

Analysis of Local Culinary Potential in Supporting the Tourism Industry in Gunungsari West Lombok

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Abstract: The study aims to analyze: (1) local culinary potential (2) supporting factors; and (3) factors inhibiting the potential of local culinary in supporting the Tourism Industry. This research is qualitative research. The sampling technique was purposive sampling. Data collection techniques used are observation, interviews and documentation. The results showed that: (1) local culinary served in daily life as a staple food or the habit of consuming the dish. There are 6 types of local culinary classifications in the form of rice, vegetables, side dishes, satay, traditional snacks, and crackers or chips; (2) supporting factors, namely local cuisine must be maintained and developed so that it can provide additional income for villagers and be able to preserve local values, especially in the food they have; and (3) inhibiting factors, namely the lack of training for human resources in the form of training on sanitation and hygiene in food processing, culinary product packaging and lack of promotion of culinary products.

Keywords: Potential Culinary, Local Culinary, Support Tourism Industry

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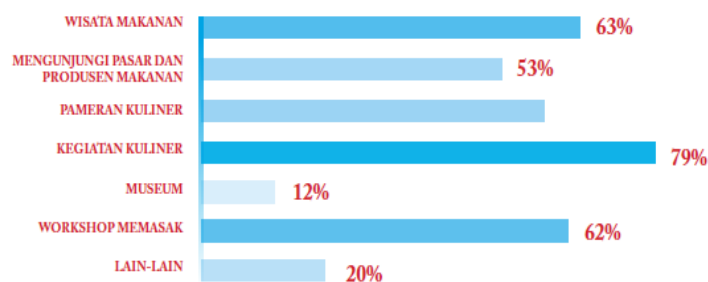
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Introduction

Global tourism has become the largest and fastest growing economic sector in six decades (UNWTO, 2016). As part of the global community, the growth of foreign tourist arrivals to Indonesia is 22% higher than the growth of ASEAN countries (BPS, 2021). Indonesia is an archipelagic country with 17,504 islands which are divided into 34 provinces (National, 2016). The tourism sector plays an important role in supporting the economy of a region because it has links as a source of accelerating regional economic growth (Yakup, 2019).

Cultural tourism is a tourism activity that makes culture the main attraction and aims to provide information and experiences about culture in the area (Raj, 2013). In addition to cultural tourism, culinary tourism provides potential that can be developed because tourists who come to an area will of course also enjoy the typical culinary of the area (Besra, 2015). Local cuisine is in great demand by tourists, both domestic and foreign tourists. With the incessant efforts to introduce traditional food and drinks, foreign tourists begin to adjust and like the typical food and drinks from the tourist attractions they visit (Prasiasa, 2013).

The relationship between food and tourism has now developed not only as a product of basic needs by tourists, but has also been used as a differentiating destination by creating an impressive atmosphere. This then becomes the identity of the destination in attracting tourists to visit a culinary-based cultural tourism destination which can be seen in Figure 1.



Source: (UNWTO, Global Report on Food Tourism, 2017)

Figure 1. Motivation to Visit Culinary Tourism Destinations

In Figure 1 it is explained that the highest number is culinary-related activities with a percentage of 79%. Many tourists who visit an area aim to enjoy local culinary. However, many studies have stated that in fact not a few local culinary are neglected (Sengel, 2015). If local culinary is used as part of tourism, then tourists will play a secondary and minor role in industrial tourism by providing information by word of mouth (Sattari, 2011). Lombok Island is one of the popular tourist destinations which are visited by domestic and foreign tourists every year. This is reflected in the fact, for example, West Lombok Regency was named the Best Destination Indonesia Tourism Awards 2010 from the Ministry of Culture and Tourism in 2009 and 2010 (Khafid, December 4, 2010). In addition, West Lombok has won an award as an STO (Sustainable Tourism Observatory) Regency in 2016 by the Ministry of Tourism and UNWTO (Republika, 2017).

The results of the author's observations indicate that tourism trends indicate that tourists visiting an area not only aim to see the natural beauty and unique culture of the local community but also take a culinary tour to enjoy a variety of local food products. The existence of a tourist village will make tourism products more valuable for rural culture so that the development of a tourist village has cultural value without the need to modify or damage (Dewi., 2013). To promote a country's local culinary, it is necessary to have a promotion strategy, especially in the right culinary field to increase the local value of culinary consumption among tourists (Mak, 2012).

The availability of quality and safe food will be able to stimulate tourists to visit and buy a variety of available foods, because consumers increase their demand for higher quality products (Siswosumarto, 2012) (Sjah, 2010). This in addition to maintaining production, preserving culture, especially traditional Lombok cuisine, can also be a business that provides input in the form of income for the community and region in Lombok (Ariani, 2011). Currently, local food processing activities are highly recommended as a form of goal to increase the added value of income so that higher food security is obtained (NTB, 2012).

