

# Sunda Culinary as a Gastronomic Tourism Attraction in West Java

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**Abstract:** This study aims to describe the culinary of West Java as a tourist attraction Gastronomy. West Java is a province that has a variety of traditional culinary, knowledge related to the type of culinary has become its own tourist attraction that is in demand by tourists. One of the culinary that can be developed as a tourist attraction is Surabi and Nasi Liwet, focus of research related to how history, tradition, philosophy, the preparation, production and presentation process that is delivered from generation to generation are interesting to be investigated as a tourist attraction. This study used descriptive qualitative method. by using theories from Damanik and Weber, which explain that tourist attractions can be built through the uniqueness, originality, authenticity, and diversity. While the data collection technique through in-depth interviewing, observing, and studying documentation. The results showed that Sundanese culinary namely Surabi and Nasi Liwet has uniqueness, originality, authenticity, and diversity. The uniqueness can be seen from the symbol that has historical meaning and value contained in it, originally illustrated in the processing of raw materials with the authenticity of rice flour ingredients while maintaining original variants such as topping oncom with burning process using stoves and clay molds, and using castrol for nasi liwet, this illustrates its authenticity.

## 1 INTRODUCTION

In realizing tourism development in the province of West Java, the West Java Culture and Tourism Office created a "Visit West Java" program in 2011, which aims to attract tourists by introducing that West Java is an area that has diverse tourism resource potentials. The Government of Indonesia through the Ministry of Tourism is targeting foreign tourist visits (wisman), and domestic tourist visits (wisnus) with the target of tourism development in the province of West Java can be seen in the following table:

Table 1.

	Indonesia 2019	Indonesia 2025	West Java 2019	West Java 2025
Number of visits by foreign tourists	20 million	25 million	3 million (15% national number)	4.5 million (50% growth)
Number of domestic tourist trips	275 million	371 million	55 million (20% national number)	70 million (27% growth)

Source: West Java Province Regional Regulation, 2015

To support of the target of the visit, West Java made a vision of tourism development in the Regional Regulation of West Java Province Number 15 of 2015 is "making West Java a world-class tourism destination that is integrated, sustainable and upholds cultural values." One of the cultural manifestations produced by Java West is a culinary art.

Tourism and food are two things that can not be separated, although food is a supporter of tourism activities, but its existence is always needed, this is evidenced from the existence of various tourism support facilities such as restaurants, cafes, bars to street restaurants. The city of Bandung is a well-known as tourist destination, one of its tourism products is Gastronomy (gastronomy tourism). Gastronomy tourism is a new trend in the world of tourism in Indonesia, gastronomy as a study of the relationship between culture and food, where gastronomy studies various components of culture with food as its center. Gastronomy is the art or search for good quality food, including in the selection, preparation, service and enjoyment of food, and variations in culture or style of cuisine (Kardigantara and Goeltom, 2007) Kardigantara & Goeltom, 2007). While the term culinary (culinary) which is more often discussed in the community is part / sub of the essence of gastronomy.

Nowadays the city of Bandung has become a special tourism icon with its culinary products, several types of culinary products namely liwet rice and traditional snacks that are popular in Bandung are surabi. This snack is made from rice flour and coconut milk which is burned on firewood using traditional furnace tools and special molds from clay. Surabi generally consist of three types, a sweet taste by using liquid sugar or kinca; served with a spicy taste using oncom; and can also served with a salty taste mixed with eggs. But along with the development of creativity of producers, surabi can be eaten in a variety of processed dishes, from serving traditional surabi to surabi with modern toppings, which also become one of the icons of creative food in the city of Bandung.

Base on the background that has been described above, it is necessary for researchers to do a research related to Sundanese culinary of West Java as a tourist attraction Gastronomy. The purpose of this research is to find out the historical and philosophical values of Liwet and Surabi rice, to know the process of preparation, production and serve.

