



Preservation of Gastronomic Heritage "*Brongkos Kambing*" in Nglipar Gunung Kidul District, Yogyakarta

Karni^{1*}, Arinta Destri Larasaati¹, Yuli Astuti¹, Dewi Turgarini²

¹Ambarrukmo Tourism Institute, Yogyakarta

²Universitas Pendidikan Indonesia, Bandung, Indonesia

Correspondence: E-mail: uniabiela@gmail.com

ABSTRACT

Yogyakarta is cultural heritage tourism destination in Indonesia. There are many traditional food as part of gastronomic tourism heritage was not being known by tourist. There is research gap was found to developing Goat Brongkos such as the lack of Goat Brongkos producers who are concerned about the Brongkos Kambing business, Limited market coverage, Business management is still conventional. This research conduct to developing tourist attraction while preserving culture based on traditional which is existed in Gunung (Mount) Kidul. Based on preliminary survey, there is finding that Brongkos Kambing is a typical food of Nglipar Regency that needs to be preserved because it is authentic food taste, easy processing, and ask-to-find ingredients. Also the taste is very authentic, distinctive flavor with a dominant sweet, and savory. The method using descriptive analytic approach using gastronomic tourism component, and also deep interviewed to nine stakeholders (nona helix). There is a result that Brongkos Kambing has the value of philosophy, history. The raw material was can be found in local area, the process is interesting because first the spices were only mixed into the pot to the boiling goat bones or in the local language brongkos. The taste and serving experience have educational, nutrition and ethic value. This food has the potential to be developed as comprehensive tour package and become a gastronomic tourism attraction.

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1. INTRODUCTION

Gunung Kidul Regency, which is one of the regencies in the Special Region of Yogyakarta, has a variety of tourism potentials, whether it is natural tourism, historical sites or artificial tourism. Nature tourism is a tourist asset that dominates tourist destinations in Gunung Kidul. There are about 57 beaches which are now leading tourist destinations in Gunung Kidul. Tourist visits continue to increase from year to year. Table 1.1 presents statistical data on tourist visits to Gunung Kidul in 2018 up to 2020. When the PPKM period was due to the covid-19 pandemic and portals were opened for all tourist destinations in Gunung Kidul, tourist visits crept up to normal as in previous years. In addition to tourist destinations, Gunung Kidul also has popular culinary assets, such as thiwul, oseng tempe Lombok ijo, Bakmi Jawa, Peyek and the unique culinary cuisine of Walang Goreng. In addition to these culinary delights, there is one type of unique dish that has been a tradition for generations in one of the sub-districts in Indonesia. In the Gunung Kidul area, precisely in the Nglipar District, namely Brongkos Kambing.

Brongkos Kambing is a traditional menu made from goat bones with meat still attached, processed with simple spices and a simple cooking process. This typical cuisine of Nglipar District has existed since ancient times and can still be found today through industrial businesses in several places in Nglipar District, such as Sriten Village and Nglipar Lor Village, named for Brongkos Kambing. The process of making mutton brongkos initially only used two basic spices, namely salt and sugar, which were simply sprinkled on when the meat bones were boiled in boiling water. The seasoning which is "plang plung" in the local language is termed "brong-brong" so it is called Brongkos.

Brongkos has become a characteristic of Nglipar District and deserves to be a supporting pillar for tourism activities that are developing in the region. In the midst of the rise of fusion food that adapts to millennial trends, the existence of the Brongkos Kambing menu needs to be improved both in terms of production, presentation and marketing without losing the essence of history, philosophy and the direct owner of this culinary, namely the people in the Nglipar District.

Table 1. Flowchart Tourism Visiting Statistic 2018-2020

	Wisatawan (Orwa)									
	Wisatawan Nusantara/Domestik			Wisatawan Mancanegara			Jumlah			
	2018	2019	2020	2018	2019	2020	2018	2019	2020	
Pangsanang		0	241 606	153 112	0	500	-	0	242 106	153 112
Burwosari	118 140	243 671	164 599	901	773	236	119 041	244 444	164 835	
Pakisas	0	0	2 954	0	0	-	0	0	2 954	
Santosari	108 225	111 426	63 032	654	451	66	108 879	111 877	63 098	
Tapus	639 692	588 499	295 576	9 270	11 173	1 819	648 962	599 672	297 395	
Tanjungsari	1 544 748	1 535 198	948 207	4 252	1 200	419	1 549 000	1 536 398	948 626	
Konkon	0	0	-	0	0	-	0	0	-	
Girilaub	255 882	170 486	81 417	772	645	84	256 654	171 131	81 501	
Semamu	9 310	7 359	78 014	1 410	271	29	10 720	7 630	78 043	
Poniang	0	0	252	0	0	-	0	0	252	
Karangmojo	112 391	134 141	42 731	2 070	1 610	353	114 461	135 751	43 084	
Wonosari	0	0	24 050	0	0	28	0	0	24 078	
Elaves	80 558	65 384	35 724	1 673	1 391	126	82 231	66 775	35 850	
Patik	140 444	112 425	77 554	1 735	682	292	142 179	113 107	77 846	
Gedangsari	0	10 534	982	0	76	1	0	10 610	983	
Nglipar	4 714	19 106	5 776	0	0	-	4 714	19 106	5 776	
Nirawan	3 232	8 883	4 166	22	7	-	3 254	8 890	4 166	
Semin	0	0	-	0	0	-	0	0	-	
Gunungkidul	3 017 336	3 248 718	1 978 146	22 759	18 779	3 453	3 040 095	3 267 497	1 981 599	

