

The existence of betutu for supporting culinary tourism in Gianyar Bali

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Abstract: Gianyar Regency has local specialties menus such as Babi Guling, Bebek Betutu, Lawar, etc. However, betutu is the most menu ordered because it is halal menu which has its uniqueness, taste, and aromatic. Meanwhile, nowadays there are several culinary products which are sought by guest such as KFC, Ayam Geprek, and chicken or duck roasted. It is needed to figure out whether betutu still exist or not and how can betutu still exist among society. This study was aimed to figure out whether betutu still exist or not and how to maintain betutu in order to support culinary tourism in Gianyar Regency. This study was qualitative research which used deep interview for collecting the data from the informants. For the result, it was revealed that betutu still exist among the tourists and local society. It was proven by the result of interview with six informants who revealed that 5 of them can produce more than 50 portion of betutu daily. They also gave positive response toward the questions given by the researchers that revealed betutu is still sought-after by the tourists. The betutu is still made by using the original recipes and served in traditional presentation. Not only tourists, betutu still exist among local society because betutu is used as a means in Hindu ceremonies.

Keywords: existence, culinary, betutu, tourism

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Introduction

The culinary of Bali Island for supporting tourism has several impacts such as cultural, social, pride, and fulfillment of self-respect through culinary tourism, tourists can be served with natural tourism while enjoying culinary tourism or vice versa. It is evidenced by the existence of several restaurants which have opened branches in Gianyar regency. There are many local specialties of Gianyar regency which are sought by tourists such as babi guling, betutu (bebek betutu), lawar, and any other specialties. However, from these local specialties, betutu is the most demanded by tourists because betutu is considered as a halal food by people. The uniqueness of taste, aroma, and texture of betutu that make people sought it. Although a lot of development food products made from chicken and duck, betutu is always been the main course for tourists who are visiting Gianyar regency for a long time. The existence of betutu is still there and always demanded by tourists.

According to KBBI (Kamus Besar Bahasa Indonesia), existence is a presence which contains elements of survival. Existence can be interpreted as the presence of something in life. Moreover, according to Lorens (2005), existence is intended as everything that exists which has actuality and its existence is considered perfect until now. Betutu is one of the local specialties which became an identity of a region in Bali. According to Miller et al. (2009), cultural identity is a condition in which each individual accepts and respects differences and local wisdom and recognizes the right to differences. Local Specialties somewhere have been around for a long time and the recipes used are also passed down from generation to generation and still use old recipes to maintain the quality of the taste of the food. Considering that it is part of the local community, these foods are easy to find and become icons in some area in Bali. Thus, the researchers concluded that existence for current study was about the existence of betutu as

local specialty which has been around for a long time and its existence is still sought after by costumers. In this case, the researchers used existence, presence, and resilience as measures of existence.

The existence of betutu is a local food to be proud, considering that nowadays there are a lot of development food products made from chicken such as KFC, ayam geprek, roasted chicken or duck, etc. However, can betutu still be stated exist and how to maintain the existence of betutu for supporting culinary tourism in Gianyar regency in pandemic covid-19?

Methodology

This study was in qualitative research which matched with six characteristics of qualitative research by Creswell (2012). Those six characteristics are exploring a problem of a phenomenon, having literature review, collecting data based on participants' experiences, participating by a small number of individuals, and writing simple report. This study was conducted in Gianyar Regency as the tourism areas such as Ubud, Sukawati, and Gianyar Districts which mostly visited by domestic and international tourists. On those districts, the researchers chose 6 informants which related to the topic as the participants through purposing sampling method, in order to get the information needed for current research. Deep Interview is done for gaining accurate and deep information. The process of interviewing in this study used the type of informal conversational interview. It referred to the tendency to be very open and loose (unstructured) so that the interview was really similar to a conversation. The questions raised by researchers differ from one subject to another, the same subject sometimes has to be revisited by the researcher for different or similar questions so that previous answers may be added or revised by the subject (Pawito, 2007).

