



The Sop Senerek Potential as a Gastronomic Tourist Attraction

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ABSTRACT

Sop Senerek is one of the gastronomic and culinary treasures full of historical narratives of the people of Magelang, Central Java since long time ago. The lack of academic literacy and knowledge of tourists perspective towards sop senerek is the main impetus in this research. The research location was taken in the Borobudur area, Magelang, Central Java. Sop Senerek has the opportunity to become a gastronomic tour that is integrated with the tourist attraction of Borobudur Temple and the surroundings areas. The method in this article overview uses the qualitative descriptive method. The results of this study indicate that further studies of the attractiveness of Sop Senerek and the involvement of nine helix will encourage and increase tourist interest in visiting the Borobudur Temple area to experience an integrated gastronomic tourism experience.

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1. INTRODUCTION

Food and drink are an inseparable part of the life of living things. In the last few decades, food and drink have not only become a primary need for humans but can also be an attraction and an identity for a region. The establishment of lifestyle toward food becomes a goal and motivation for an individual or a group of people to travel (Akbar & Pangestuti, 2017). The food and beverage industry has spread in various sectors, such as the attraction of food in malls and shops, based on the restaurant, catering, other food and beverage industry making a total of 70.35% (Davis et al., 2013). The appeal of food in the Hotel industry, has a total amount of

1.25%. The tourist attraction area has a total of 7.01% in food and beverage attractiveness. Industrial estates have a fairly low percentage of only 7.01%. Others have a percentage of 20.65% with enthusiasts in the restaurant and catering industry.

In the last decade, food has become the main attraction for travellers, and has become an important component in the tourism aspect (Turgarini et al., 2018). The food and beverage sector has become a very important part of the tourism sector. Tourism is an individual activity or a group of people who move temporarily with all aspects of temporary goals, especially having fun and looking for new experiences, such as education, recognizing culture, religion, business, recreation, visiting relatives and others (Mason, 2016). Tourism activities that focus on the food and beverage business are usually studied in various components, such as examples of the origin of the food, the characteristic taste of food, food ingredients, the origin of spices and their variety, cooking methods, guest specifications and so on (Soeroso & Turgarini, 2020). Based on this statement, the importance of food in a tourism activity. An understanding of the background, food landscapes, culture, and history of a food is a science in the field of gastronomy.

Another definition of gastronomy is the reaction of tourists that is unique, fun and unforgettable and obtained from the unique experience of eating and drinking tourists, starting from the way it is served, understanding the food scapes of the food ingredients, how to serve it, how to cook it to learning about culture. of the food and drink (Turgarini et al., 2018). There are nine elements related to gastronomy: (1) cooking/culinary, (2) raw materials, (3) tasting, (4) serving, (5) studying, researching food, (6) seeking experience. unique, (7) nutritional knowledge, (8) philosophy, history, tradition and social, (9) ethics and etiquette. The emergence of various basic aspects of the food, gastronomy can be one of the historical and cultural-based tourist attractions. Foods that have a unique history spread across Indonesia.

One simple food option that is full of historical narratives is Sop Senerek. Tourists rarely know about the senerek soup as a tourist attraction in the Borobudur area, Magelang. If it is related to the gastronomic aspect, sop senerek has historical and cultural values that can be discussed thoroughly and has the opportunity to be part of a series of gastronomic tours. The lack of knowledge of tourists about the typical senerek soup food Borobudur, Magelang, Central Java will develop several problem formulations such as, nine components of senerek soup as one of the gastronomic tours in the Central Java area; and introducing senerek soup to tourists, as one of the gastronomic tours in Central Java.

2. LITERATURE REVIEW

A. Gastronomy Tour

Gastronomic tourism has become one of the motivations of tourists in traveling, the community will be given various activities related to how the food is served (Ningrum et al., 2021). The activities carried out can be from seeing the taking of raw materials, processing, to serving food. That gastronomic tourism is a journey undertaken by a tourist/group of tourists with the aim of enjoying food and drinks as the main impetus in determining travel decisions to an area. It can be concluded that gastronomic tourism is a tourist trip carried out with the aim of learning and exploring regional culture through native food from the area.