## 2 LITERATURE REVIEW

Turgarini (Tridayanti and Turgarini, 2019) who said that a study of aspects of gastronomy, consist of practical gastronomy, theoretical gastronomy, technical gastronomy, food gastronomy, and molecular gastronomy (Molecular Gastronomy). In some tourist destinations, gastronomy is used as a tool capable of producing tourist attractions.

Gastronomy in Indonesia itself is formed from a blend of culture and food from countries such as India, the Middle East, China and European Nations such as the Portuguese and the Dutch. The distinctive feature of Indonesian cuisine is that it is found in sambal which gives a spicy flavor even though sambal is currently a very diverse modification of chilli. The inclusion of culture and cuisine from India influences the taste of Indonesian cuisine, such as the use of spices and coconut milk mixture in cooking.

Gastronomy is a guide on various ways that involve everything about food and drinks, according to (Santich, 2004). The study is very interdisciplinary with regard to reflection from a history, cultural impact and environmental atmosphere regarding "How, where, when, and why. Gastronomy or catering is the art or science of food that is (Good eating)."

Meanwhile according to (Rao et al., 2005)Gastronomy describes the influence of the environment (geography and climate) and culture (history and ethnicity) on the components of aroma, texture and taste in food and drinks. Gastronomic identity is in the interests of an area (the State) in determining cultural diversity and culinary rhetoric. According to (Gilleisole, 2001) gastronomy or catering is an art, or good eating science. A shorter explanation mentions gastronomy as anything related to the enjoyment of food and drink.

Gastronomic study corridors generally emphasize the 4 (four) elements (Ketaren, 2017) Here are the components to watch out for :

- a. History: regarding the origin of raw materials, how and where to be cultivated.
- b. Culture: the factors that influence the local community to consume these foods.
- c. Geographical Landscape: concerning environmental factors (natural & ethnic that affect the community cooking food).
- d. Cooking methods: regarding to the general cooking process. Not about technical cooking because a gastronome does not have to be able to cook. The four elements are called tangible (real, clear and materialized) which is always used as a benchmark for western society when talking about gastronomy.

Tourism Attractions are explained as everything that has a uniqueness, convenience, and value in the form of diversity of natural wealth, culture, and man-made products that are targeted or visited by tourists. (Damanik and Weber, 2006) Stated that good tourism attractions are closely related to four things, which are unique, originality, authenticity,

and diversity. Uniqueness is defined as a combination of scarcity and distinctiveness inherent in a tourist attraction. Originality reflects authenticity or purity, that is, to what extent a product is not contaminated or does not adopt a different value from the original value. Authenticity refers to authenticity. The difference with originality, authenticity is more often associated with the level of beauty or cultural exoticism as a tourist attraction. Authenticity is a category of values that combines natural, exotic, and understated.

### 3 METHOD

The research design used in this study is qualitative research, which is used to find deeper meaning from something (Sugiyono, 2014). Data collection techniques obtained through observation, interviews, and study documentation. Random interviews were conducted with the people who made and sold Liwet and Surabi rice. Interviews were conducted to strengthen field data on aspects of Surabi and Rice Liwet in terms of historical and philosophical values, as well as the process of preparation, production and presentation. So as to be able to answer about the gastronomic tourist attraction. The object of research is the traditional Sundanese food gastronomy called Surabi and Nasi Liwet which can be said to be a tourist attraction. The five phase approach in this study can be seen from the following illustration:



Illustration 1.

Source: Processed Researcher, 2019

## 4 RESULT AND DISCUSSION

### 4.1 History of Sundanese Philosophy and Tradition

Discovered the culinary potential of Indonesia, especially West Java, the government developed the potential for gastronomic tourism, through 3 gastronomic concepts called triangle concepts. Triangle concept is a philosophy of gastronomy pivoting on 3 triangle concepts, namely food, culture, history.



Illustration 2.