Source: Gunungkidul Regency Tourism Office (2021)

The main objectives of this research are as follows: Exploring the history and philosophical meaning comprehensively contained in the typical Nglipar Brongkos Kambing menu mapping the number of business actors in the typical Nglipar Brongkos Kambing culinary business along with existing operational and funding mechanisms. Mapping the development and marketing strategy of Brongkos Kambing in the context of tourist attractions, which will eventually stand

parallel as pillars supporting Gunung Kidul tourism. It becomes a reference for relevant stakeholders to take strategic policies in developing gastronomy tourism in their regions.

2. METHODS

A. *Gastronomic Tourism*

Gastronomic tourist is part of special interest tourism (Ningsih & Turgarini, 2020). Therefore, gastronomic tourism refers to trip made with aim of enjoying food and drinks as the main factor in determining the decision to visit a tourist destination. Gastronomic tourism different from other tourism products which can be marketed as the main tourism product (Nugroho, 2020). Culinary tourism is usually marketed as a supporting tourism product in which one can learn the uniqueness that is served from a regional food. In addition, in gastronomic tourism, tourists are invited to take trips in which they enjoy food and drinks by understanding the process from the food or drink in a raw state, to cooking, to knowing the cultural values contained in each traditional food and drink of an area in order to get interesting knowledge tucked inside. Gastronomy is an art and science, even an appreciation across ethnicities, races, groups, religions, genders and cultures by studying food or drink in detail to get a culinary experience that is different from usual (Turgarini, 2021).

Development Strategy for Arabica Coffee Processing as a Gastronomic Tourist Attraction in Catur Village, Kintamani, Bali (Hendrayana, 2022). Data analysis in this study is qualitative data presented in the form of words by describing the results of the analysis. In addition, to formulate a strategy for developing coffee processing attractions as a gastronomic tourist attraction, it is carried out using a SWOT analysis which is a qualitative analysis carried out by examining internal and external factors. Internal factors in this case are strength and weakness. External factors consist of opportunities and threats (Rangkuti, 2008). Culinary Versus Gastronomy Argumentum Ad Populum Elimination (Soeroso & Turgarini, 2020). The definition of gastronomy has a broad spectrum, from food shed (a place for cultivation and distribution of food) up to foodscape (a place for food to serve as well as dining table as a place for serving food) even goes beyond the limits, that seeking eating experience, researching and writing about food still become a part of its ecosystem. Meanwhile culinary is merely a partially process of gastronomy. Culinary habitat does no relate to food shed, while its foodscape is only limited to cooking space as a form of cooking activity or only around kitchen.

Gastronomy Tourism and Well-Being: Evidence from Taiwan and Catalonia Michelin-Starred Restaurants (Lin et al., 2022). The study proposes some conceptual models to determine the subjective well-being of diners through content generated and shared online by the customers of the restaurants. The theoretical framework is tested in the case study of Michelin-starred restaurants located in two regions with similar characteristics and different gastronomic cultures –Taiwan (Asia) and Catalonia (Europe). The results show that, overall, customers in both regions were satisfied, with the majority rating the restaurant experience as very good or excellent. The findings confirm the conclusions of a previous study on gastronomic activities in both regions other than restaurant food, in terms of branding and marketing, as well as popularity and valuation of the activities. For example, the preponderance of Catalan wines: since Catalonia's wine industry has had a long tradition, 6% of total agricultural revenues come from the wine sector.

Rejuvenating Cultural Tourism Through Gastronomic Creative Tourism in Ubud, Bali (Bestari et al., 2022). The research approach with qualitative methods is used in this study to explore Ubud gastronomic tourism in the context of rejuvenating Ubud cultural tourism. In this study, data were collected through observation, interviews, literature review, and ethnography. The observation was carried out at Paon Cooking Class in Ubud followed by an interview with its manager, Made Puspawati. Paon Cooking class is one of the most popular cooking class outlets

in Ubud and run by local people in their house. It was chosen as the object of the study for its uniqueness, that is participants of cooking class (or tourists) learn how to cook Balinese food in real local context and atmosphere. The emergence of gastronomy tourism has strengthened the image of Ubud as a cultural tourism destination. Hence, both cultural tourism and gastronomy tourism help Ubud to solidified and rejuvenate its attractiveness thus it continues to become the primary choice of Bali's tourism destination.