The goal of gastronomic tourism is to provide guidance and knowledge to all those who seek, prepare, or prepare food. The development of gastronomic tourism can also provide benefits such as providing genuine culinary education and a high understanding and appreciation of the culinary and culture of an area (Kartika & Harahap, 2019). In this case,

gastronomic tourism has great potential to become a tourist attraction in an area, to support cultural preservation to strengthen tourism in the area. To support an area to become a gastronomic area, collaboration between stakeholders is needed. These stakeholders consist of employers, government, workers, suppliers, experts, observers, audiences, non-governmental organizations (Non-Government Organizations) and information technology. The nine parties are referred to as Nine Helix (Turgarini, 2021).

B. Food Tourism

Food tourism is an individual or a group of people is motivated to visit a culinary-based tourism activity with a specific area, so that visitors will get a unique and distinctive experience. specific to the region (Ellis et al., 2018). The article explains that the occurrence of external driving factors such as local products such as soup senerek in the Magelang area of Central Java can motivate tourists to visit the Borobudur area to taste this historically rich food. Culinary tourism can be linked to cultural tourism, but in terms of tourism activities, food tourism tends to experience empirically and is encouraged to taste local food in an area (Hall, 2006). Sop senerek can be a motivation for tourists to get closer to the historic food in the Borobudur area, Magelang, Central Java.

C. Tourist Attractions

Tourist attraction is everything that has an attractive value or something that makes it different (unique), and has the convenience of reaching tourist sites that are used as tourist destinations by tourists to visit certain areas (Mason, 2016). This can be a reference for Sop Senerek Typical Magelang which fulfills the three requirements to become a tourist attraction.

3. METHODS

This research took place in Borobudur, Magelang Regency. This location was chosen because of the large number of tourists from outside Borobudur who come to the Borobudur area for tours. This is an opportunity to introduce Sop Senerek as one of the gastronomic tourist attractions in Borobudur. The data collection method used in this study uses observation techniques, namely carrying out direct observations to the research location to obtain real or real information. Another method is a structured interview conducted with a research instrument, a list of questions or a questionnaire given to the public and tourists who have visited Borobudur and tasted Sop Senerek. In-depth interviews were also conducted to find more detailed primary data for research needs. The last method is literature study which is used to build the research foundation. The library materials were obtained from journals, books and government agency documents. Next, qualitative analysis is used to reduce the data that has been obtained.

4. RESULTS

Based on the characteristics of tourists and also stakeholders, Nona Helix resulted in a discussion that Sop Senerek is indeed worthy as a gastronomic tourist attraction in the Magelang area, Central Java, especially in Borobudur. The results of this discussion were obtained through the analysis of nine (9) components of gastronomic tourism described by the sampling method by purposive sampling and the answers from nine (9) stakeholders by snowball.

A. Gastronomic Components of Senerek Soup

The components in Gastronomy according to Tugarini (2018) based on interviews, observations, and documentation studies are as follows:

1) *Cook*

Processing Sop Senerek dishes by boiling. The equipment used to process it is also quite simple. Pots, stoves, strainers, mortar and pestle and stove.

2) *Raw Ingredients*

The raw materials needed are beef, red beans, spinach, red tomatoes, carrots, leeks, celery leaves, fried onions, garlic, ginger, pepper, salt, sugar, and chicken stock. All the raw materials used are obtained directly from the Borobudur traditional market.

3) *Tasting*

Sop Senerek dish can be tasted directly using a spoon. The broth is savory but light, the red beans are delicious, all the spice mixes are light in the mouth.

4) *Serve*

The Sop Senerek dish is eaten directly using a regular bowl, just like we eat other soupy dishes. Usually used as a side dish, and eaten with warm white rice and other side dishes such as fried tempeh, tofu, meat cakes and prawn bakwan. To eat it only needed a spoon and if desired can also use a fork.

5) *Research*

Sop Senerek has existed since the Dutch colonial era and has become a typical local food of Magelang which is still filled with connoisseurs. The author found that there were no written documents regarding the history and development of Sop Senerek because the history that had been circulating had been spread by word of mouth.

6) *Unique Experience*

The unique experience of eating Sop Senerek may not be too much, but tourists admit that the Sop Senerek dish is a delicious and refreshing dish, because the soup is clear but rich in beef broth and spices. The soft cuts of meat and also the savory senerek add to the enjoyment of tasting the Senerek Sop.

7) *Sop Senerek Nutritional Value*

Sop Senerek Has The Following Nutrient Contents:

Table 1. Nutrition Fact Sop Senerek

NUTRITION FACT	
100 gr/serving	
Energy	1138 Kkal
Protein	43 g
Fat	27 g
Calcium	649 g
Phosfr	702 g
Iron	441 g
Vit A	2537 mg
Vit. B	40 mg
Vit C	109 mg

Source : Processed, 2022

Benefits for health after enjoying this traditional food are gaining more energy and giving a warm sensation because it is like comforting food. The red beans have more benefit for controlling weight gain and provides a more prolonged feeling of fullness. It also help in lowering blood sugar levels in the body (Iqbal et al., 2015).