Several studies mention the problems faced with local culinary, including the limited marketing of products and the increasing use of digital (Ri'aeni, 2019) such as an application for ordering or delivering food online (Pamungkas, 2016). In addition, the lack of knowledge about marketing strategies (Aini, 2018), so it is not known to many people (Fajri, 2018), there are still traditional presentation and packaging techniques that make the product not durable (Nuraini, 2020) and hard to market (Widowati, 2018). Culinary problems include unclear and accurate documentation of authentic Indonesian culinary types (Sukerti, 2016) and not yet optimal development of local resource-based culinary tourism (Prayogi, 2017). With many problems, the culinary business is threatened to no longer exist (Sulastri, 2019) if not handled properly and sustainably. From the description above, it can be seen that there needs to be improvements in terms of facilities, services, development, and promotion. In addition, the biggest challenge and obstacle is the lack of information about culinary tourism in the area, especially Lombok. This makes tourists only come and visit culinary tours that are already well known and have brands and are often highlighted by various media.

In overcoming this problem, local culinary can help improve the community's economy, expand job opportunities and improve the welfare of the community, especially small local culinary traders. In addition, culinary tourism still really needs attention and development from the

government and management parties in the field so that the involvement of all parties is needed. Several studies mention several solutions, including the need for the use of modern technology (Abubakar, 2018) by building digital applications for local culinary development (Putra, 2020) increase competitive creativity through increased innovation and entrepreneurship (Lestari, 2019) and those related to government policies, for example integrating culinary businesses with creative industries (Ananda, 2019). From the description above, it can be seen that this research focuses on discussing the local culinary potential of the Gunungsari area, supporting factors and inhibiting factors with the aim that local culinary potential can help develop the community's economy, expand job opportunities and improve the welfare of the Gunungsari community, West Lombok.

Methodology

This research is a qualitative research and includes field research (Sugiyono, 2016). The research source used in this study was the Head of the Gunungsari District Office to find out which areas have local culinary potential to be identified as a village that supports the tourism industry in Gunungsari. In addition, several local culinary entrepreneurs in Gunungsari, West Lombok. The sampling technique was purposive sampling with a special purpose, namely local culinary entrepreneurs in Gunungsari. Data collection techniques used are direct observation, interviews and documentation. The data analysis technique used is triangulation. Triangulation is a method to check the validity of data. The process stage is carried out by reducing and drawing conclusions from the three instruments in the form of interviews, observations and documentation in order to obtain valid results according to the research questions.

Results and Discussions

Results

Local Culinary Potential

Lombok is an island that has various types of potential that can be developed to support the tourism industry. The potential is in the form of natural tourism, artificial tourism, historical tourism, shopping tourism and culinary tourism. Culinary tourism is one of the great potentials that is familiar to tourists who come to the island of Lombok. This is because apart from tourists who come to enjoy nature tourism, tourists also really need culinary tourism, especially local culinary specialties. Island Lombok has a lot of extraordinary local culinary potential to be developed. This local culinary potential has even developed into a culinary tour. Culinary tourism aims to be able to present a local regional culinary product so that the community and visitors can immediately feel and enjoy how the enjoyment of local culinary tastes is. Culinary tourism also affects the development of tourism in certain areas so as to increase the number of tourists visiting, regional income and the development of regional tourism.

In supporting the tourism industry in Lombok, there are many areas that have the potential to support the development of the tourism industry, especially local culinary. Gunungsari is a sub-district in West Lombok district which has a geographical location in the form of rice fields, plantations, close to the sea and has an area in a mountainous area. Gunungsari is also an area that has more than a tourism object and abundant natural resources which of course make it an income asset for the region. Local cuisine is a culinary tourism potential that plays an important role in developing the tourism industry, especially in the Gunungsari area, West Lombok.

From the results of the author's interview with the head of the Gunungsari sub-district about areas that have local culinary potential in the Gunungsari sub-district, there are only 5 villages that have local culinary potential that can be developed as regional identities. The villages are Mambalan, Tamansari, Kekait, Sesela and Gunungsari villages. Each village in the Gunungsari sub-district has a different and interesting local culinary. This is because the geographical location of each village is different, so the tourism and culinary potential is also greatly affected. These villages also received special guidance by the government related to the de-

velopment of the village. This village is expected to become a tourist village because it has tourism that is rich in natural tourism potential and local culinary tourism.

