



## Modification of the Local Drink Wedang Tomboan as a Gastronomic Tourism Attraction in Ngawonggo Village, Malang Regency

Visda Imammatul Khubiyah\*<sup>1</sup>, Welly Ayu Afriani<sup>1</sup>, Dewi Turgarini<sup>2</sup>

<sup>1</sup> Sekolah Tinggi Pariwisata Ambarukmo, Jl. Ring Road, Yogyakarta

<sup>2</sup> Universitas Pendidikan Indonesia, Jalan Dr. Setiabudhi No. 229. Bandung

Correspondence: [imammatulvisda@gmail.com](mailto:imammatulvisda@gmail.com)

### ABSTRACT

Ngawonggo Village, Malang Regency, is a tourism destination for the Petirtaan Ngawonggo ancient site which is visited by tourists. Based on the data obtained, it has been visited by domestic and foreign tourists. The beverage needs of these tourists are met by serving modern drinks originating from outside the destination area. Meanwhile, the local drink Wedang Tomboan, which comes from raw materials around this area, requires modifications so that the taste, texture, color, presentation and packaging can be accepted by domestic and foreign tourists. Apart from that, there is another problem, namely that this wedang can become a culinary tourism attraction that attracts tourists. The aim of this research is to find modifications to Wedang Tomboan beverage products with organoleptics and packaging that can attract tourists as a culinary tourism attraction that can sustainably prosper destinations in the area. The method used is qualitative. The organoleptic test results show that the best sample has the highest level of liking, namely F2. Where guests prefer the addition of ginger and secang fiber formulations in Wedang Tomboan to add a spicy taste and a more attractive color.

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**1. INTRODUCTION**

Data from a survey conducted by Hilton Worldwide on 2,700 tourists from nine countries in the Asia Pacific stated that food and drink were a determining factor in choosing a tourist destination. As many as 86% of tourists feel obliged to try local specialties and drinks when they visit a tourist spot, 90% of tourists look for unique culinary experiences when they visit a tourist spot, and 89% of tourists. That they will return to visit a place because they found it satisfying dining experience (Hussein, 2018). Local drinks as the identity of tourist destinations already exist in various regions in the archipelago, including Bir Plethok, a form of acculturation with Dutch culture (Jakarta), Wedang Ronde, a form of acculturation with Chinese culture (Central Java). Local drinks can also have regional characteristics, be specific, have various kinds and types that reflect the natural potential of each region (Suparmi et al., 2019). Drinks are not only a means of fulfilling a person's nutritional needs, but drinks are also useful for maintaining relationships between people, a symbol of the identity of a particular community and can be sold, promoted to support tourism which can support regional income.

**Table 1.** Local Indonesian Drinks

Drink Name	Region	Acculturation Transformation
Bir Pletok	Betawi	Netherland
Wedang Ronde	Yogyakarta	Netherland
Sekoteng	Betawi	China
Congyang	Semarang	China
Ce Hun Tiau	Pontianak	China
Es Kacang Merah	Palembang	China
Wedang Tahu	Semarang	China

Source: Processed by researchers from various sources (2023)

Tajinan District, Malang Regency, East Java, especially Tomboan Ngawonggo, is a tourist spot that offers a natural atmosphere in Nanasan Hamlet. This tourist destination was built independently of the community in 2020 to entertain guests visiting the Ngawonggo Petirtaan Site. The name Tomboan was inspired by the Wedhang (drink) dish made from medicinal plants. Tombo in Javanese means medicine. Interestingly, the beverage equipment used here is made from non-plastic. Starting from stainless plates and glasses to baskets made from bamboo. This typical drink is a mainstay in the form of lemongrass, orange, ginger, roselle flowers, Moringa leaves and a mixture of Wedhang Tomboan spices which are processed manually. Meanwhile, traditional foods such as jemblem, horog - horog, tiwul, ongol - ongol, getuk and lemet are wrapped in banana leaves and many more.