8) *Philosophy, History, Tradition and Social*

Sop Senerek is a Dutch dish (snert soup) adopted by the people of Magelang. Senerek comes from the Belana language, namely Snert which can be interpreted as 'peas'. The difference between the Magelang Senerek Soup and the Dutch Snert Soup is the main ingredient. Sop Senerek Magelang uses red beans, while Snert Soup uses peas. This discrepancy is thought to have occurred because local people had difficulty finding peas. Apart from beans, the meat that was originally used in Snert Soup was pork and eventually beef was replaced which is more commonly consumed by Indonesians, who are predominantly Muslim. Another difference is the presentation, Sop Senerek Magelang uses white rice, while Snert Soup uses bread as a soup companion.

9) *Ethics and Etiquette*

There is no etiquette in the presentation of senerek soup, because senerek soup is a culinary heritage of the people in the colonial era, which aims to survive in the difficult economic conditions of the past seventy years.

B. Nona Helix's Role in Sop Senerek as Gastronomic Tour

To support an area to become a gastronomic city, it requires collaboration between stakeholders called Nona Helix (Turgarini, 2021). Nona Helix consists of entrepreneurs, government, workers, suppliers, experts, observers, audiences, non-governmental organizations (NGOs, Non-Government Organizations) and information technology.

a) *Businessman*

There are also quite a number of Sop Senerek business actors, including:

Table 2. Sop Senerek Restaurant in Magelang

Restaurant	Since	Address	Operating Hour	Supreme Menu
Sop Senerek Pak Parto	1975	Jenderal Sudirman street, Magersari, South Magelang District Magelang City Central Java.	06:00-16:00	Sop Senerek campur dengan koyor
Warung Makan Senerek "Bu Atmo"	1967	Pangeran Mangkubumi street nNumber 3, Cacaban, Magelang Tengah District, Magelang City, Central Java.	07:00 to 16:00	Sop senerek babat
Warung Nasi Sop Senerek Pisangan "Mba Ratmin"		Pisangan street, Ngempor, Banyu Urip, District, Tegalrejo, Magelang Regency, Central Java.	07:00 to 17:00	Sop Senerek paru, iga, babat iso, daging, bacem
Warung Sop Snerek Sabar Menanti		Pahlawan Street number 15, Magelang, Central Magelang District, Magelang City, Central Java.	18:30 to 23:15	Sop Senerek ayam dan sop senerek sapi
Sop Senerek Beef Ribs and Nasi Rames Banar		Soekarno Hatta Street Number 28, Carikan, Deyangan, Mertoyudan District, Magelang Regency, Central Java. Rahmanita (2022)	06:30 to 17:00	Senerek Iso, Sop Senerek Tripe, Sop Senerek Tongue, Sop Senerek Special Ribs,etc

Source : Processed 2022

Based on the results of interviews with business actors who sell Sop Senerek. They are very supportive if Senerek Sop is used as a gastronomic tourist attraction so that they can increase their sales, Pare business actors also hope that travel agents can collaborate with Senerek Sop, they can be included in the Itinerary for tourist trips in Magelang.

b) Government

The government represented by the Governor of Central Java, namely Ganjar Pranowo, often shows off the food he eats through social media. One of the culinary delights that he exhibits is Sop Senerek, this is his support in promoting Sop Senerek which can be used as a gastronomic tourist attraction in Magelang. In addition, the support activities from the Governor also have a positive impact on small culinary entrepreneurs in Central Java on sales because they can help attract tourists to visit the Sop Senerek stall. During his visit, Mr. Ganjar Pranowo also expressed his support with great expectations such as the number of visitors who will increase, Warung Sop Senerek will become crowded and famous.

c) Worker

In making Sop Senerek a gastronomic tourist attraction, human resources are needed who are able to understand the historical basis and understand the local culture in order to be able to help explain aspects of product characteristics to tourists. Based on the results of interviews with employees at several Sop Senerek stalls, human resources who work at Sop Senerek restaurants already have knowledge about the cultural history of Sop Senerek, thus completing the aspect to become a gastronomic tourist attraction.