Supporting Factors of Local Culinary Potential

In study it is very necessary to analyze the supporting factors of local culinary potential with the aim of evaluating what needs are needed in developing local culinary potential and to create development strategies that exist in villages that have local culinary potential. In addition, to maintain and develop so that local cuisine owned in an area can be a support that influences development, especially in the tourism industry.

Based on the results of interviews and observations made by researchers on the supporting factors of local culinary in the village in the Gunungsari sub-district, West Lombok district, it was found that the supporting factors in the Gunungsari sub-district were very large. This is due to the geographical location of the area in the form of natural resources abundant from rice fields, mountains, gardens and the sea. In addition, human resources in the form of business actors are very enthusiastic and synergize with the government to develop village potential in the form of local culinary tourism. In addition, this area has enormous potential and opportunities to be developed. This is because the location of Gunungsari is close to and adjacent to the coastal tourism area and the sustainable natural tourism area. In addition, a *dasan bare* hamlet has long been making, producing and displaying handicraft products along the road. It aims to make tourists who come to visit friends of the beach, Gili and Pusuk Lestari, are interested and buy them as souvenirs from Gunungsari local handicrafts.

Gunungsari local cuisine is very easy to find by both local people and tourists who come to visit the island of Lombok. Almost every hamlet in Gunungsari sub-district sells local cuisine for daily consumption. Local cuisine is also easy to find from morning to midnight. The strengths and opportunities that exist in Gunungsari are supported by two factors that greatly influence regional development. The first factor is natural resources and the second factor is human resources. With these two factors, the potential that exists in the Gunungsari area continues to grow.

Inhibiting Factors of Local Culinary Potential

Into develop the potential that exists in an area, a development strategy is needed in analyzing the inhibiting factors that will occur. It aims to see and monitor environmental changes that occur and the adaptability of a business in order to grow and survive in intense competition. Before starting a business, a business actor must map the inhibiting factors, especially in terms of develop the potential of local culinary tourism in the area to find the greatest potential possessed by an area and take advantage of the existing potential. Business mapping is also carried out to find out how much potential the existing business has and how long a business can last.

As a local culinary business, there are still many who have not been able to implement it standard hygiene, especially in food. There is a need for special training from the government on how to handle food in accordance with hygiene and presentation standards during the covid 19 pandemic. With the fast food culinary businesses that have emerged based on current trends, local culinary tourism has declined. In addition, the lack of promotion of local culinary tourism is a threat that can reduce the tourism industry, especially in the region. During the COVID-19 pandemic, the tourism industry in Indonesia fell drastically. Increasingly sophisticated technology makes business actors in the local culinary field to be able to innovate and be creative in order to survive and continue to grow. Becoming a local culinary business in the village requires knowledge about product packaging. In addition, attractive packaging is also very important so that the products offered to the public become much more attractive and last longer. The attraction of local culinary tourism is still focused on certain famous foods. In addition, the attraction of local culinary tourism is also still focused on culinary tourism that already has a name and is well known. So the importance of promoting other local culinary areas so that tourists can also enjoy and know the local culinary of the Lombok area which is very diverse in type.

Discussions

Potency Local Cuisine

Identification of Local Culinary Potential

Gunungsari has local culinary potential that can be developed into a culinary tour and can be a local culinary business or business. Local culinary products are usually found on the side of the road, at exhibitions, or there are restaurants that provide local specialties. Local cuisine is food that is processed using traditional methods so as to maintain the distinctive taste of the area. This agrees with (Arudam, 2015) "culinary means related to cooking". The culinary business is the choice of many people, because it is considered a type of business that is easier to do than other businesses. However, the culinary business is a complex business, because it requires a lot of innovation and continuous creativity. Therefore, the strategy plays an important role in improving the industry, especially the local culinary industry.

Food and drinks each region has its own taste, where each restaurant is influenced by different cooking methods according to their respective cultures or traditions. Indonesian cuisine is very much and scattered in various regions. In their respective areas of origin, culinary is easily recognizable and is one of the people's identities (Purwaning, 2017). Culinary product providers are still limited in terms of the number and demand of the community for culinary products which are increasing every day, so that the business potential of local culinary products is very large and can increase people's income (Hubeis, 2015). This agrees with (Hjalager, 2010) where Special foods and special goods produced by a region become an important element of diversification and a tool to define the brand and image of a region, country and culture. This is nothing but to show the existence of traditional culinary arts in Indonesia which can be part of food security efforts related to the availability of processed food supplies, as well as creative and innovative entrepreneurial activities. This statement also reinforces that local culinary has become a lifestyle in the community. The activities of culinary and shopping tourism are conducted not only to enjoy the tourism potential but also as a new style of life developing among the society (Andrade, 2018).