Development of Agricultural Area as A Gastronomy Tourism Attraction in The New Normal Era in Randobawailir Village, Kuningan Regency (Setiawati et al., 2021). The analytical method that will be used in this research is descriptive analysis method, which is a method that examines a group of people, an object, a set of conditions, a system of evaluating an event in the present. The purpose of this research is to make a systematic, factual and accurate description, picture or painting about the facts, nature and relationships between the phenomena provided. Randobawailir village which is located 500 meters above sea level so it has a cool air. The diverse topography of the area is also one of the strengths of the landscape found in this village. Generally, the residents of this village work in agriculture, both as farmers and farm laborers who work or cultivate other people's fields. One of the potential attractions owned by Randobawailir Village is Situ Hayu Mountain, which is a reservoir that is used as a tourist attraction. the existence of Situ Hayu Mountain can be used as a support for gastronomic tourism activities. Tourists can enjoy Nasi Liwet activities in huts in the Situ Hayu Mountain area while enjoying the scenery at Situ Hayu Mountain.

B. Gastronomy Tourism

Gastronomy Tourism is a type of tourism activity that is characterized by the visitor's experience linked with food and related products and activities while traveling (Mulcahy, 2017). Along with authentic, traditional, and or innovative culinary experiences, Gastronomy Tourism may also involve other related activities such as visiting the local producers, participating in food festivals, attending cooking classes, etc. Gastronomy is sometimes called the art of food. It can also refer to a style of cooking from a particular region. In other words, gastronomy often refers to local food and cuisine. Gastronomic tourism is a type of tourism activity characterized by the activity of visitors seeking experiences related to food and products while traveling. A part from authentic, traditional and/or innovative culinary experiences, Gastronomic Tourism can also involve other related activities such as which include visits to primary and secondary food producers, gastronomic festivals, food fairs, events, traditional markets, cooking shows and demonstrations, tastings quality food products or any tourist activities related to food. The purpose of this tour is experiential (looking for experience), related to a certain lifestyle which includes experimentation, learning from different cultures, wanting to gain knowledge and understanding about the quality or associated attributes. With tourism products, as well as typical culinary products produced in the area through their consumption. Gastronomy is also known as the Art of Food and can also refer to the cooking style of a particular region. In short, gastronomy often refers to local food and cuisine.

Local food and how to cook it can be used as an attractive tourist attraction and can be served to tourists by packing it into a tour package. The tour package sub system consists of (Nuriata, 2017):

- Tourist is a person who travels to a tourist destination.
- Tourist attraction is something that attracts tourists to make tourist visits in which they can impress.
- Time is a series of when travel activities take place and in tour packages there is usually a predetermined time so that the tour takes place in an organized manner.

- Tourist facilities refer to the facilities and infrastructure that are prepared for the smooth process of the tour that has been prepared by the tour package maker.

C. *Tourism Stakeholders*

Gastronomy tourism development involves multi variables. There are at least 9 elements of stakeholders involved to be able to develop gastronomy tourism. This concept is known as Nona Helix (Turgarini, 2021). This model is expected to help the contributors to be able to collaborate and participate in building the taste of local and traditional food especially Brongkos Kambing, so that they can go international.



Source: Turgarini (2021)

Tourism Stakeholders

D. *Gastronomy Tourism Development*

Local food has great potential to be developed into a tourist attraction that has a selling value through the development of gastronomy tourism. This is also a wrong way to empower the local economy where the main actors are the local community. Community economic empowerment where the actors, main ingredients and workers come from the local area will have their own added value for the sustainability of community-based tourism users in a sustainable manner.

3. RESULTS AND DISCUSSION

A. *Location and Time*

This research was conducted in Nglipar District, Gunung Kidul Regency, Special Region of Yogyakarta during the month of June starting from June 2 to June 17, 2022. Nglipar is a sub-district in the area of Gunung Kidul Regency, Special Region of Yogyakarta. The distance of this sub-district is about 10 km from the center of Wonosari City which is the capital of Gunung Kidul Regency to the north. The center of government is in the village of Nglipar. The majority of the population's livelihood is as a farmer. The sub-district has an area of 73.87 km which is divided into 7 sub-districts namely Katongan, Kedungpoh, Kedungkeris, Natah, Pengkol, Pilangejo and Nglipar. This research itself is focused on Nglipar Village where there is a home-based business for Brongkos Kambing.

B. *Research Subject*

The subjects in this study consisted of various elements/stakeholders and the community included in the Salapan Cinyusu concept or more popularly known as the Nona Helix concept (Turgarini, 2021). The subjects interviewed by the researchers included direct actors in the Goat Brongkos business, Gunungkidul Tourism Office, Goat Suppliers as raw material for Brongkos, Culinary Experts in this case a Senior Teacher at Catering Vocational High School, Researcher or Observatory in this case, Connoisseurs expert in this case a Chef, Non-

Government Organization represented by Kapurel Jogja (Community of Public Relations Hotel Jogja), local media in this case the contributors to the People's Sovereignty for the Gunung Kidul area, the Indonesian Tour Guides Association for the Gunung Kidul area, and the community.

