent. One of them is marketing through an online booking platform to facilitate the process of ordering services for prospective visitors.

5. CONCLUSION

Preservation of Indonesian culinary delights through the Gastronomic Tourism program in various regions in Indonesia must receive special attention for the government and entrepreneurs because of the shift in tourist preferences towards educational tourism rather than mere recreation. This can be proven through the increasing number of gastronomic tourism programs in various regions that highlight the existence of food along with local wisdom which is added value to an existing tourist destination. The main task that needs to be carried out next is to package the culinary diversity of the archipelago with various interesting activities at competitive prices. Researchers have a positive view of the interaction of cultural tourism with culinary which can be a forum for reintroducing the richness and diversity of food in Indonesia as a new model of Indonesian gastrodiplomacy to the world.

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