In relation with tourism trends, the development of culinary tourism potential can be developed into a tourism product, where food from a localization perspective becomes product thinking and can improve the community's economy as farmers of food raw materials, food craftsmen, and food diversification programs can be supported. Tourism and food have a very strong relationship because tourism activities always require food, according to human nature or tourists who cannot stop consuming food. Culinary tourism places food as a subject and a medium, as a destination and as a tool for tourism development.

Kekait Village

Kekait village has a geographical location in the form of mountains, rice fields, plantations and rivers. Due to this geographical condition, this village is rich in sap (aren) plants, durian, jackfruit, nails (fern trees), bananas, and coconut trees. The majority of Kekait Village residents are farmers and traders, this is because the main income from Kekait Village is sugar palm. Many sugar palm farmers process their products into palm wine, kolang kaling and palm sugar.

Dodol Nangka

Dodol Nangka is a local culinary in the village of Kekait. With the abundance of jackfruit around the house and the sweet taste of jackfruit, the local people process jackfruit into jackfruit lunkhead typical of the kekait village. This lunkhead is sold by the villagers of Kekait in traditional markets and in shops. Dodol Jackfruit has a very sweet taste and soft texture so that it can be consumed by all people. The dodol that has been formed is repackaged into plastic or mica and then marketed. Jackfruit dodol packaging can be seen in Figure 3.



Figure 2. Dodol Nangka

Banana Chips

Banana chips are a snack product that is mostly produced in the village of Kekait. Bananas are usually sold without being processed into anything by the residents, but because of the abundance of bananas and rotting very quickly, the residents of the Kekait area have the idea to make bananas into a snack product, namely banana chips. Banana chips are made into 3 types, namely original, savory and wrapped with brown sugar.

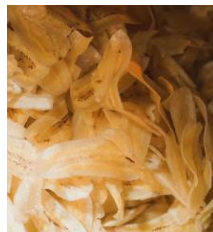


Figure 3. Banana Chips

Pencok Sagu Satay

This satay is different from other satays that use the main ingredients in the form of chicken, fish, and beef but uses the main ingredient in the form of sago. At first, sate pencok was actually made from pre-cooked cowhide. However, nowadays, most of the satay pencok are served with sago rice, which is more affordable than cowhide. This preparation is still a traditional food which is usually served on certain occasions by the people of Lombok. Everyday, satay pencok is eaten for breakfast and snacks. In processing sago pencok is not easy because when sago is thick when processed, it is quite draining. The sago flour is cooked first until thick and stirred evenly after it is printed, then cooled and then burned. After hardening then cut into cubes on a skewer like satay which is then served with thick spices made from cayenne pepper, curly red chili, candlenut then cooked for a long time with thick coconut milk. This seasoning is similar to the bulayak satay seasoning, namely the Pelalah spice.



Figure 4. Satay Pencok Sagu

Kelak Kelor

Kelak or jangan what is often referred to as vegetable kelor is a type of clear vegetable typical of Lombok which is often served in a daily dish. This vegetable comes from Moringa leaves which are given a simple seasoning in the form of red onion and salt. This type of vegetable is clear and has a very delicious and refreshing taste for consumption. Currently, Moringa is not only served as a daily family menu but has also become a menu that is available in a typical Lombok restaurant.



Figure 5. Kelak Kelor

Jaje bantal

Jaje bantal is a type of traditional Lombok snack that comes from glutinous rice mixed with grated coconut and cooked like rice cake. This traditional snack is wrapped in coconut leaves and shaped like a pillow and tied with a bamboo rope. This snack has a savory and slightly sweet taste because inside the jaje pillow there are two variants of filling. The first filling is banana and the second filling is red beans. Jaje pillows are usually made and served during Eid.



Figure 6. Jaje Bantal

Gunungsari Village

Gunungsari is one of the villages located in Gunungsari District, West Lombok Regency, NTB. One of the forms of tourism offered is handicraft tourism and community economics, one of which is in Gunungsari Village. Various kinds of local potential in the form of cassava, tubers which are very abundant in this village, make many people who process cassava into a food product that can have a selling value

Tape Singkong or Poteng Singkong

Tape singkong is one of the local culinary products typical of Gunungsari village that has been around for a long time. The people of Gunungsari village, especially the Lendang Bajur hamlet, process cassava tubers into cassava tape products to be sold either eaten directly, processed into fried foods or a mixture of rotating ice. Gunungsari village cassava tape has a very sweet taste and does not have a mushy texture when ripe. The characteristics of the Gunungsari village cassava tape really have very good quality. There are two types of cassava tape packaging typical of Gunungsari, namely by using banana leaves and by using a clear plastic bag with banana leaves on top. In terms of packaging, it is still very lacking, so the need for support from the government to develop the local culinary potential of Gunungsari village.