Considering current situation which dealing with pandemic covid-19, the researchers chose six informants as the participants of this study. Those informants are owner of the restaurant and assistant manager of a hotel. The researchers also interviewed several costumers in order to get more information about betutu. The data are collected by asking the participants following the interview guidelines.

Results and Discussions

The six informants said that current situation, which is pandemic covid-19, their turnover was decreasing since the international airport has closed and one of them said that menu betutu was taken out from the list of menu for temporary because got decreasing visitors.



(Source: Documentation, 2021)

Figure 1. Bebek Tepi Sawah Restaurant

Bebek Tepi Sawah Restaurant has opened by I Nyoman Sumerta since 1999. It is along with his background which loves Balinese food and cooking. Bebek Tepi Sawah Restaurant serves chicken and duck betutu which cook through Tunu method. Tunu method is the way of cooking that the meat roasted on fired coal for several hours in order to make special aroma and taste. Chicken and duck betutu are favorite menu for domestic and international tourists. Bebek Tepi Sawah restaurant could produce betutu around 100 portions or more before pandemic Covid-19. Meanwhile nowadays, Bebek Tepi Sawah restaurant decides to take out betutu from the list for temporary.



(Source: Documentation, 2021)

Figure 2. Warung Sak Ade

Warung Sak Ade is opened since 90s which started selling betutu as the main course in sengol traditional market. In order to fulfill customers' demand, then on 2010 Warung Sak Ade opened new branch on Jalan Ngurah Rai-Gianyar. Warung Sak Ade could sell more than 100 portions daily which priced 20.000 Rupiah per portion. Wayan, owner of Warung Sak Ade, always uses the receipt given by her parents for preparing and serving chicken betutu. Wayan said that since she and her family have ruined the business of betutu, there are no complaints from the customers for the taste of betutu. It is revealed that betutu which served in Warung Sak Ade Gianyar is consistent for its taste since 90s.



(Source: Documentation, 2021)

Figure 3. Pita Maha Hotel

Royal Pita Maha Hotel has operated since 1995 which located on Jalan Sanggingan, Ubud. Currently, there are 24 private villas built in comfortable Balinese architecture. Various facilities are provided for attracting tourist to stay one of it is the restaurant which provides various menus. According to Made Suama as the Executive Assistant Manager (EAM), betutu does not lose in competing with western menus such as chicken Hawaiian salad or beef medallion. It needs a development of the way serving betutu by creating a diner package with gapura background in Pita Maha with melody from the instrument of in order to increasing the product value of menu betutu.



(Source: Documentation, 2021)

Figure 4. Warung Ulam-Ulam

Warung Ulam-Ulam, located in Batubulan, is a local restaurant which focused on Indonesian specialties. Locating in between tourism places such as Bali Bird Park, Barong and Keris Batubulan Dance, and Barong & Kris Dance Jambe Culture make Warung Ulam-Ulam as one of local restaurants which are visited mostly by domestic and international guests. In beautiful rice field view makes the customers feel comfortable when they visit the restaurant. However, Warung Ulam-Ulam more offers seafood nowadays.



(Source: Documentation, 2021)

Figure 5. Wr. Betutu

Beside Warung Ulam-Ulam, there is a local restaurant which near with tourism objects. It is Wr. Betutu which located on Jalan Raya Celuk Batubulan but do not have rice field view. Although do not have rice field view, Wr. Betutu has costumers as much as Warung Ulam-Ulam. It is because Warung Ulam-Ulam serves betutu with urap sayur (vegetables) which complete the taste of betutu.



(Source: Documentation, 2021)

Figure 6. Warung Pawon Bali

Warung Pawon Bali, located on Jalan Raya Celuk, Batubulan also serves ayam betutu as the main course. The way of Pawon Bali serving ayam betutu is served with long beans, peanuts, sambel matah (Balinese traditional sauce which made by mixing sliced red onion, garlic, red chili, shrimp paste, salt, lemongrass, lemon, and coconut oil without being fried), cassava leaf, potato, tempe manis (a fermented soybeans which being fried with ketchup) in order to add special favor of ayam betutu.