d) Supplier

The suppliers of raw materials from Sop Senerek are local farmers or breeders so they are able to take advantage of the surrounding produce and empower local farmers and ranchers. Based on the results of interviews with farmers or local breeders as suppliers of raw material for Sop Senerek. The surrounding community was greatly helped because they felt a pretty good effect with the sale of Sop Senerek which uses raw materials like all the vegetables that is need to produce Sop Senerek from the local community. The majority of the raw material are purchased at traditional market around Magelang Regency or City such as Borobudur Market, Muntilan Market, Rejowinangun Market, Kebun Polo Market, even the furthest is Cepogo Market in Boyolali Regency.

e) Expert

The experts are experts in the culinary field, we interviewed several tourism lecturers from Ma'arif Borobudur Vocational High School and Madam Lilly, author and expert in traditional culinary fields from Tingal. They are who conducted organoleptic tests by tasting Sop Senerek, who stated that Sop Senerek deserves to be an attraction for Gastronomic Tourism in Magelang, Central Java because it has an interesting history, has an old age more than 50 years, has a distinctive taste, aroma and meets the requirements to be used as a gastronomic tourist attraction in Magelang, Central Java.

f) Observer

Observers that we use in the data collection process are the leaders of restaurants, restaurants, hotels, homestays, guest houses. Based on the results of the interview, Sop Senerek has quite interesting criteria to be used as a gastronomic tourist

attraction because it has a distinctive taste, has a fairly interesting story and Sop Senerek also has a long enough age and can still survive today.

g) *Connoisseur*

The connoisseurs that the author involved in the data collection process were tourists and locals 115 people and local communities from VW Borobudur Communities. Based on the results of our interviews with tourists who enjoy Sop Senerek with different social, economic, cultural backgrounds, interests, ages, and origins, the answer is that Sop Senerek is a typical food of Magelang which can be used as a gastronomic tourist attraction because it has a background in stories and flavors that can be sold in the tourism industry. Besides that, it is not only tourists who enjoy the dish from Sop Senerek, local people who have an important role in preserving Sop Senerek are also connoisseurs who agree that Sop Senerek is used as one of the gastronomic tourism activities in Magelang, Central Java.

h) *Non-Governmental Organizations (NGOs)*

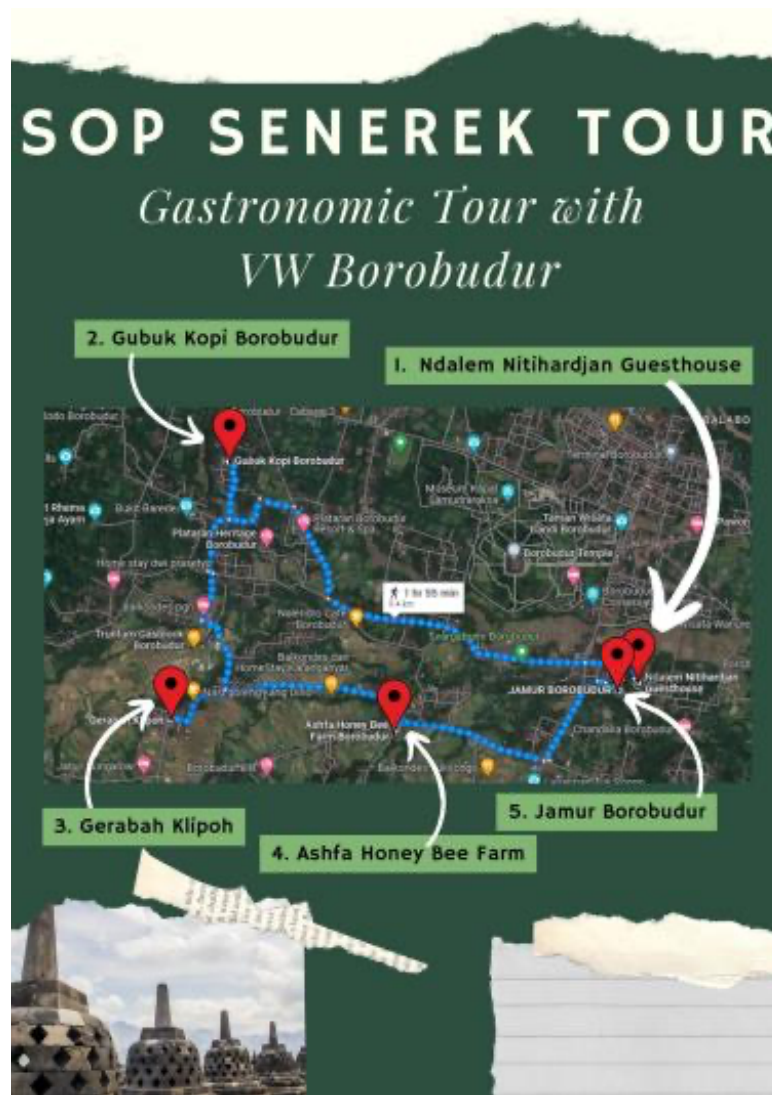
The author also discussed with community activists in the tourism sector in Magelang, Central Java, such as the Indonesian Hotel and Restaurant Association (PHRI), the Association of The Indonesian Tours and Travel Agencies (ASITA), the Association of Indonesian Travel Companies and the VW Community (Volkswagen Cabrio Community). . Based on the results of the discussion, they agreed that Sop Senerek could be used as a Gastronomic Tourism activity that could help preserve these special products and introduce Sop Senerek to all tourists in a new way, namely with Gastronomic Tourism activities.