C. Data Collection

Observation is a method of collecting data in this research. The observation method is classified as structured observation because the author already knows what elements or objects will be kept and the location of the observations. Structured observation is an observation that has been systematically designed, and structured observation is carried out if the researcher knows for sure what variables will be observed.

In digging up information, in-depth interviews with various related parties are needed to obtain comprehensive data. In this case, in-depth interviews were conducted using the snowball sampling method. Snowball sampling is a sampling method that is classified as a non-probability sampling technique. This technique is the right option for researchers who find it difficult to find the research population. Snowball sampling is an increase in the number of samples not due to data saturation, but based on data developments and facts from day to day that continue to grow like snowballs. In an analogy, the data was initially small like a ping pong ball. Then after changing to be bigger than big as a tennis ball, then rolling again to be as big as a football, and so on. Referring to the book *Sparking Research; Introduction and Guidelines for Research Implementation*, snowball sampling is also defined as the process of selecting a sample using a network. Then, there are those who interpret snowball sampling or snowball sampling as a technique for determining the sample which is initially small, then the sample is asked to choose respondents another sample to be sampled again, and so on until the number of samples increases.

Document surveys complement the use of observation and interview methods in qualitative research. If the information collected comes from a document, it can be used as a data collector. Documentation methods look for data about something and variables in memos, transcripts, books, newspapers, magazines, inscriptions, treatises, treatises, and others. The documents collected were selected according to the objectives and problems. Records can also provide background information on specific events and activities.

D. SWOT analysis

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis organizes the main strengths, weaknesses, opportunities, and threats into an organized list and is usually presented in a simple grid. changed. Opportunities and Threats are external things that affect the business or things that happen outside the organization in the larger market. We can seize opportunities and protect against threats, but we cannot change them. Examples include competitors, raw material prices, and consumer spending trends. This technique was developed by Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies.

4. RESULTS

The results of the research presented by the researcher are the results of interviews, observations and documentation, while the discussion is the result of research using a theoretical study point of view. The results of this study are interviews that have been conducted by researchers to informants from various different background during June 10 up to June 17 2022 consist of The owner of the Brongkos Kambing business, Mrs. Yayuk, the Gunungkidul Tourism Office, suppliers of raw materials/goats, Culinary Expert in this case the

Catering Vocational High School Teacher Ms. Supadmi, researcher/observer namely MSME extension worker Ms. Nanik, connoisseur cheff Danar, NGO in this case Kapurel Jogja, Aditya, HPI Gunung Kidul Mr. Agus, and community representatives namely Angga.

A. Overview of Nglipar Goat Brongkos

1) History, Philosophy, Tradition of Brongkos Kambing Nglipar

Researchers found that Brongkos Kambing has long been known to the Nglipar community and is one of the traditional foods that still survives today. Basically, Brongkos Kambing Nglipar is the beginning of the Tengkleng dish. This is because the components or materials used to process brongkos are not much different from tengkleng food. The difference between this brongkos and tengkleng is the distinctive aroma of goat meat which is still very pronounced (Javanese = prengus) and also the taste is still very original and unique to goat meat because the spices used are still very minimal.

Brongkos Kambing Nglipar has a long history of traditional culinary treasures in Gunungkidul. The naming of the brongkos menu refers to the manufacturing process where in ancient times the manufacture of brongkos only used salt and sugar which was sprinkled just like that when cooking it (brong brong or a kind of signage) so that the name of the dish became brongkos. The Sriten Village community has been serving this dish for generations big events such as celebrations, Merti Desa and other big events. Until now this Brongkos Kambing can only be found in Nglipar District and has become a typical culinary for the region.



Source: Processed, 2022

Brongkos Kambing

Brongkos are made from goat bones, where this material was originally a second-class material / leftover material from goat meat sellers because the main thing sold was the meat as an ingredient for satay, tongseng and goat curry. Villagers who adhere to the life philosophy of "ora becik mbuang panganan/ rejeki ndak kwalat" (it's not good to throw away food, later you can succumb) use this goat balungan to be processed into a simple menu with makeshift spices as well. This is still being maintained to this day.

The Brongkos Kambing Nglipar menu is usually served in big events such as wedding celebrations, Merti Desa and so on, but over time, the Brongkos Kambing Nglipar menu can now be easily found every day in several home-based businesses in Nglipar District such as at Chocik Garden, Nglipar Village. Brongkos Kambing has now become the main menu for several events such as family events, birthdays, thanksgiving and so on.

2) Standard Recipe of Raw Material-Making, Tasting, Serving, Ethics and Etiquette Attached

to Brongkos Kambing

The raw materials for this brongkos food are goat bones which are slaughtered and sold by several goat satay traders around Nglipar District. This main ingredient is relatively easy to obtain and supplied from the local area of Nglipar District by goat breeders. The goat feed comes from the surrounding rice fields. This home-based culinary business of Brongkos Kambing has created a business chain that involves various parties, including farmers, meat sellers, kitchen spice sellers and mothers who are the cooks for this home-based business (Multiplayer Effect).