Figure 7. Tape Singkong or Poteng Singkong

Cassava Chips

Almost all residents in Gunungsari Village, especially in Balekuwu Hamlet, process cassava into cassava chips. The cassava chips that are produced are cassava chips that are peeled, then washed thoroughly using running water, thinly sliced and shaped lengthwise, then given seasoning in the form of garlic and salt and the last process is drying. After the chips are dry, the cassava chips are fried first and then packaged. The packaging used is very simple in the form of clear plastic with staples. By using simple packaging, cassava chips are not durable.



Figure 8. Cassava Chips

Balap Gedeng Rice

Balap gedeng is rice that is given various types of vegetables and side dishes. Balap rice is similar to mixed rice. This rice has a side dish that predominantly comes from vegetable or vegetable origin. The side dishes for this balap gedeng rice are beberoq, dry tempeh, anchovy sauce, processed, papaya, fried soybeans, tofu and tempeh with spicy seasoning. In addition, this rice is wrapped using gedeng or banana leaves so that the taste of this rice becomes much more delicious and delicious when consumed.

Balap gedeng is very easy to find. Almost along the road in Gunungsari village selling this balap gedeng rice. In addition, this gedeng rice is also available at the Gunungsari traditional market. If you buy rice directly from a rice seller, the rice will be wrapped at that time. However, if you buy it along the way, the balap gedeng rice is neatly wrapped and ready to be enjoyed. Gedeng rice is not durable or easily spoiled, because almost all of the menu uses coconut milk-based ingredients.



Figure 9. Balap Gedeng Rice

Lik-lik

Lik-lik is a type of clear vegetable with the main ingredients coming from Moringa leaves which are added with grated young coconut mixed in it. Grated coconut is not need to be squeezed or take the coconut milk but directly mixed with Moringa leaves. Likes to some times mixed with sliced papaya fruit that is still young or mixed with cayenne pepper leaves. The lik-lik menu is served as a routine meal for daily dishes. This menu is a simple menu and is always served by the villagers.



Figure 10. Lik Lik

Jaje Tarek

Jaje in Lombok language means snack. Jaje tareq is a snack that has a crunchy texture. The main ingredient of tareq cake is rice flour or traditionally use rice that is mashed into rice flour. The manufacturing process can be said to be easy but difficult because there must be a mixing process between rice flour and coconut milk, then a rolling process so that the tareq cake dough becomes thinner, a printing process and a frying process. This cake is usually encountered during certain activities or events, such as the maluid prophet, the ketupat Eid, the Hajj Eid or Begawe.



Figure 11. Jaje Tarek

Jaje Tujak and Poteng

Jaje tujak is a kind of tape food that is processed into snacks. This food is usually served when Eid. The name poteng jaje tujak has the meaning of pounded tape snacks. This snack consists of two servings, namely poteng or tape made of white sticky rice and jaje tujak which is processed from a mixture of white sticky rice, black sticky rice, and coconut that is ground until smooth. At first glance, the appearance of the green color on the poteng is similar to the typical Magelang sticky rice tape. However, this typical Lombok jaje tujak is served in square pieces. Making poteng requires quite a lot of time, because it must go through a fermentation process first for approximately three days. As for the jaje tujak itself, it is steamed twice, before and after being mixed with grated coconut.



Figure 12. Jaje Tujak and Poteng

It turns out that there is a unique tradition behind the making of this typical Lombok snack. There is a belief that in making poteng it should not be careless and the maker must be in a pure state or not menstruating (especially for women) so as not to damage the final result of poteng. In addition, the sowing of glutinous tape powder is also done after the prayer is finished so that it is still in a holy condition because after ablution. The taste of fresh poteng and savory jaje tujak as well as its legit texture certainly makes it very delicious to eat as a special dish when Lebaran arrives.

Jaje Ladran

Jaje ladran is a type of traditional snack made from wheat flour given coconut milk and a mixture of sugar. The manufacturing process is the same as jaje tareq, but in terms of taste, ladran has a savory and sweet taste. This cake has a crunchy texture. The shape of this ladran snack is in the form of a rhombus which has the shape of a tooth on the side.



Figure 13. Jaje Ladran

Tamansari Village

This village that has a geographical location in the form of hills, rivers and gardens. This is because there are so many places in this village which can be a natural tourist destination and culinary tourism to be enjoyed by the community and tourists who come to visit this village.

