

Potential Of Fermented Traditional Food As A Gastronomic Tourism Attraction In Mengwi District, Badung Regency, Bali

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Abstract

One of the objectives of tourism development in the territory of Indonesia is traditional cuisine, especially Balinese cuisine. On the other hand, traditional food has not grown according to the expected plan. This is because local food in rural areas that have abundant natural culinary abilities have not been developed. For example, fermented food products can be replaced with delicious dishes and made from flour dough (biang) in Mengwi District. The purpose of this in-depth research is to recognize the gastronomic significance of traditional fermented food in Mengwi District, Mengwi District, Badung Regency, and what steps can be tried to make it a tourist attraction. Observation, in-depth interviews, and documentation studies are information collection techniques used in this research, which uses qualitative research methods and several planned informants are selected. Gastronomy theory, tourism theory, cultural theory, and some microforms are theories that are used as the basis for research. As a finding from the results of the research to make it a famous tourist attraction, flour dough (biang) which is a type of fermented food needs to be socialized and its production increased. Preparation of ingredients, processing, variations, good quality products that can be enjoyed by consumers and tourists, and how to serve the food are part of the effort to improve the gastronomy of traditional fermented foods. Not only that, dough made from fermented flour provides economic, social, and aesthetic significance to this food item. Processing quality products that can be enjoyed by consumers and tourists, as well as serving food are part of the effort to improve the ability to cook traditional fermented foods.

Keywords: Dough, Starter, Tourist Attraction, Fermentation, Gastronomy

Introduction

In addition to being a tourist destination, Bali is a place for various cultures and arts, such as dance, music, painting, sculptures, and food processing, which is sometimes referred to as culinary arts. This is what triggers tourists' appetite to come to Bali. Indeed, culinary arts, or the art of preparing food and drinks, have been popular since ancient times (Sutaguna, 2017b).

Therefore, it takes a lot of effort to recognize that authentic Balinese food will become a necessity for consumers and tourists visiting Bali. According to Arisandi et al., (2019) and Sutaguna et al., (2020), Bali still has regional characteristics, especially in terms of processing and presentation, which must be improved in order to attract consumers and tourists who want to experience different things from their lives while in Bali.

Western (continental) cuisine is generally the main menu for most Balinese food sold in hotels or restaurants. Therefore, many consumers and tourists want to eat European or modern cuisine. This is very unfortunate because by selling authentic Balinese cuisine, the food will increase tourism and

improve the regional economy. Through the promotion of culinary tourism and the gastronomic capabilities of a region, this will have a positive impact on tourism in Bali in particular and Indonesia in general.

Some people misunderstand culinary tourism as gastronomic tourism, although the scope of culinary tourism is small. Consumers and culinary tourists are only limited by the desire to enjoy popular dishes such as Bandung siomay or Yogyakarta gudeg rice. Therefore, as expressed by Evara Santi, there is no activity mentioned above to overcome problems related to the synergy between tourism development and agriculture, fisheries, and animal husbandry, gastronomic tourism can be used which is synergized with other development sectors such as agriculture and animal husbandry. With upstream and downstream synergy, coastal areas with beautiful beaches can increase synergy with agriculture and animal husbandry. To meet the desires and needs of consumers and tourists in downstream areas, agricultural and animal husbandry products can be improved in upstream areas such as mountainous areas or agricultural areas such as in North Badung Regency or North, West, and East Bali. If packaged into an interesting activity, the creation of agricultural and animal husbandry products in upstream areas can be a tourist attraction. West and East Bali have the ability to improve agricultural and animal husbandry products needed in downstream areas to meet the needs and preferences of consumers and tourists.

Food processing, such as godoh biu, godoh tape, or pig sequence, is one of the developments of agricultural and livestock products. This food comes from basic ingredients of banana stone, tape, and pork that can be found in the area. Other equipment used in the process of making food that can be enjoyed and served as offerings. After the processing process, the materials that can be fermented will be used for generations are the results of agriculture and livestock of the residents. Based on the observations made, it can be seen that the process of making fermented food ingredients in a simple and unique way can be used as a tourist attraction along with other development fields, such as agriculture and livestock. As a place for academic research, it is interesting to study various theoretical aspects, especially the modification of culinary products in the Baha tourist village in the form of traditional Balinese food made from fermented flour dough, this will benefit the tourism industry in Mengwi district and Bali as a whole. The benefits of consumers and tourists are fond of food menus from flour dough as the basic ingredient and need to be replaced with a fermentation method to attract more attention from consumers and tourists to buy it.

