
DEVELOPMENT OF TRADITIONAL CULINARY TOURISM IN PURWOREJO REGENCY, CENTRAL JAVA

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ABSTRACT

This research was compiled to identify the potential for developing local culinary products in building tourism development, especially culinary tourism in Purworejo Regency, Central Java Province. Local culinary creations in some places can positively impact the local economy. Good management can also positively affect the preservation of the local environment and culture. The topic was chosen because of the potential for developing local culinary tourism in Purworejo regency as a district whose area is very strategic in the province of Central Java, where local culinary products are expected to significantly impact the development of local culinary tourism in Purworejo Regency. The type of research conducted by researchers is qualitative descriptive research. Redana (2006: 137) describes descriptive qualitative research. It is a study designed to obtain information about symptoms' state when the investigation involves the local community, local government, tourists and culinary industry players in Purworejo Regency. Data analysis uses qualitative and interpretive descriptive analysis. Qualitative data analysis is the compression of data through the development of classification methods. It is a time series classification system that includes a collection of collected information and systematically reveals their relationships. This research is expected to be a commitment or thought in creating arrangements for increasing traditional culinary tourism in Purworejo Regency, Central Java. This research can potentially be used as an open data source for the community to advance conventional culinary tourism in Central Java. Tourists from Central Java can be used as a typical regional culinary reference when visiting Central Java regions and cities.

INTRODUCTION

The tourist travel industrial area is one of the productive areas for each district, especially on the island of Java, with cultural diversity, customs, and good advantages, causing the travel industry area to develop rapidly on the island of Java. The variety and quality of territoriality in Java Island make the tourist travel industry area spread in various regions in Java. Focal Java is one of the regions with the highest number of holiday destinations in Java, reaching 615 tourist attractions. The number of tourist visits in Central Java is much lower than the number of tourist visits in West Java. West Java Province is the region with the highest number of stops

on the island of Java, followed by Central Java, DKI Jakarta, DIY and Banten (Afnarius et al., 2014).

Travel industry transportation that gathers in Central Java makes Central Java one of the regions rich in travel industry assets. The distribution of the number of tourist travel industry objects in Central Java Province because of its critical area, namely at 5°40' - 8°30' South Latitude and 108°30' 111°30' East Longitude, with an area of 3.25 million hectares or 25.04% of the size of Java Island (BPS Central Java, 2018). The Java Sea directly borders Central Java Province in the north, the Special Region of Yogyakarta and the Indian Sea in the south. In the west, it is directly connected by West Java and East Java (Annugerah et al., 2016).

This condition causes the development of travel industrial estates in Central Java to develop rapidly, which can support the expansion of foreign trade. Currently, the potential of the tourism industry is also ready to encourage the development and improvement of culinary specialties of the travel industry; this visit is one of the travel industries that support financial growth in the environment. By utilizing the richness of culture, customs, society and politics, Central Java Province has become one of the areas designated by tourists to visit. Next is the introduction of tourist visit information in Central Java Province.

Table 1
Number of Foreign and Domestic Tourists to Central Java Province

| Year 392.895 | Tourist 21.838.351 | Foreign Tourists Visitors | Total Number of Visitors |
|-----------------|-----------------------|------------------------------|-----------------------------|
| 2015 | 22.231.246 | 372.463 | 22.603.709 |
| 2016 | 25.612.484 | 388.143 | 26.000.627 |
| 2017 | 26.707.375 | 400.169 | 27.107.544 |
| 2018 | 26.818.752 | 490.800 | 27.309.552 |
| 2019 | 22.118.470 | 270.122 | 22.388.592 |
| 2020 | 22.900.863 | 280.162 | 23.181.025 |

Table 1 shows that the number of tourists from Central Java shows fluctuating development, decreasing and increasing yearly. From 2015 to 2018, the growth of tourists in Central Java recorded a reasonably high increase, but from 2019 to 2020, the development of tourists in Central Java decreased. Focal Java is one of Indonesia's regions, with 29 regions and six urban areas with various holiday destinations.