Satay ampet

Satay ampet is satay which is burned with charcoal. It is said to be ampet satay, because this satay seller fans the satay with ampet which is made of bamboo. In addition, ampet satay is usually sold by walking around, where the satay is placed on top of the nare which is carried above the head. Sate ampet is a special satay from Lombok that uses raw materials from chicken and beef. This satay has a spicy taste because it uses the main ingredients in the form of cayenne pepper, dry red chili, red onion, garlic, thick coconut milk, brown sugar, candlenut, chili paste typical of Lombok. This satay is usually served using urap, peleceng and lontong.



Figure 14. Satay Ampet

Pelalah Tahu Tempe

Pelalah in Lombok language is a type of side dish in the form of even yeast seasoning (ragi genap) which is added with thick coconut milk as fluid and is yellow-orange in color. Pelalah is cooked together with tempeh and tofu which is added with green cayenne pepper. Pelalah is also often "sebur" in the flush to the urap as a flavor enhancer in the vegetable urap.



Figure 15. Pelalah Tahu Tempe

Belinjo Crackers

Belinjo crackers are a nickname for types of crackers that are in the Gunungsari area. Basically, judging from the name, many people think that this type of cracker has the main ingredient in the form of belinjo or melinjo seeds. However, the Belinjo crackers in question are crackers made from the basic ingredients of mashed rice and tapioca flour with a fairly large size. These crackers are usually used as a container or place for vermicelli or plecting.



Figure 16. Belinjo Crackers

Kecicang or Kecombrang

Kecicang or commonly called kecombrang is a local culinary potential of Tamansari village. Kecicang grows a lot in hilly areas and plantations, so many villagers who process kecacang into a culinary product to be served in their daily diet. Kecicang shaped like young laos stems. Kecicang has a very distinctive aroma, so it can be an appetite enhancer. The residents of the Tamansari village usually process kecacang by means of stir-fry using basic spices in the form of onionred, garlic, shrimp paste and cayenne pepper.



Figure 17. Kecicang or Kecombrang

Sesela Village

Sesela village is a village where most of the people make a living as traders and farmers. Sesela village has a handicraft center located in the Sesela village art market. The art market is one of the centers for carving crafts made of wood, bamboo and clay made by the villagers of Sesela to be sold and marketed to tourists or Public. In addition, this village also has local culinary potential in the form of lindung and sisoq. This is because the geographical location of Sesela village is in the area of sisoq and rivers. Nasi lindung has a history which started from the habits of young people in ancient times in this area who liked to look for eels in river areas and rice fields. They seek refuge together with friends so that they have a very pleasant atmosphere. After getting enough eels, then at night, they process this lindung into a food together using simple spices. Usually the spices used are red chili, onion and garlic. After the dish is cooked, then together they eat together. This activity is called the Mengkele activity. Over time, this habit finally gave birth to an idea that could be useful for the residents around Sesela village. They can make a special culinary business that comes from the habits of young people in the area, which we now call belut rice.

Lindung Rice

Lindung rice is a local culinary that is much liked by local people to tourists who come to visit the island of Lombok, especially Sesela village. Protected rice is Nasi Campur, typical of Sesela Village, which has a main side dish of eel cooked with Lombok's special spices, which has a spicy taste with the aroma and fresh taste of added limes. The village community sesela cultivates protection with various types and processing techniques. Some cut it into small pieces and then fry it directly, some used eel using the smoking method. The smoking method makes the aroma and taste of the protection much more distinctively Lombok flavored. Besides protected rice, the local culinary potential of Sesela village is in the form of protected chips. Usually in making lindung chips, the size of the lindung used is small so that the taste of the eel chips is savory and has a crunchy texture.



Figure 18. Lindung Rice

Sisoq or siput

Sisoq or siput is one type of food that we commonly find in the village of Sesela Gunungsari. The people of Sesela village, whose daily life relies on processing rice fields and utilizing the contents of the fields, make Sisoq a local culinary potential of Sesela village. At that time there were quite a lot of poor people and the livestock system was not as advanced as it is today. So that Sisoq becomes a local culinary that is often consumed by the village community. In addition, sisoq is very easy to find in rice fields, rivers and fish ponds.



Figure 19. Plecing Sisoq

Jaje Abuk

Jaje abuk is a traditional snack that comes from steamed glutinous rice mixed with grated coconut and topped with brown sugar. Snack abuk in Lombok is divided into two types, namely abuk wrapped in banana leaves and jaje abuk which is printed on nare or a large tray. This traditional snack is often served at the Prophet's birthday, Eid Topat, Eid Eid and even other traditional events.



Figure 20. Jaje Abuk

Kelepon kecerit

Kelepon Kecerit is a traditional food typical of Lombok, this kelepon is similar to kelepon from the Java region, the difference is that if the Javanese kelepon is rounded, the Lombok Kelepon is shaped elongated. The people of Lombok dub this food with the name Kelepon Kecerit, which in Indonesian means squirt, because this cake will release brown sugar liquid when bitten and usually Kelepon Kecerit is used as a dessert.