Source: Kemenpar, 2017

In culture, food is connected with history which can be seen in various traditional ceremonies owned by each region. Various traditional ceremonies involving various culinary delights also hold a special attraction for tourists.

Indonesia has a culinary history, cultural traditions, raw materials and different processing techniques. Gastronomic tourism provides experiences, results from the learning process of different cultures. Culinary not only as something that is consumed, but it becomes the nature or attributes associated with tourism products. Gastronomic is not just culinary, but more emphasis on the activity of enjoying food, which is accompanied by experience and study the history and culture of the food itself.

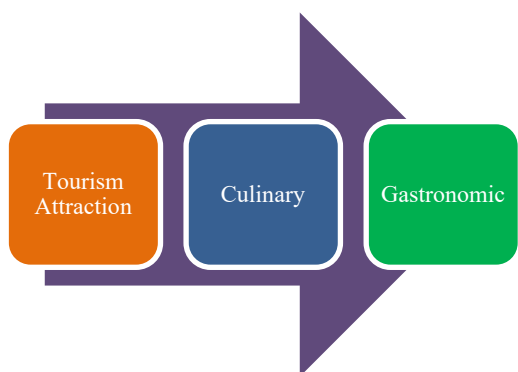


Illustration 3.

Source: Processed Researcher, 2019

This tendency gives an indication that tourist attraction is not only natural, cultural and special events, food is also an attraction for a tourist destination. Food is important for tourists, who travel to visit places for reasons to find special food.

Surabi and nasi liwet have become a cultural and food identity found in West Java, especially in Bandung. The word surabi comes from the word "sura" in Sundanese language which means big, Surabi itself is a traditional snack that is usually sold by sellers in the market. Since it was created around 1923, surabi has been declared a traditional Javanese food because it is more popular in this island. In West Java, surabi has become one of the hereditary foods taught by the ancestors to the Sundanese.

Serabi sometimes called srahi or surabi is one of the snacks or snacks that come from Indonesia. Serabi are similar to pancakes (pannekoek or pannenkoek) but are made from rice flour (not flour) and given a sweet liquid sauce (usually from coconut sugar). This sauce varies according to regions in Indonesia. The type of pancake based on the region of origin, consist of :

1. Surabi Cirebon, plain textured without topping (can be adjusted if you want added topping), made from rice flour, flour, coconut milk, and grated coconut. It tastes delicious and is usually roasted on charcoal. Usually served with oreg tempe or dage oncom. There is also a serabi with a sweet variety of flavors namely red serabi / serabi which is made by mixing brown sugar into serabi mixture before cooking.

2. Surabi Solo or Serabi Solo, made from rice flour and coconut milk mixture, roasted on charcoal. It tastes delicious and is usually also topped with banana, jackfruit, meses, or cheese. Serabi Solo has thin and crispy edges, while the middle part is denser, different from Cirebon pancakes and

Bandung pancakes, which are all dense and not crispy.

3. Surabi Bandung, made from flour, eggs, and coconut water, cooked by baking. Usually Bandung pancakes are better eaten with kinca sauce, a sauce made from a mixture of brown sugar, coconut milk and pandan leaves. Bandung pancakes are usually white or green with various toppings such as cheese sausage, chocolate cheese, corned beef, eggs, etc.

In general, foods made from rice flour are typical from Bandung, West Java. This food is a characteristic of the city of Bandung and is very popular today with a variety of innovative flavors. In making these foods using the following ingredients: Rice Flour, Eggs, Coconut Milk, Coconut, Salt, Sugar, and Water. This food is included in traditional cakes that are served hot with a roasting process using a furnace.

Not only surabi, in West Java there is a traditional cuisine commonly called as nasi liwet. Liwet rice is a culinary specialties of the natives. In ancient times the liwet rice was used as a symbol of ceremonies or cuisine served by the nobles in the era of the empire, for workers with the intention that when they returned home the wife would not bother to cook. According to Javanese customs, liwet rice is also a special dish that is always present in every sekaten celebration (Bratasiswara, 2000).