You can explore various exciting attractions and events related to large urban communities in Central Java, especially Purworejo Regency, Kudus Regency, Gepara Regency, Surakarta Regency and Semarang Regency. Various attractions, events, and tourist cities in Central Java can also attract tourists and increase tourist ticket prices.

The decline in salaries from travel industrial estates in Central Java also impacts the total income of travel industrial estates in local and urban communities of Central Java. This issue requires special consideration from significant countries and nearby countries in developing travel industrial parks. The development of tourist industrial areas in regencies and cities is substantial and will increase the number of tourists visiting these attractions. The interest of

tourists visiting Central Java attractions must be seen from what tourists like when heading to Central Java.

The traditional culinary of the travel industry is due to the synergistic impact that arises from the presence of the travel industry as a type of social abundance as a uniqueness or territorial practice that supports the circulation of money. Together, these visits can be utilized as one of the best nature excursions in Central Java. Various local/urban communities in Central Java are decorated with multiple types of traditional and current cuisine and retail plazas.

The conventional culinary travel industry is one type related to provincial culinary claims famous for various preferences (Rahma et al., 2017). The culinary travel industry is one type with the potential for business areas that bring tourists to travel (Handayani & Dedi, 2017). These shopping visits offer different essential needs, territorial strongholds, and local claims to fame and empower the development of MSMEs in the district.

The development of traditional cuisine in the travel industry is very rapid. This is due to the increasing interest of tourists and the increasing number of tourists in Central Java tourist sites. This travel industry is a type of travel industry that affects the turn of events and the progress of an area. Recalling the most memorable creator reviews about the staff at the Central Java Tourism Office, Syahrul says:

Undeveloped. Guests of traditional culinary attractions are unaware of this visit. Tourists can not see when they are shopping or on culinary tours" tourists will quite often understand that the travel industry only visits vacation places like the usual, social and creative travel industry.

The development of the conventional culinary travel industry in Central Java is speedy. This is confirmed by the increasing number of shopping centres, shopping centres and places that offer various sources of food and snacks as culinary areas. Still, traveller tourists do not necessarily know this condition. Are an unstructured visit and no planning related to the indigenous food travel industry in Purworejo, Central Java.

Culinary

The travel industry is an act of movement carried out by an association or individuals who visit a particular area to find out about the diversion, self-awareness, or uniqueness of temporary vacation spots (Firman, 2009). The types of travel industries regulated in the Law of the Republic of Indonesia Number 10 of 2009 include natural, cultural, and handicraft travel industries. According to Ismayanti (Kristiana et al., 2018), the types of travel industries include the game travel industry, strict travel industry, cave travel industry, environmental travel industry, agricultural travel industry, shopping tourism industry, tourist travel industry. The culinary travel industry. The culinary travel industry is a type of travel industry that attracts tourists by eating and planning different kinds of food that are usual for the location of tourists.

The food Connoisseur travel industry is influenced by the longing of tourists who travel to places where food is made, food celebrations, places to eat and where various food sources are offered, determined to taste Yes food (Hall Jr et al., 2003). in (Kristiana et al., 2018). , Suryadi and Sunaryo, 2018). As the International Association of Food and Tourism (ICTA) pointed out, the foodie travel industry is a movement related to food and beverages that tourists make while travelling (Besra, 2012). The culinary travel industry is also a type of travel

industry that cannot be delayed, so you are eager to visit and appreciate the places that offer culinary visits.

The culinary travel industry, as referred to above, is a kind of travel industry that offers territorial fortifications to attract tourists. This travel industry takes full advantage of the surrounding wealth and culture. This type of tourist trip is delivered directly by the surrounding area and directs tourists in making due, serving and selling cooking goods due to preparation. This opens the culinary doors of the travel industry as tourists can visit and taste this variety of unique foods.