Figure 21. Kelepon Kecerit

Sambal Komak

Komak in Indonesian is koro or koro seeds. Sambal Komak is one type of side dish that is usually served by the people of the Gunungsari area as a daily side dish. Sambal Komak is one of Lombok's local culinary dishes that is very popular with many people. This menu is processed using basic red spices or pelecung spices with the addition of Lombok's special shrimp paste which adds to the taste of the Komak sambal. Sambal Komak has the characteristics of being oily and not dry.



Figure 22. Sambal Komak

Kelak Pedis Panas

Kelak pedis panas is types of vegetables derived from long beans, kale, young Komak, and other vegetables that are easy to find. These vegetables can be categorized into types of sour vegetables. Pedis in Lombok language means sour or sour. This is because the addition of acid to the liquid or gravy from vegetables makes the vegetables have a spicy or sour taste. The addition of cayenne pepper to the seasoning makes this vegetable hot. Hot in the Lombok language is spicy.



Figure 23. Kelak Pedis Panas

Jaje perie

Jaje perie is almost similar to my cake. The main ingredient used is glutinous rice flour which is filled with grated coconut which is added with brown sugar. This traditional snack is called jaje perie because its shape is similar to bitter melon or bitter melon. In addition, the color of this traditional snack is green.



Figure 24. Jaje Paria

Sari Muka

Sari muka is a traditional Lombok snack which has two layers. The first layer comes from glutinous rice which is steamed until cooked and has a savory taste. The second layer is thick coconut milk which is given additional brown sugar on top as a topping and has a sweet taste. The combination of these two layers makes the taste of the facial essence balanced. Basically facial juice is similar to Sarikaya sticky rice. Facial sarees are usually sold with a simple printing process in the form of nare or trays that are sliced lengthwise or like a rhombus.



Figure 25. Sari Muka

Mambalan Village

In Mambalan Village, there is a village where most of the daily work of the people of Mambalan Village are casual laborers and farmers. villageMambalan is a village that has local culinary potential in the form of mambalan satay and crackers typical of the mambalan village. This can be seen from the people of the village of Mambalan, especially the mothers who make the business of sate and crackers typical of the village of Mambalan on a home scale. The Village Business Group community partnership program needs to be encouraged, in order to form business partners engaged in the production of satay and flour-processed crackers in the village so that a cooperative can be formed.

Pusut Satay Special Mambalan Village

Mambalan village has local culinary potential in the form of pusut satay typical of mambalan village. This satay is made from finely chopped chicken meat and without the slightest addition of coconut. The satay is made by wrapping chicken meat on a skewer that has been cut in half. After the ends of the meat are pinched, the meat is rolled until the meat is used up before finally being burned.

Mambalan's signature pusut satay seasoning is made from coconut milk, lime leaves, lime, red chili, garlic, cayenne pepper, salt, sugar, and shrimp paste. The use of red chilies and cayenne pepper in the seasoning makes the sate pusut spicy. In addition, the addition of coriander and palm sugar makes the sate pusut has a savory and sweet taste.



Figure 26. Pusut Satay

Kelak Batih

Kelak batih is types of vegetables that are often found in typical mixed rice stalls in Lombok. The mixture of kelaq batih spices in the Sasak language is called ragi belek. Ragi belek consists of various spices such as cloves, galangal, ginger, coriander, chili, shallots, garlic, and shrimp paste. All spices are mixed and mashed. Making kelaq batih is quite simple. Peanut seeds are first boiled until tender. After that, the ground spices are sauteed until fragrant and then mixed into the boiled chickpea seeds. Cassava leaves are added last or it can be combined with stir-fried spices.



Figure 27. Kelak Batih

Mambalan Crackers

Mambalan crackers are crackers typical of the village of Mambalan made from the main ingredients, namely wheat flour and tapioca flour. These crackers are snacks that are a must for the residents of the Mambalan village for daily consumption. The crackers produced from the village of Mambalan are crackers with a simple recipe and have an original taste.



Figure 28. Kerupuk Khas Desa Mambalan

Analysis of Local Culinary Potential

Local cuisine is a product that is produced and cultivated by local people in a certain area as a way of life by utilizing the potential and natural resources they have and using certain recipes and processing methods in producing it. Local cuisine in this study is special food and snacks for local people in Gunungsari District. In general, local cuisine is produced on a household scale, which aims to increase family income and create jobs. In addition, the existence of ancestral recipes, skills and experience in running a local culinary business has made local culinary specialties exist today.