Ngawonggo Village, Malang Regency, is a tourist destination for the Petirtaan Ngawonggo ancient site which is visited by tourists. Based on the data obtained, it has been visited by domestic and foreign tourists. The beverage needs of these tourists are met by serving modern drinks originating from outside the destination area. Meanwhile, the local drink Wedang Tomboan, which comes from raw materials around this area, requires modifications so that the taste, texture, color, presentation and packaging can be accepted by domestic and foreign tourists. Apart from that, there is another problem, namely that this wedang can become a culinary tourism attraction that attracts tourists.

Researchers are interested in exploring the problems mentioned above by conducting research that can find modifications to Wedang Tomboan beverage products with

organoleptics and packaging that can attract tourists as a culinary tourism attraction that can sustainably prosper destinations in the area.

## 2. LITERATURE REVIEW

Tourism is a human activity carried out consciously which receives services alternately between people within a country itself/abroad, including the temporary accommodation of people from other areas to seek various and different satisfactions. what he experienced, where he got a permanent job (Mason, 2016). More broadly, the criteria for tourism activities in an area are capable of driving various activities that can encourage economic growth in the area itself. Tourist attractions or tourist destinations are the 20 main drivers for tourists. Attractions are also prepared in advance so that visitors can see and enjoy them, including dances, regional art songs, traditional ceremonies, and so on (Abdullah & Wulung, 2021; Page et al., 2014). Then it can be concluded that tourist attractions are everything that has been prepared in advance in order to obtain a beauty that has good value in terms of diversity, uniqueness in terms of cultural richness and man-made products, such as dances, traditional folk-art songs, traditional rituals and other tourist attractions. as well as an attraction for tourists. These criteria make tourists come and visit tourist destinations again because they are interested in the tourist attractions on offer.

Culinary are part of gastronomic component (Turgarini, 2021). Culinary product is based on traditional dan local food and beverages with good quality from taste, colour, texture, packaging. There is also can be as tourism attraction during their visit to the destination. Visiting interest is basically a feeling of wanting to visit a place that is interesting to visit and the criteria for visiting interest is a strong internal stimulus that motivates action where the urge is influenced by stimuli and positive feelings towards the product and traveling to visit with a specific purpose (Hosany et al., 2020). Local food is a product that has long been produced, developed and consumed in an area or a particular local community group. Generally local food products are processed from local raw materials, local technology and local knowledge. In addition, local food products are developed according to local consumer preferences so that these local food products are related to local culture (Turgarini et al., 2018).

It is important for the community to understand this traditional drink, because the inheritance from ancestors is national identity which reflects that a nation that has been cultured since time immemorial needs to be preserved as a legacy from generation to generation (Yuniati et al., 2021). There are nine stakeholders or Miss Helix who must be involved in developing gastronomic tourism based on creative entrepreneurship (Turgarini, 2021). A creative entrepreneur is someone who is intelligent, has extraordinary skills and talents, and values independence in his work. They have a unique concept and vision regarding their passion so that they have the potential to open up employment opportunities and own wealth through the exploitation of intellectual rights.

Organoleptic testing, also known as sensory testing or sensory testing, is a testing method that uses human senses as the main tool for measuring product acceptability (Mihafu et al., 2020). Sensory abilities in assessing include the ability to detect, recognize, differentiate, compare and ability judge whether you like it or not. Modification is a process where we make changes to an existing object, such as vehicles, food and drink, household equipment, with the aim of increasing its aesthetic value, performance, safety or functionality. Modification criteria include changing the shape and taste of less attractive regional drinks to become more attractive without losing the original shape and taste. Beverage packaging is a medium or

place to wrap and store beverage products to make them more hygienic, clean and durable, made from environmentally friendly materials and easy to recycle and attract consumer interest.

### 3. METHOD

The location of this research is in Ngawonggo Village. Ngawonggo Village is one of the villages in Tajinan District, Malang Regency, East Java, where there is Wedang Tomboan can be found. Geographically and demographically, Ngawonggo Village has an area of 375,628 Ha. Plains with an average height of 700 – 800 m above sea level. Demographically, the village area is located at the southern tip of Tajinan District which directly borders Wajak District with certain boundaries.