Tourism Planning

The travel industry is implemented to develop strategies that lead to the development of travel industrial estates to increase revenue from travel industrial estates. According to (Inskip, 1991), the process of structuring the travel industry centres on existing issues using several methodologies, including:

1. Constant Approach, and Flexible Approach, structuring the travel industry is carried out according to the needs needed.
2. The travel industry devised a framework approach incorporating innovation and investigation frameworks.
3. A broad approach, a travel industry setting that thinks about all parts of improving the travel industry, institutional and naturally specific, and financial effects.
4. A coordinated approach, structuring that directly relates to the overall framework, and structuring and improving practice.
5. With biological and economic progress, the industrial travel area is organized and created by maintaining the quality and management of regular and social assets through ecological maintenance investigations.
6. Local area approach, a methodology that includes environmental networks in the setting and navigation of the travel industry,
7. Pragmatic methodologies, strategies, plans, and proposals for improving the travel industry in a real-world view. Implementation techniques, including repairs, activity plans, or systems, especially in ID and registration.
8. Apply a deliberate regulatory approach. This approach is applicable to travel industry settings taking into account the reasons for the Action

Regional Economic Development Theory

The right of state legislatures and nearby neighbourhoods to deal with the capabilities of existing assets, to form associations between neighbouring states and remote regions, to create new positions, and to support increased local financial exercises (monetary developments). The importance of territorial monetary turnovers (Arsyad, 2010). Territorial economic improvement is a program of working on new establishments, strengthening the workforce and making new positions determined to work on individual expectations for everyday comfort through the administration of existing assets, both regular and human. At the time of utilization of these assets depends on the quality and capability of these assets.

One of the opportunities in space is the opportunity for industrial travel areas. The travel industry is one of the areas that contributes the largest local revenue that arises from the expectations in the real space. The travel industry area can also assimilate jobs from the

neighbourhood's local area and nearby specialists and involve the local area through the travel industry.

Factors influencing the conventional culinary travel industry

1. Outside/external factors

a. Acceptance

Acceptance is a condition for determining tourist areas that impact road permits to ordinary culinary, which is the object of movement business in Central Java.

b. Accommodation

Accommodation is an office the environment gives to help tourists on their journey.

c. Government

Government support is a kind of government pressure on the movement of business districts, and government support is given as support for increasing business activity.

d. Competitiveness

Power is the profit potential of a vacation destination that can be used to gauge potential and battle with other places for vacation.

2. Internal Factors

a. Tourism Interest

Connecting with quality Tourism interest is the uniqueness of a tourist area and can attract tourists and complement the business practices of movement in the tourist spot. The draw between visits varies greatly depending on the conditions and region of the tourist.

b. Workplace

The workplace is an attraction expected by a part in supporting the increase in the movement of business areas. The workplace can be in the form of accessible obtaining information, taking care of movement reports, and handling information related to attractions, lodging, transportation, food, beverages, and visit package costs

c. Fun

Cheerfulness, or the so-called environment, is the attitude or condition of the environment where tourists live who travel with tourist goods.

d. Capital city

The capital is a unique visitor attraction that can be used as a tourist attraction and can be changed to attract tourists.

e. Promotions

Advancement is an attempt by tourism inquiry supervisors to increase the number of tourist visits and display the type of tourism advertised in other ranges.

The conventional culinary travel industry is one type of travel industry in Central Java. This kind of travel industry is one of the 4,444 social travel industries and one that upholds different kinds of travel industries. However, given the premium of the travel industry in Central Java, tourists will generally be less interested in the conventional culinary of the travel industry, representing only 13.02% of the culinary travel industry and 14.03% of travel industry spending. This is lower than the Central Java travel industry's lifestyle, nature, and reasonableness. The common interest is due to the absence of data and culinary planning for

the travel industry and shopping opportunities in Central Java. Therefore, this issue is examined using interesting investigations, GIS, and SWOT examinations. The achievement of results as an ID of conventional culinary opportunities for the travel industry in Purworejo, Central Java, in addition to the advanced techniques of the travel industry. The specialists were refreshed starting from the conventional culinary issues of the travel industry. The Framework of Thought consists of ideas created by analysts so that experts can direct research related to culinary advancements, the travel industry and shopping opportunities in Central Java.