i) *Information Technology*

Information technology related to the existence of Sop Senerek is still a shortcoming such as not all business managers have a website or social media, so it is very dependent on guests who come directly to the place. Senerek Soup products that are already available are also not sold online, so they are still limited to the sale of their products. In other words, special training is needed for Sop Senerek entrepreneurs to be able to socialize their products into social media.

C. The Design of Gastronomic Sop Senerek Tourism Pattern

The pattern of the Gastronomic Tourism design that we do is in the Borobudur area in the form of a half day. Tourists will start their journey at Ndalem Nitihardjan Guesthouse Borobudur with tourist activities, namely the Senerek Sop cooking class as well as providing breakfast. Then after the cooking class, then proceed with a VW tour around the village. The first destination to visit was the Borobudur Coffee Hut. Tourists will learn how to make coconut sap sugar, from the beginning of history to tasting coconut sap sugar. After that proceed to Ashfa Madu Borobudur, learn about various types of honey. Then the journey continues to Borobudur Mushroom, at this location tourists can see mushroom farming and process some products from mushrooms. After that, tourists will return to Ndalem Nitihardjan Guesthouse.



Source : Processed, 2022

Fig. 1. Infographic Sop Senerek Tour Package

The gastronomic tour package that we have compiled is a package for a minimum of 4 tourists. With a price of Rp. 650.000/package, with the following details:

- 1) Cooking class, 75,000/person x 4 people
= Rp. 300,000,-
- 2) VW Tour around the Village (long),
350.000/car x 1 = Rp. 350.000,-
- Total tour package: Rp. 650.000,-

The package does not include the purchase of souvenirs at each location, and voluntary donations for business actors. We present this tour package in a video in the following Youtube link <https://youtu.be/RA-j7AN-Te4>

5. CONCLUSION

Sop senerek is a local food specialty of the Borobudur Magelang area which has the potential to be able to attract the attention of tourists visiting the Borobudur area, Magelang, Central Java. The pleasure of the senerek soup served in the morning and full of history adds to the narrative that the senerek soup can actually be one of the gastronomic tourist attractions in the Magelang area, Central Java. Nona Helix's role has further strengthened the culinary of Sop Senerek to become a gastronomic tour that is integrated with tourist attractions in the Borobudur area.

The availability of business actors who serve soup senerek at Borobudur such as the Sop Senerek restaurant "Bu Atmo" which is quite well known by the people of Borobudur, can be one of the main destinations in gastronomic tourism. In addition, the role of the government which is very supportive of the promotion of food with a very broad historical heritage through social media also encourages the interest of tourists to have a curious nature to taste the taste of Soup Senerek. Experts and observers are also the main factors that encourage Sop Senerek to become a gastronomic tour, because this culinary has a very long historical basis which has been around for more than fifty years. Senerek soup served in the Borobudur area of Magelang, Central Java, although it has not received attention from domestic tourists,

The lack of studies on senerek soup, makes this culinary specialty of Magelang, Central Java has the potential to be developed and studied further, not only in a series of gastronomic tours, but in terms of history, food scape, and diversity in snert soup that have an impact on Magelang society in during the colonial era so that it became the senerek soup that is known today. Studies on sop senerek can also use quantitative research methods to measure tourists' perceptions of soup senerek, and qualitative research for studies on soup senerek in exploring historical narratives that have been passed down by the people of Magelang.

6. 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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