Table 1. Identification of Local Culinary in Gunungsari District

No	Village Name	Culinary Name
1.	Kekait	Jaje Bantal
		Pencok Sagu Satay
		Dodol Nangka
		Banana Chips
		Kelak kelor
2.	Gunungsari	Cassava Chips
		Tape Singkong or Poteng Singkong
		Balap Gedeng Rice
		Lik-lik
		Jaje Tarek
Jaje Tujak and Poteng		

3.	Tamansari	Jaje ladran
		Ampet satay
		Pelalah tahu tempe
		Kecicang
4.	Sesela	Belinjo crackers
		Lindung rice
		Jaje abuk/iwel
		Kelepon kecerit
		Sambal komak
		Kelak pedis panas
5.	Mambalan	Jaje perie
		Sari muka
		Pusut satay special mambalan
		Crackers special mambalan village
		Kelak batih

From table 1 regarding the identification of local culinary potential, qualitative descriptive analysis can be done by combining local culinary groups in the categories of rice, side dishes, vegetables, satay and traditional snacks. Categorization of local culinary can be seen in table 2.

Table 2. Qualitative Analysis of Local Culinary Categories

No	Culinary Category	Culinary Type
1.	Rice	Balap gedeng rice
		Lindung rice
2.	Vegetable	Kecicang
		Kelak pedis panas
		Kelak batih
		Lik-lik
3.	Side dishes	Pelalah tahu tempe
		Sambal komak
4.	Satay	Pusut satay special mambalan
		Ampet satay
		Pencok sagu satay
5.	Traditional Snacks	Kelepon kecerit
		Jaje abuk
		Ladran
		Tarek
		Jaje Tujak and Poteng
		Jaje perie
		Jaje bantal
		Dodol angka
		Sari muka
6.	Chips/Crackers	Banana chips
		Cassava chips
		Belinjo crackers
		Crackers special mambalan village

Supporting Factors of Local Culinary Potential

- Has a potential source in the form of local culinary that can be developed to support the regional tourism industry.
- It has abundant natural resources.
- Having a variety of local culinary products which are based on local local raw materials, thus making the prices of local culinary products affordable.

- d) The high interest of tourists towards tourist attractions in the form of processing and serving local culinary processes requires facilities in the form of restaurants and restaurants to enjoy products made directly.
- e) The location is close to and passed by well-known tourist attractions such as Ampenan Beach, Gili, Senggigi Beach.
- f) Many people still want to try to enjoy local culinary from tourist areas.

Visitors (tourists) who come to the island of Lombok almost always want to enjoy local food products. This is because aspects of health, hygiene and food safety are very important factors for tourists to be able to consume traditional food so as not to interfere with their health (Cohen, 2004). In addition, tourist satisfaction is also closely related to the quality of service received, including security, cleanliness and supporting facilities available at tourist sites (Hau, 2014).

Local Culinary Inhibiting Factors

- a) Business actors and local culinary providers still do not have hygiene standards, both in how to process food, serve food and in the packaging process.
- b) Knowledge of human resources is still low on technology, especially in food presentation and packaging.
- c) The tools used in making and producing local culinary are still very simple.
- d) The number of modern or fast-food culinary products has shifted the existence of local culinary areas.
- e) Lack of capital owned by culinary tourism actors to develop their work or production in order to keep up with developments.
- f) The culinary location is in a village and has access to a narrow and difficult road, making it difficult for tourists to visit.

The current trend of changing global markets is in dire need of various aspects including human resources as managers and business actors in developing tourism potential and local culinary areas. This agrees with the research (Untari, 2019) where global market changes prioritize local resources as tourism destinations. Promotion of local culinary must be increased so that the public and tourists who come to visit know local culinary areas, this is in line with the opinion with the statement "Promotion is the most effective means to invite and to introduce the program or product even though the incurred cost is quite large" (Cheng, 2017).

Conclusions

1. The villages in the Gunungsari sub-district have local culinary potential. Local cuisine is a culinary dish that is served in everyday life as a staple food ingredient or the habit of consuming the dish. There are 6 types of local culinary classifications in the form of rice, vegetables, side dishes, satay, traditional snacks, and crackers or chips.
2. The supporting factor for the potential of local culinary in the Gunungsari sub-district is the local culinary area which is a characteristic of the Gunungsari area which must be maintained and developed in order to become tourism so that it can provide additional income for villagers and be able to preserve local values, especially in the food they have.
3. The inhibiting factors for the potential of local culinary in the Gunungsari sub-district are the lack of training for human resources in the form of training on sanitation and hygiene in processing food, packaging of culinary products and the lack of promotion of culinary products in the Gunungsari sub-district.

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