METHOD RESEARCH

The type of data used in this study is qualitative data, namely data expressed in the form of sentences and descriptions, not in the form of numbers. Nawawi (Nurjanah, 2000) stated: "The type of qualitative research data is a descriptive type with the following characteristics: (1) focusing on the problem that existed when the research was conducted (currently) or the actual problem, (2). explain the facts about the problem under study as they are with rational interpretation. This research was conducted in a traditional culinary tourism area in Purworejo, Central Java, with the following considerations:

1. Located in the tourist area of Purworejo Regency, Central Java
2. The number of domestic and foreign tourist visits will at least influence traditional culinary tourism in Purworejo
3. The activity of the village community in maintaining the preservation of conventional culinary tourism in Purworejo

The primary data sources in qualitative research are words, sentences, and actions written and observed by the researcher. Still, additional data can be provided in photographs, attendance lists, letters, etc. Data is a research component related to particular objects and functions as information that can be formed and retrieved through data collection technology (Anggito & Setiawan, 2018). This preliminary data results from interviews with actors and managers of traditional culinary tourism in Purworejo. At the same time, this study obtained secondary data from a book or library related to the problem studied.

Decision-making methods are based on targets, "getoktular" systems, or snowball sampling (Suprayogo, 2001). The identification of the informant was based on the informant's choice of a correct understanding of this sacred dance performance (Choi et al., 2008). The most familiar-looking informant is then used as the primary informant or as a source of information to obtain additional informants deemed appropriate to the observed research. The informants are identified at the beginning of the research process, as you can find several informants and say or supplement the results of the narrative or data obtained.

RESULT AND DISCUSSION

Research operational costs

This research will be carried out in Purworejo Regency, Central Java Province. Thus the following is the required research operational cost budget plan:

Table 2
Competency-Based Research Operational Cost Budget Plan April-June 2021

| No. | Component | Volume | Unit Price | Total |
|-------|----------------|---------------------|-------------|----------------|
| 1 | Daily Money | 1 Person x 6 Days | Rp. 420.000 | Rp. 2.520.000 |
| 2 | Accommodation | 1 Person x 5 Nights | Rp. 700.000 | Rp .3.500.000 |
| 3 | Transportation | 1 unit x 6 Days | Rp. 905.000 | Rp. 5.430.000 |
| TOTAL | | | | Rp. 11.450.000 |

Source: Processed Author Data (2022)

Research schedule

July-September 2022

Table 3
Schedule of research activities

| Activities/Month | July | | | | August | | | | September | | | |
|--------------------------|------|---|---|---|--------|---|---|---|-----------|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 |
| Early stages of drafting | | | | | | | | | | | | |
| Data Collection Phase | | | | | | | | | | | | |
| Data Analysis Stage | | | | | | | | | | | | |
| Completion Stage | | | | | | | | | | | | |

Source: Processed Author Data (2022)

CONCLUSION

The research on the development of traditional culinary tourism in Purworejo Regency, Central Java, aims to develop and enhance the potential of conventional culinary tourism in the region. This research used qualitative and quantitative approaches and data collection techniques such as interviews, observation, and literature review. Based on the research results, it can be concluded that traditional culinary tourism in Purworejo Regency has excellent potential to be developed as one of the tourism destinations. This is because Purworejo Regency has a variety of conventional foods that are rich in flavours and have high historical and cultural values. However, to develop the potential of traditional culinary tourism in Purworejo Regency, several efforts are still needed, such as improving the quality of culinary products, developing promotion and branding, and enhancing the quality of human resources involved in the tourism sector.

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