The history or origin of the Liwet rice actually begins with the commemoration of the Prophet's birthday, where every month, the Solo people routinely hold a ceremonial ceremony or commonly referred to as (Kenduri). Selamatan ceremony was intended to commemorate the birthday of the Prophet Muhammad in the hope of getting a blessing. Kompasiana.com (edition 17-04-2016) accessed on 08/13/2019, in Javanese Culture, Liwet rice has many meanings even according to (Mardiwarsito, 1980) in Javanese Proverbs and Books, Nasi (Javanese: sego, sekul) is very rich in messages and meaning, explaining some cultural messages about rice (sego, sekul). Can be exemplified, that the sekul farewell (rice farewell), which is too late to do something and does not get his salary. A teaching for the importance of discipline. Sekul urug (pile of rice), that is, everything that has no benefits. Hoarding with rice equals bad actions, in vain because it will disappear.

Sundanese liwet rice keeps a story. It was from the life of the plantation community, Sundanese liwet rice was born from economizing reasons. Travel.Kompas.com (edition 10-06-2017) accessed on 08/13/2019, according to Murdijati Gardjito, a gastronomic expert who is also a researcher at the

Center for Food and Nutrition Studies at Gajah Mada University (UGM) "Liwet Rice was originally born from savings, so rice is also included side dishes in it, ". According to him that the first community in the Land of Sunda to reach plantations must pass a considerable distance. After arriving in the garden, far from food sources. Therefore Liwet rice is brought with a place of cooking, kettle or castrol that is tightly closed.

The aim of liwet rice in Sunda is to save money, in contrast to Java. Because Sundanese people used to eat rice with salted fish and chili sauce was enough. For vegetables, just take it directly from the garden, usually called lalapan. Side dishes that are usually put in Sundanese liwet rice are also unique, and different from the others. Like red peda fish, mackerel that has been scavenged, can also be salted fish. Everything is cooked with half-cooked rice without using coconut milk.

#### **4.1.1 Process of Preparation, Production and Presentation**

In the process of preparation that traditional food in the form of surabi has a unique way, namely by the process of grinding rice first. Good rice and has been recommended by food and beverage service entrepreneurs in West Java, namely rice called "Pandan Wangi" because of its good quality. The process of shredding coconut is a process that is always done by surabi sellers to make it easier to produce coconut milk or Sundanese people commonly call cai pati, the addition of salt to strengthen the dough and hold moisture and produce density.

The production phase is a very important phase, maintaining the temperature of a piece of wood or commonly referred to as torches or charcoal is not easy. The molds commonly used in producing surabi are molds derived from clay, clay molds are able to keep surabi batter from being soft.

How to make surabi the first step boil coconut milk, while stirring until it boils, remove and let warm the nails, stir in rice flour, coconut and salt until smooth. Fill in Pandan water and warm coconut milk little by little while the mixture is stirred until the mixture is shiny for 30 minutes, prepare the ground pan, heat it over charcoal or firewood fire, spread with a little oil then add the mixture, cover the pan until cooked.

There are two types of surabi that have been modified, salted Surabi, where in the mixture uses salt and topping such as oncom or serundeng, salted surabi has been modified with several toppings

according to its development. Sausages and mayonnaise are raw materials that are widely used today. Surabi sweet has a difference with salted surabi, the raw material of sugar can be a substitute for salt, as well as the addition of kinca sauce as a complement to surabi. Sweet Surabi that has been modified to get additional toppings such as grated cheese and chocolate.

Surabi itself is served using banana leaves which can be the base and natural food wrapping and can give a unique impression on surabi. Surabi has become a daily snack to meet the needs of breakfast. Although in general Surabi itself can be found in various food service businesses in West Java.