The process to make Brongkos Kambing, the raw materials that must be prepared are as follows:

- Goat bone with ribs 1 kg
- Java sugar 15 grams (one round brown sugar)
- 5 cloves of red onion
- Garlic 5 cloves
- Ginger plant 1 segment
- Salam leaves 3 pieces

The tools used to cook Brongkos Kambing are simple, namely a cooking pot, a long-stemmed vegetable spoon for stirring and a stove. This is how to cook Goat Brongkos is as follows; 1) Bring 2 liters of water to a boil in a saucepan. 2) Crush all the spices (shallots, garlic, laos) put together with brown sugar and bay leaf. 3) Enter the bones that have been cut into small pieces. 4) Cook about 45 to 60 minutes over medium heat until the bones are tender.

This food usually served with several other menus such as urap, tempe and tofu bacem, tiwul and various other foods. One thing that cannot be missed in the presentation of this Brongkos Kambing is the onion sauce. Brongkos Kambing is always served with onion sauce.

3) Tasting Food

The taste and aroma of brongkos is very distinctive, namely sweet and savory. In terms of the color of this brongkos food, the dominant brown color can be said to be like goat bone bacem, the very distinctive aroma of Brongkos Kambing in Javanese is called "prengus" but not so strong because it has been neutralized with bay leaf and laos spices. According to the maker and owner of the Brongkos Kambing business, it is this distinctive aroma that makes this dish to be missed. Brongkos Kambing is delicious served while it's still hot or warm because when it's cold, the fat from the goat will be visible and less enjoyable to eat. The bone that is processed as the main ingredient of Brongkos Kambing is not structured, but in general the pieces of bone used are small from the ribs.

4) Serving

This food usually served with several other menus such as urap, tempe and tofu bacem, tiwul and various other foods. One thing that cannot be missed in the presentation of this Brongkos Kambing is the onion sauce. Brongkos Kambing is always served with onion sauce.

5) Food Studying, researching and Writing

So far, there are no researchers who are concerned about raising research on Brongkos Kambing, there is no literature or documentation related to Brongkos kambing. This is novelty making research for preserving the supreme food from Gunung Kidul.

6) Nutrition Knowledge

In 100 grams of mutton bone (the bone still remains) there is a description of the caloric and nutritional values as follows:

Table 2. Brongkos Kambing Nutrition Fact

NUTRITION FACT	
Portion: 1 Portion (100gr)	
INGREDIENT	AMOUNT
Energy	360 Kcal
Protein	80 gr
Fat	2,3 gr
Carbohydrates	74,5 gr
Calcium : 10	10 gr
Phosphorus :347,10	347,10 gr
Iron	6.2 gr
Vitamin B	0.2 mg

Source: Processed by researcher

In one serving 100 gr of Brongkos Kambing contained a fairly protein and Carbohydrates. Protein are important to build and repair muscles and bones and to make hormones and enzymes.

7) *Ethics and Etiquette*

Each region has customs and local wisdom values that apply and are obeyed by the community, as well as in the etiquette of enjoying typical dishes in the area. In Sriten Village, as in general, Javanese people, especially Yogyakarta, eating etiquette applies which has been generally accepted from generation to generation. The etiquette of not talking while eating, not eating chili standing up, not eating too much food and saying thank you to the host are common etiquette that apply to this day.

B. Developing Creativepreneurship Brongkos Kambing as Gastronomic Tourism Attraction

Although Brongkos Kambing can't last long, but there are some tourists who want to wrap it up to eat at home on the same day, a container or packaging is needed that allows this dish to not go stale and is packaged neatly, safe and doesn't reduce the taste. Heat-resistant plastic ware containers can be the right choice. In addition, as a means of promotion, a manufacturer's branding sticker can be added. Cleanliness is an important thing in a food production. This can be started by ensuring the cleanliness of the cooking utensils used, the utensils for serving food and the water sources used in cooking.

Preservation by nine stakeholders (nona helix), as follows;

- Employers and workers, as a home-based business, so far the Brongkos Kambing business is mostly done by the owner and his family. Some of the extra workers were from neighbors. Producers say that currently there is not too much production, the biggest demand comes if there is a gathering or tour group for tourists to Embung Sriten on holidays. Manufacturers hope Brongkos Kambing can be promoted more widely so that its market reach can be wider, not only in Nglipar and Gunung Kidul.
- Government, the Gunung Kidul Tourism Office strongly supports the development of gastronomy tourism in the region. This is manifested by the incessant promotion of Gunung Kidul food products. Gradually all the potential for gastronomy tourism will be developed along with the development of other destinations, including the Nglipar District. For now, tourism development in the Nglipar sub-district, especially

gastronomic tourism, is quite good, although it is still in the pilot stage. Currently, Nglipar District has various interesting tourist destinations such as Embung Batara Sriten, Punthuk Kepuh, Glompong Tourism Village, and Bacin Sungai Oya white water rafting tours. This is an opportunity to develop gastronomic tourism in this region. The Gunung Kidul Tourism Office as an extension of the local government will always fully support the development of gastronomy tourism, either through promotion, increasing the skills of gastronomy tourism actors, providing gastronomy tourism facilities and infrastructure as well as technical assistance.