Methods

This study took place in Mengwi District, Badung Regency. This location was chosen because there are many restaurants in Mengwi District that sell traditional Balinese food and are a famous tourist destination. The selection of informants chosen were those who were selected based on a set

of criteria and objectives and were considered capable of sharing accurate and relevant data, which is a procedure used to sort informants so that the amount of information collected is considered good. The procedure for collecting information in this study used interview, observation, and documentation methods. In qualitative research, the procedure for collecting information is a recording procedure where documentary evidence in the form of photographs is taken with a camera. This study uses a qualitative descriptive analysis method, meaning that the analysis is based on the information collected and then described in sentences based on a theoretical basis so that clear sentences are created and can respond to the objectives of this study. All information is obtained by recording all activities attempted by tourism actors in Mengwi District, such as preparing raw materials, preparing materials until ready to be cooked, and processing materials until ready to be enjoyed and served both formally and informally.

Results and Discussion

Tourism will grow faster in areas with many tourist attractions. However, there are some types of tourist attractions that need to be considered. In order for the tourist attractions owned to be in accordance with the needs of the potential market, efforts need to be made to develop traditional foods. For example, traditional Balinese food modified from fermented flour dough and served to consumers and tourists in Mengwi District can be used as a tourist attraction. This can be done by replacing the raw materials available with ready-to-eat and good quality food ingredients.

A. Preparation of Ingredients

In preparing ingredients for processing food modifications made from fermented flour dough, the people of Mengwi District still use traditional and simple methods that have been followed from generation to generation so that the quality of the ingredients used is not guaranteed in terms of cleanliness or food health.

B. Material Processing

According to the theory of tourist attractions and food processing methods, some stages must be tried before fermented dough-based food is processed into a tourist attraction. The focus of this analysis is on factors that significantly influence the results obtained so that it does not seem very technical. Therefore, foods that can be developed and actions that can be taken include:

1. It can be said that the manufacture of fermented food products such as godoh biu, godoh tape, bakpao and donuts has its own uniqueness that can be used as a tourist attraction.
2. The total amount of frying and processing of ingredients to the final product, the amount of energy required, the amount of time required must be measured.

Therefore, the following can be mentioned the processing steps of each food have different characteristics in terms of color, taste, and aroma. This is due to the use of various food ingredients,

which will enhance the taste of the food.



Figure 1. Preparation of fermented food ingredients
(Author documentation, 2024)



Figure 2. Processing of food ingredients from fermented dough
(Author's documentation, 2024)



Figure 3. Results of fermented food products
(Author's documentation, 2024)

C. Food Presentation

There are several methods that can be tried to improve the appearance of food products, including serving food made from flour dough as a tourist attraction:

1. Godoh biu, godoh tape, bakpao, and donuts, all of which are fermented foods made from yeast flour dough. These food products are snacks served to be enjoyed while relaxing or after eating the main course. In continental food presentation, these food products are served as desserts, tea time, or snacks before or after the main meal. So godoh biu, godoh tape, bakpao, and donuts that are to be served in continental food can be used as snacks or desserts.

2. Food can be served directly without requiring significant modification because of the distinctive shape of godoh biu, godoh tape, bakpao, and donuts.

To realize these efforts, cooperation is needed between tour agents and tour guides. Tour guides accompany consumers and tourists to Mengwi sub-district, together with the Village Head and

Manager of Mengwi sub-district they create a package that includes taking such as on the rice terraces in Mengwi sub-district. After that, tourists have lunch with a buffet system, where not only traditional side dishes and vegetables made from local ingredients in Mengwi sub-district, tourists are presented with fermented food products made from flour dough (biang). Regional art performances as entertainment that can be enjoyed by consumers and tourists while enjoying lunch.

According to Sutaguna, (2017a) the provisions for serving food must be adhered to when serving food in individual portions. The eye is the first sense of the five senses used by humans to enjoy food. Whether the food is in good or bad condition, its appearance must attract people's attention, which in turn will make them buy the product again.