Nasi Liwet is a traditional Indonesian cuisine that is distributed throughout the archipelago. The main raw material is rice which is one of the staples for the people of Indonesia, the addition of spices such as onions, garlic, lemongrass, bay leaves, and tomatoes and the addition of other herbs in accordance with the characteristics of their respective regions, can add to the aroma from the liwet rice itself.

There are two types of liwet rice which are popular among the people, namely Sunda liwet rice and Solo liwet rice. The difference between Sundanese liwet rice and Solo liwet rice is the use of coconut milk in Solo liwet rice.

Ngaliwet or liwet itself is a rice cooking technique by mixing rice and water or coconut milk, in a special place such as pendil or castrol in order to keep the rice warm if it is tightly closed. How to make Sundanese liwet rice the first step is to wash the rice first, then put it in the pan, add water to two fingers. Do not forget to add the seasoning until smooth, then let stand about 45 minutes, until cooked.

Sundanese liwet rice is usually served on a banana leaf which is used as a base, served with side dishes that have been united with rice. Side dishes such as red peda fish, mackerel mackerel, salted fish and fried chicken equipped with tofu, tempe, and fresh vegetables and chili paste to complement the dish.

Surabi and Liwet Rice are potential to be a tourist attraction, such as the historical and value contained in it and its uniqueness in the making process can be Sundanese gastronomic tourism attraction. Surabi has a variety of flavors so that it has a different look and color, this illustrates the diversity, coupled with the appearance of toppings that are also different from each other to make it unique. its authenticity, drawn from its value, appearance and exoticism, and its originality, is



drawn from the basic ingredients and the manufacturing process.

In Sundanese liwet rice, not only rice is cooked, but also the side dishes are cooked together with rice. For example, mackerel fish, red peda fish, or salted fish. Everything is cooked together with half-cooked rice in a kettle or castrol. This is why Liwet rice has a rich flavor, It illustrates the diversity and uniqueness. Its authenticity, drawn from its value, appearance and exoticism, and its originality, is drawn from the basic ingredients and the manufacturing process.

Gastronomy makes surabi food and liwet rice a cultural product of Sundanese community groups, which can become a local cultural identity of West Java. On the other hand culture is one component of tourist attraction, because people travel to West Java with the aim of enjoying the originality of Sundanese culture. Surabi local food and nasi liwet is a part of gastronomy that has the power of creating these foods, there are historical stories and traditions that can be told when tourists enjoy local surabi and nasi liwet food, which are packaged in an interesting way so this makes the gastronomic attraction for tourists who visit to West Java. This Sundanese culinary as an attraction for gastronomic tourism can be seen from the following illustration



Illustration 4.

Source: Processed Researcher, 2019

Some of the most important things in gastronomy are get the right ingredient, be creative or to use locally available in creative ways and make sure it is authentic. Surabi and nasi liwet can be packaged with an interesting presentation, which is the manufacturing activity together with an attractive

story, and promoted with other attractions that support a destination. This will make the power for gastronomic tourism in West Java. Surabi and nasi liwet can strengthen Sundanese impressions and identities as aspects of local culture and heritage.

## 5 CONCLUSION

Gastronomy explains the relationship between culture and food. Gastronomy explains cultural components such as history, traditions, belief systems and folklore that develop in a society with food as its center. Gastronomic collaboration as a tourist attraction provides benefits to the people of West Java. Gastronomy provides added value to destinations through travel experiences, so tourism plays a role in maintaining the sustainability of existing local food.

Culinary gastronomic harmonizes culture and tourism. Local culture is valuable as a product and activity to attract tourists. Gastronomic makes the Surabi and Nasi Liwet culinary centers the center of tourist experience and shaping the identity of native Sundanese local communities. The appeal of Surabi and Liwet Rice is illustrated by its uniqueness that has many variants of flavor with various toppings and various side dishes that are also cooked, its originality is illustrated through the uniqueness of the basic ingredients used and the manufacturing process; and the authenticity shown is through the values and exoticism of the display and the way of presentation that is different from surabi and other nasi liwet.

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