- Expert and Observer, many things can be done to introduce Brongkos Nglipar so that it is widely known and can become a gastronomy tourist attraction. There needs to be a lot of documentation related to how to make, recipes and history and philosophy so that more people understand more about the younger generation. This is a way to maintain the sustainability and originality of the Brongkos Kambing recipe. Furthermore, there is a need for collaboration between cross-sectoral stakeholders in introducing Brongkos Kambing. This can be done with the following steps:
 - Include local content in the curriculum at schools in Gunung Kidul and at SMK Tata Catering.
 - Serving Brongkos Kambing at official Gunung Kidul government events
 - Culinary Festival in which brings out the special foods of each region in Gunung Kidul
- Suppliers, currently there are 2 goat suppliers who routinely meet the raw material needs of Brongkos Kambing, namely Mr. Yudi and Mrs. Tuminah. These suppliers are from Nglipar Village. There are no specific criteria regarding the type of goat used for brongkos raw materials. According to them, the age of goats that are very suitable to be used as raw material for Brongkos Kambing is young goats ranging in age from 12-18 months, the same as the age of goats that are used as raw materials for satay. There are no special plant species for goat feed ingredients. The goats were fed with Kolonjono/Odot grass, cassava leaves, peanuts and grass feed which grows a lot in the Nglipar village area. As a supplier, so far, suppliers have gotten a fair price according to the price of goats in the market.
- Connoisseurs, sweet and savory but leave a delicious after taste, that's the first impression of Connoisseurs after tasting Brongkos Kambing. The taste that is not too "crowded" makes this dish feel light to enjoy. The onion sauce as a complement also feels right when combined with warm rice, brongkos. The addition of tofu and tempe bacem snacks is also enough to neutralize the goat's distinctive aroma. It is necessary to add a drink that is even stronger to neutralize the goat's aroma. Wedang Jahe can be an option other than The Tubruk hot with rock sugar. Brongkos Kambing is very suitable for sale because the process of making this food is relatively easy so tourists who are interested in taking a cooking class or liking this type of food can try and imitate it at home easily because the food ingredients from Brongkos Kambing are easy to find and the manufacturing process is also easy.
- Information Technology, promotion can be broadly reached with two media, namely print media and electronic media. Dissemination of information as wide as possible about Brongkos Kambing can be done through social media such as Facebook, Instagram, Web, Tiktok. Print media can be done by reviewing the brongkos in the culinary rubric in print media. So far, no print media has covered the special rubric regarding brongkos. It is hoped that more local media, both print and electronic, will participate in promoting gastronomic tourism in Nglipar District. In addition to local media, non-governmental organizations such as the Gunung Kidul Regional Indonesian

Guides Association, social media administrators who specifically create content about tourism can take part in promoting the potential for gastronomic tourism in Nglipar District with Brongkos Kambing as the main icon.

C. Tour Package

Researchers designed a gastronomic tour package which is intended to provide more experience to tourists in terms of getting to know local food. In this tour, tourists will be invited to taste Brongkos Kambing, cooking classes and visit suppliers of goat raw materials. In the future, the targeted tourist market will be local tourists, national tourists and foreign tourists. The gastronomic tourism package, available on table 3 as follows:

Table 3. Tourism Package One Day Tasting Food at Mount Kidul

NO	TIME	ACTIVITY	ADDRESS
1	09.00	Pick up tour participants at the Dealoka Hotel meeting point]	Sosromenduran, Gedong Tengen, Kota Yogyakarta, Daerah Istimewa Yogyakarta
2	09.15 – 10.00	Trip to destination 1 (Embung Batara Sriten) Description of Embung Batara Sriten On the spot Embung Batara Sriten (snacking and drink with local food)	Sriten, Pilangrejo, Kec. Nglipar, Kabupaten Gunung Kidul
3	10.00 – 12.00	Cooking trial <i>Brongkos Kambing</i>	Chocik Garden, Nglipar
4	12.00 – 13.00	Lunch with the typical Nglipar <i>Brongkos Kambing</i> menu and complements such as fried <i>walang</i> , chili vegetables, <i>bacem</i> tofu <i>tempe</i> , onion sauce, <i>urap</i> , <i>tiwul</i> .	Chocik Garden, Nglipar
5	13.00 – 15.00	1) Travel to the Rice Fields in the village of Nglipar 2) Fun Field Activity (Interacting with farmers and participating in harvesting rice fields, visiting goat farmers)	
6	15.15	Go to Puthuk	
7	15.30 – 17.30	Enjoy the sunset and sunset with local snacks.	
8	18.00	Gunungkidul City Tour/ Seight Seing (Wonosari Kota)	
9	19.00	Dinner at Bakmi Piyaman	
10	20.00	Drop to Hotel	

Source: Processed by researcher, 2022

D. Matrix SWOT ANALYSIS

Each region has customs and local wisdom values that apply and are obeyed by the community, as well as in the etiquette of enjoying typical dishes in the area. In Sriten Village, as in general, Javanese people, especially Yogyakarta, eating etiquette applies which has been generally accepted from generation to generation. The etiquette of not talking while eating, not eating chili standing up, not eating too much food and saying thank you to the host are common etiquette that apply to this day.