From those six informants, the researchers found out that menu betutu is always the main course for those places because its taste, texture, and aroma which can arise customers' appetite. It makes betutu still exist and always be chosen by customers although currently there are several types of chicken products such as KFC and Ayam Geprek.

It is shown from Table 1 that betutu as a local specialty is still present among society and consumed daily. It is proven by the response from the informants that giving positive response toward the questions that given by the researchers. Informant from Warung Sak Ade, Royal Pita Maha, Warung Ulam-ulam, Wr. Betutu, and Warung Pawon Bali give positive response that betutu is still sought-after by the tourists. They also give positive response that they still produce betutu by using the original recipes and served in traditional presentation. At last, they give positive response that tourists have positive perception about betutu as a local specialty which viewed from its taste and price. Meanwhile Bebek Tepi Sawah Restaurant Ubud could not give the response because currently the restaurant does not serve betutu on the menu because of the pandemic situation. This means that ayam and bebek betutu still exist among tourists and local society because the 5 informants gave positive response. The result of interview can be seen in Table 1.

Table 1. The Existence of betutu in supporting culinary tourism of Gianyar Bali

Informants	Items	Response	
		Positive	Negative
Bebek Tepi Sawah Restaurant Ubud	BTS1: Is betutu still sought-after by tourists?	-	-
	BTS2: Is betutu still made by using the original recipes and served in traditional presentation?	-	-
	BTS3: How do tourists perceive betutu as a local specialty viewed from its taste and price?	-	-
Warung Sak Ade	WSA1: Is betutu still sought-after by tourists?	v	
	WSA2: Is betutu still made by using the original recipes and served in traditional presentation?	v	
	WSA3: How do tourists perceive betutu as a local specialty viewed from its taste and price?	v	
Royal Pita Maha Hotel	RPM1: Is betutu still sought-after by tourists?	v	
	RPM2: Is betutu still made by using the original recipes and served in traditional presentation?	v	
	RPM3: How do tourists perceive betutu as a local specialty viewed from its taste and price?	v	
Warung Ulam-ulam	WUU1: Is betutu still sought-after by tourists?	v	
	WUU2: Is betutu still made by using the original recipes and served in traditional presentation?	v	
	WUU3: How do tourists perceive betutu as a local specialty viewed from its taste and price?	v	
Wr. Betutu	WRB1: Is betutu still sought-after by tourists?	v	
	WRB2: Is betutu still made by using the original recipes and served in traditional presentation?	v	
	WRB3: How do tourists perceive betutu as a local specialty viewed from its taste and price?	v	
Warung Pawon Bali	WPB1: Is betutu still sought-after by tourists?	v	
	WPB2: Is betutu still made by using the original recipes and served in traditional presentation?	v	
	WPB3: How do tourists perceive betutu as a local specialty viewed from its taste and price?	v	

Local specialties such as betutu is much sought after by domestic and international tourists as a culinary tourism. According to Velyniawati et al. (2015), the level of acceptance of international tourist as customers towards local specialties can be seen from four aspects, namely the food's taste, the food's color, the food's portions, and the food's nutrients. Based on the research finding, it was found that 66.7% of international tourists strongly like the taste of Balinese food; 53.3% of them strongly like the color of the food; 95% of them said that the food portions served were adequate; and the international tourists' acceptance rate toward Balinese food were exceeded 61.7%.