Source: Official website of Ngawonggo Village Government 2023

Figure 1. Ngawonggo Potential Map

The method used by the author in this research is a qualitative approach. Qualitative research is research carried out by obtaining data by looking at the character of the research object itself. The qualitative approach is carried out using data triangulation techniques, namely data validity checking techniques that utilize something other than the data for cross checking purposes or as a comparison of the required data (Moleong, 2013).

Subjects in this research were divided into 2 types, namely informants and respondents. Informants are the parties who are the research subjects of Culinary Tourism Attractions in Ngawonggo Village, Malang Regency, expert sources who can provide information regarding the research object, namely the modification of the local drink Wedang Tomboan as a typical drink in the Ngawonggo area, while respondents are determined using the Accidental Sampling Technique which will fill in questionnaire distributed via Google form to 76 guests who have visited and are currently visiting Tomboan, Ngawonggo.

Informants are determined based on a purposive sampling technique, namely a technique for determining samples with special selection or certain considerations and it is possible to continue with the snowball sampling technique, namely a technique for determining samples that are initially small in number, then the sample can develop during the research. In this research, the concept of Nona Helix or nine stakeholders involved in gastronomic management was chosen as a resource who could provide information about the research

object, including supplier, manager, Pokdarwis, government, gastronomist, historian, connoisseur, Non-Governmental Organizations, and information media.

Primary data is data collected or obtained directly by researchers from data sources. In this research, researchers will collect data directly by conducting observations, interviews, and distributing questionnaires. Observations and interviews were carried out at the research site with parties who could become informants or sources regarding Wedang Tomboan, namely suppliers, managers, Ngawonggo village officials, the Malang Regency Culture and Tourism Office, the Cultural Preservation Agency, connoisseurs, tourism awareness groups. Supporting data was obtained from respondents directly through questionnaires distributed to guests who had visited Tomboan. Secondary data is data collected or obtained by researchers from various existing sources to support the primary data obtained by researchers. In this research, secondary data was collected through online literacy studies, previous research and other literacy sources.

The research instrument used in this research was the researcher himself with several supporting instruments such as interviews, questionnaires and literature studies regarding Wedang Tomboan. Apart from that, researchers also need other supporting tools such as recording devices, writing instruments, cameras and cellphones. The researcher will determine the research focus, select sources as data sources, collect data, assess the quality of the data obtained, analyze the data, interpret and make conclusions on the data obtained. In qualitative research, the researcher becomes a research tool or instrument so the researcher must be "validated". Researchers are validated on their mastery of the field being researched, the researcher's readiness to enter the research object both academically and logically, and understanding of qualitative research methods.

**Table 2.** Testing Instrument

Research variable	Indicator
Organoleptic Test	Color, Aroma, Flavor, Texture, Appearance
Packaging	Safety factor for consumption

*Source: Data processed by the author, 2023*

Data collection is a systematic and standard procedure to obtain the required data. Based on the technique or method of collecting data, it can be done by observation, interviews, documentation, and a combination of the four. An interview is a form of verbal communication, so it is a kind of conversation aimed at obtaining information.

In this research, the researcher will conduct interviews with the Malang Regency Culture and Tourism Office, and the informants he appointed using structured interview techniques, where the researcher has prepared research instruments in the form of written questions for which alternative answers have also been prepared. With this structured interview, each informant is asked the same questions, and the data collector records them. The reason the author uses structured interviews is because the questions are focused and do not deviate from the main problem.

Documents are records of past events. Documents can be in the form of writing, images, or monumental works by someone. In this research, researchers used written documents, namely news published and published by several media that contain information about

Tomboan, namely Jatimtimes, Antaranews and Mandat.id. Data collection techniques using references related to library imaging through mass media. In this research, researchers used books about local drinks typical of the archipelago. The questionnaire in this research was conducted to find out the responses of tourists who have visited Tomboan regarding the modification of drinks as a culinary tourism attraction and the questionnaire was distributed in the form of a Google form.