Based on the results of interviews with resource persons, it can be identified internal factors, which include Strengths and Weaknesses, as well as external factors, which include Opportunities and Threats. The identification of the internal factors of Goat Brongkos in Nglipar are:

- Authentic food taste

Brongkos Kambing has an authentic taste, this authentic race is produced from the combination of spices used and also the taste of goat which is still very distinctive. The lack of especially aromatic spices used in the processing of this Brongkos makes the food taste of this Brongkos kambing very authentic.

- Easy processing

The processing process of Brongkos kambing is very easy and not many processing methods are used. This easy Brongkos food processing process is one of the strengths of Nglipar Brongkos because this easy processing process is certainly easy for tourists to imitate.

- *Easy-to-find ingredients*

The food ingredients needed by processing Brongkos Kambing are very easy to obtain, there are no spices or seasonings needed and specifically to process this Brongkos Kambing. The ease of obtaining food ingredients is of course also a strength for tourists.

- *Lack of Brongkos Kambing Producers*

Until now, Brongkos kambing producers in Nglipar sub-district are still very limited, only 3 home industries are available in Nglipar District. Even in Gunungkidul, the Brongkos kambing producer can only be found in the Nglipar sub-district.

- *Limited market coverage*

The lack of Brongkos Kambing producers also affects the limited market prey, not many tourists or potential consumers know that this Goat Brongkos food is available.

- *Business Management is Still Traditional*

The management of this Brongkos Kambing producer is also still very minimal and fairly traditional because it has not kept up with the times. This is also one of the weaknesses of Brongkos Kambing.

Table 4. Internal Factors

Strengths	Weaknesses
Authentic taste of food	The lack of Brongkos Kambing producers who are concerned about the Brongkos Kambing business
Easy processing	Limited market coverage
Easy-to-find ingredients	Business management is still conventional

Source: Processed by researcher, 2022

Based on the table above, it is known that the strengths of the Brongkos Kambing in Nglipar are the authentic taste of the food, the easy processing of food and the easily available food ingredients. Meanwhile, the weakness of Brongkos Kambing is the lack of Brongkos Kambing producers, limited market coverage and still conventional business management.

The identification of external factors from Brongkos Kambing are:

- Gastronomy Tourism Potential.

Brongkos Kambing Nglipar has the potential to become a gastronomic tourist attraction, including history, philosophy, availability of raw materials, cooking methods and presentation methods. The development of tourism that targets life in the village or known as the Tourism Village concept is an opportunity for local and traditional foods to be used as tourist support attractions.

- Curiosity of foreign tourists to local food

One of the things that attracts and is sought after by foreign tourists is the typical food or traditional food of the area they visit. This is an opportunity for local food such as Brongkos Kambing to be introduced to tourists as an attractive tourist attraction.

- Fusion Food

Food innovations that are increasingly emerging are a separate threat to local foods such as Brongkos Kambing. Fusion food products continue to appear with different variations because these products allow manufacturers to innovate with various recipes, creativity in presentation that is not too bound by traditional standards.

- Shifting tourist tastes

The shift in tourist tastes, especially millennial tourists who prioritize the millennial lifestyle, is also a threat to Brongkos Kambing. This is strengthened by the fact that not many tourists know Brongkos Kambing, especially millennial and gen.z tourists who prioritize aesthetic, hype, contemporary values so that they are more familiar with fusion food.

Table 5. Internal Factors

No	Strengths and Weaknesses	Quality	Value	Score
	Strength			
1	Authentic food taste	0.18	4.28	0.78
2	Easy Processing	0.09	4.04	0.37
3	Easy-to-Get Food Ingredients	0.23	3.64	0.83
	Weakness			
4	Lack of <i>Brongkos Kambing</i> Producers	0.23	4.52	1.03
5	Limited market coverage	0.18	4.52	0.82
6	Traditional Business Management	0.09	4.04	0.37
	Total	1.00		4.19

Source: Processed by researcher, 2022

The table above shows the opportunity for Brongkos Kambing as a gastronomic tourist attraction in the District for both local and foreign tourists, this is accompanied by threats in the form of rampant fusion food products and shifting patterns in the tastes of domestic tourists related to food/culinary.

E. Questionnaire Results

In addition to the SWOT analysis, the researchers also collected data related to the potential of Brongkos Kambing as a gastronomy tourist attraction by distributing questionnaires to 25 targeted samples (purposive sampling), namely tourists visiting Nglipar Village. The results of the questionnaire are presented in Tables 6 and 7 below.