Based on the findings, it can be said that betutu as local specialties is still exist because of its existence in supporting culinary tourism in Gianyar regency which can be developed in other areas. These findings support the research which conducted by Prayogi (2017) which revealed that the development of local specialties can elevate the image of the area because it can compete with western food. Purna and Dwikayana (2019) revealed that the existence of betutu in Bali has been through a long historical journey and its existence nowadays has developed which were originally functioned for Balinese ceremony but now betutu has been served in restaurants and hotels because it is in great demand by domestic and foreign tourist. The existence of betutu as local specialties in supporting culinary tourism in Gianyar regency is

inseparable from the role of culinary entrepreneurs who continue to maintain the culinary business that has been passed down by their families. According to Mustika and Apriliani (2013), there are several factors that can influence local culinary entrepreneurs in maintaining their business which can be categorized into two, namely internal and external factors. The internal factors are the ease of obtaining business capital, the availability of raw materials, and the processing of raw materials. Meanwhile, the external factors are the marketing process and the influence of the competitors' presence.

According to Nariani (2019), tourists who visit the restaurant not only looking for the local culinary but also the convenience obtained from the natural view and atmosphere in Ubud. Based on the data obtained, the researcher revealed that local culinary delights received a positive response by tourists viewed from the various menus, unique, presented attractively with strategic locations and a comfortable atmosphere. Based on Hendriyani (2020), there are several local specialties that consumed by the tourists such as nasi campur Bali, nasi beguling, sate lilit, ayam/bebek betutu, be pasih sambel matah, mujair nyat-nyat, bebek timbungan, be pasih mekuah, be genyol, and siap gerang asem. From 332 participants, 32.53% participants chose nasi campur Bali (rice mixed Balinese ingredients such as chicken and local ingredients), 18.07% of participants chose babi guling (roasting pig), 16.87% of participants chose sate lilit (fish meat roasted mix with Balinese sauces), 9.04% of participants chose betutu, 8.43% of participants chose be pasih sambel matah (fish meat mixed with Balinese sauces), 8.13% of participants chose mujair nyat-nyat, 2.41% of participants chose bebek timbungan, 2.11% of participants chose be pasih mekuah, 1.20% of participants chose be genyol, and another 1.20% participants chose be siap gerang asem. Based on that view, menu Betutu only chosen by 30 participants from 332 participants. A strategy is needed to develop and increase menu Betutu such as organizing street food culinary events to promote Betutu in Gianyar district to attract society and conducting entrepreneurship training program for the betutu entrepreneurs in Gianyar, Bali.

Based on the entrepreneurship training program conducted by Sutajaya (2016) in Ubud, there was a significant increase about 9.5% of culinary traders' attitude in entrepreneurship between before and after ergo-entrepreneurship training. It indicates that through the training, culinary trades are increasingly motivated to develop their business. It is needed to conduct entrepreneurship program for betutu traders in Gianyar in order to develop and increase their experience and motivation for their product business. For increasing product value to the tourists, not only conduct training program but it is needed to test the quality of the food by the experts in order to know the quality of the specialties for accepted by the tourists. According to Marsiti et al. (2019), there are some Balinese specialties tested its quality, one of it is chicken betutu (ayam betutu). Besides chicken betutu, there are urutan be celeng, lawar merah, lawar putih, tum ayam, pesan, tum be celeng, and sate empol which have tested its quality by the experts. These specialties can be used for supporting culinary tourism in Bali considering that Bali is as the seventeenth Top Best Island on the World by Travel Leisure Magazines (Clemence, 2020).

Conclusions

The six informants which related with betutu have served menu betutu for a long time and keep its original taste which served differently from one and others. The effect of pandemic covid-19 is damaging all sectors in Bali tourism. Bebek Tepi Sawah Restaurant has diminished the menu in the restaurant. It is disappearing betutu from the menu for temporary until the end of pandemic covid-19 because the customers are decreasing. On the other places such as Warung Sak Ade Gianyar, Warung Ulam-Ulam, Wr. Betutu, and Pawon Bali lost their omzet almost 50% because this pandemic covid-19, but they still open and get customer during this pandemic. It means that menu betutu as local specialty still exist among tourist and society. It is needed to conduct entrepreneurship training program for ayam and bebek betutu traders in order to develop local culinary for tourism.

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