A food that is served is like a painting, along with a frame which is the plate or other equipment where the food is served. Therefore, when serving food in individual portions, the balance (balance between the size of the plate, main course, sauce, and side dishes/garnishes), color (color of the main course, sauce, and accessories/garnishes) should be more than one so that it is not monotonous, and the form (the form of food consisting of various forms is more attractive) must be considered. Taste (having various aromas on one plate will make the food more attractive) and texture (the texture of the food cannot be seen clearly and can only be known by touching it).

Therefore, the arrangement above of food serving tools consists of: visual appeal (appearance), efficiency (efficiency), adaptability (suitability), and simplicity (simplicity) all of which require serious consideration to increase the visual appeal of the food. On the a la carte or table d'hote menu, where the food to be served is planned in advance before being placed on a plate or other serving surface by the chef in the kitchen. The portion of food or individual dishes is generally given attention to be of higher quality.

D. The Meaning of the Transformation of Traditional Balinese Coconut-Based Food in Mengwi District

1. Economic Meaning

Tourism can grow in an area and have a positive impact on the local economy by Jesslyn et al., (2016). The commodification process cannot be separated from the economic significance of traditional food gastronomy. Market transformation makes uniquely labeled products sourced from undifferentiated products sometimes interpreted using the term "commodification," which refers to the economic value of something that previously had no economic value. Furthermore, Dewi et al., (2019) added that product commodification is the fact that the product was originally made to make a profit. Commodification covers more than just the problem of creating commodity objects and services that are traded. Also listed are the problems of how these objects and services will be distributed and used.

Economic meaning is obtained through the activity of preparing ingredients, processing food ingredients into ready-to-eat food and serving or packaging it. So the process of activity is interesting and allows consumers and tourists to participate in the arrangement of this material so that it becomes a product that can be seen (something to see), tried (something to do), and bought (something to buy) which is one of the tourist attractions.

2. Social Meaning

Tourism is an activity that directly affects and connects the community by Adinugraha & H Michael, (2014). Community involvement in tourism activities can be in the form of providing tourism facilities or employing people to work in fields related to tourism facilities, such as tour guides, hotel employees, villa or restaurant staff, and other services. Their social status will automatically increase as a result of the economic meaning they have from participating in the community. Discipline is influenced by this change in social status because everyone in society is needed equally, regardless of generation, caste, or other aspects.

From the perspective of consumers and tourists, the social meaning obtained is a facility for increasing status or social degree and a facility for social interaction so that they can carry out social interactions with colleagues or the community they meet. As stated by Sutaguna et al., (2018) consumers and tourists choose certain tourist destinations to meet their needs and desires. Biological needs for food and drink, especially food and drink that consumers or tourists have never enjoyed in their home country. This can be a status symbol if consumers or tourists can share with colleagues, close friends, and family to improve their social status.

Therefore, from an inter-community perspective, the social meaning obtained from the modification of traditional Balinese food in Mengwi sub-district can be in the form of bonds between community members, social institutions, and the rhythm of the community's social life.

3. Aesthetic Meaning

As expressed by (Syawalia, 2010) that dishes or food resemble paintings, and the plates served act as frames. However, this does not mean that arranging food on plates takes a long time like painting, because this can be detrimental if the food served is past its time (long). Balance (balance between plate size, main course, sauce, and side dishes or decorations), Color (color between main course, menu, and accompaniment/companion so that more than one does not look boring), Shapes (form of food consisting of various forms), Texture (food texture is not clearly visible and can only be proven by touch, it should be noted not to serve food that is entirely soft so that it is varied).

The physical, social, and cultural areas of local residents are no longer only influenced by the rise of tourist villages. In the context of area preservation, aesthetics refers to the increase in residents' understanding of the need to preserve ancestral heritage so that they are not tempted to sell land to investors who want to build tourism facilities in Mengwi District.

Conclusion

Based on the previous explanation, it can be concluded that efforts can be made to improve fermented food gastronomy, especially with basic ingredients from flour dough (biang) as a substitute for food raw materials in Mengwi District, which is one of the tourist attractions in Bali. In Mengwi sub-district, the commercialization of fermented food modifications with basic ingredients of wheat flour dough (biang) has economic meaning in the form of modifying traditional Balinese food, aesthetic meaning in the form of beauty and balance, and social meaning in the form of social interaction and job opportunities for residents.

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