Table 6. External Factors

<i>Opportunity</i>	<i>Threat</i>
Gastronomic tourism potential	Fusion food

Curiosity of foreign tourists regarding traditional Indonesian food	The shift in the tastes of domestic tourists leading to fusion food
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Source: Processed by researcher, 2022

From Tables 6 and 7, it can be seen that the strength and weakness of Brongkos Kambing are shown. Indicator values 3 (three) to 5 (five) are strengths, while values 1 (one) to 2 (two) are weaknesses. Thus, the results obtained for the total score of internal variables that indicate the advantages and disadvantages of Brongkos Kambing are 4.19. These results indicate that the strength of the Brongkos Kambing is greater than its weakness.

Table 7. External Factors

No	Opportunities and Threats	Quality	Value	Score
	Opportunity			
1	Culinary Tourism Potential	0.44	4.48	1.99
2	Curiosity of foreign tourists related to traditional Indonesian food	0.22	3.24	0.72
	Threat			
1	Fusion Food	0.33	2.5	0.83
2	Shifting tastes of domestic tourists leading to fusion food	0.22	4.24	0.94
	Total	1.00		4.49

Source: Processed by researcher, 2022

Table 7 shows the results of the total score of external variables related to the opportunities and threats of Brongkos Kambing is 4.49. These results indicate that the opportunities that Brongkos Kambing has are greater than the threats so that it has the potential to be developed into a gastronomic tourist attraction.

5. CONCLUSION

Based on the explanation above, it can be concluded that Brongkos Kambing is a typical food of Nglipar District that needs to be preserved. This is because Brongkos Kambing has philosophical, historical and authentic taste values so that it has the potential to be developed into a gastronomic tourist attraction. The name Brongkos Kambing refers to the process of processing this food where at first the spices are simply mixed into the pot when boiling the goat bones or in the local language, brongkos. Brongkos Kambing has a dominant sweet and savory taste. The easy processing process, minimalist spices and the availability of raw materials that can be supplied locally are big assets for the continuity of the Brongkos Kambing business in the future.

The researcher found out that raw material for Brongkos Kambing is young goats aged 12-18 months, the same as the age of the goats which are used as raw materials for satay. For goat feed ingredients there are no special types of plants. The goats were fed with Kolonjono/Odot grass, cassava leaves, ramban nuts and grass feed which grows a lot in the Nglipar village area.

Brongkos kambing need to maintain the original recipe, but in its presentation it is necessary to add complementary spices / condiments such as ground pepper for a spicy taste because not everyone likes uleg sambal. Producers also need to provide proper containers to anticipate if there are visitors who want to take Brongkos to be enjoyed at home (take away).

The cooperation with various parties needs to be carried out to encourage the introduction of Bongkos Kambing as a gastronomy tourism attraction in terms of technical assistance, funding, management and promotion. The Gunung Kidul Regency Government in this case the Tourism Office fully supports the development of gastronomy tourism throughout the Gunung Kidul area, including the District fly. For now, the development of tourism in the Nglipar sub-district, especially gastronomic tourism, is quite good although it is still in the pilot stage. Currently, the Nglipar sub-district already has various attractive tourist destinations such as the Sriten Batara Embung, Punthuk Kepuh, Glompong Tourism Village, and Bacin Sungao Oyo white water rafting tours. This is an opportunity to develop gastronomic tourism in this region. The Gunung Kidul Tourism Office as an extension of the local government will always fully support the development of gastronomy tourism, either through promotion, increasing the skills of gastronomy tourism actors, providing gastronomy tourism facilities and infrastructure as well as technical assistance.

In addition, it is necessary to have a forum/activity to accommodate the Brongkos kambing menu so that it is more known by including it in the local curriculum content in schools. In addition, the presentation of the Brongkos kambing menu at official local government events can be a promotional event.

Based on the research, here are some goals that can be taken into consideration in the development of Brongkos Kambing as a gastronomy tourist attraction in Nglipar District. The first that the producers need to expand the market coverage of Brongkos Kambing by actively participating in culinary events in the Gunung Kidul area, opening catering menus and catering services for government events. Second it is very important to maintain the quality and availability of raw materials, cleanliness of raw materials and tools for processing so that the product is guaranteed cleanliness. Third to reach a wider market by promoting widely through social media, local print media. Instagram, facebook, tiktok, websites are effective media for marketing culinary products because of the many users of these social media platforms. Goat producers, which are dominated by the baby boomer's generation, are not familiar with social media. They need help from the millennial generation and gen z to help promote with the media social. Currently, there are many users on social media who are concerned with promoting tourism in their area, such as Jogjaku accounts, Jogja Tourism, Jogja News, Yogyakarta Tourism Lovers fan page accounts and many more. Local print media that still exist today, such as Kedaulatan Rakyat, Tribun Jogja, The Merapi newspaper can also be a promotional suggestion by asking them to specifically cover the Brongkos Kambing. Fourth there is an important for the local government is expected to make events that can be a promotional event for local products including local food products in it. In addition, promotion is through formal events by serving local food as the main dish. Also the government is expected to have a special agency that handles the marketing of tourism products such as the regional Tourism Promotion Board with a broader task of not only promoting but also bringing in business partners. The results of this study are expected to be a reference for Brongkos Kambing business actors and related stakeholders for the sustainable development of gastronomy tourism.

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7. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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