#### 4. RESULT AND DISCUSSION

Ngawonggo Village has a Patirtaan and Tomboan Site which is a guesthouse or stopping place for tourists who visit the Patirtaan Ngawonggo site. Since March 15 2020, Tomboan has been present as a guesthouse to entertain guests with banquets in the form of traditional food and the typical local wedang, namely Wedang Tomboan Abang. Based on the table above, it can be seen from a demographic perspective that it is the age range of tourists. Tourists in Tomboan are predominantly active, namely around 25-31 years, 16 people, and 18 years 32-38 years.

**Table 3.** Tourist Characteristics and Interest

No	Differentiation Type	Domestic	Foreigner
1	Gender	M=37 F=33 Total = 70	M=4 F=2 Total = 6
2	Age Range	18-24=12 25-31=16 32-38=18 39-45=15 >46 = 9	18-24=0 25-31=3 32-38=1 39-45=2 >46 = 0
3	Origin	Malang Raya=47 Out of town =23	Singapura=2 Italia=4
4	Information about Tomboan from:	Internet=52 Friends/colleagues =7 Family=11	Internet=4 Friends/colleagues =2
5	How many times visiting Tomboan?	One time =40 Twice = 22 Three times = 5 > Three times = 3	One time = 6 Twice = 0 Three times = 0 > Three times = 0

Source : Data processed by author, 2023

Based on the results of organoleptic tests on the raw material formulation used in the modification of Wedang Tomboan Abang as a Culinary Tourism Attraction in Ngawonggo Village with three main ingredients, namely ginger, cinnamon and secang wood fiber. Recipe formulation with a comparison of 3 different formulations, namely :

Formulation 1 (F1) Ginger 20% : Cinnamon 40% : Secang Wood Fiber 40%

Formulation 2 (F2) Ginger 40% : Cinnamon 25% : Secang Wood Fiber 35%

Formulation 3 (F3) Ginger 60% : Cinnamon 10% : Secang Wood Fiber 30%

Through organoleptic tests carried out with six expert panelists, Wedang Tomboan Abang with formulation 2 had the highest overall average score.

**Table 4.** Beverage Packaging Based on Tourist Interest

Packaging	Percentage (%)
Glass cup	20 %
Bamboo cup	70 %
Plastic Cup	10 %

Source: Data processed by the author, 2023

Based on the table above, it can be seen that the management and the relevant government have taken several steps to develop Wedang Tomboan Abang culinary tourism as a local drink typical of Ngawonggo Village. This local beverage already have participated in several events, one of which is Tomboan Sobo Kutho and introduced local beverage products, especially Wedang Tomboan Abang, to tourists who were visiting Malang City.

## 5. CONCLUSION

Based on the results and discussion in the Wedang Tomboan Abang with formulation 2 had the highest overall average score. Namely with the following formulation: Formulation 2 (F2) Ginger 40% : Cinnamon 25% : Secang Wood Fiber 35 % From this formulation it can be concluded that the addition of ginger and secang wood fiber can add a spicy taste and the natural color of the kau secang fiber can make wedang tomboan abang even more attractive.

Apart from raw materials, packaging in presentation also influences consumer interest in consuming the drink. From the survey results, on average tourists prefer these drinks served in bamboo cups which are considered to add uniqueness to the presentation and a distinctive taste when drinking them, this is because bamboo comes from nature and can be easily found around the place.

There are several suggestions given to the Community and Government: 1) the public needs to know that local ingredients have many advantages so that they consume local ingredients more often; 2) for managers to be able to market Wedang Tomboan Abang through social media and market places so that the wider community can taste it, and the market reach is also wider; 3) for the Government to pay more attention to existing local potential, then provide direction and education to the community, and provide a platform for the community to work and develop.

## 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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