UTILIZATION OF TRADITIONAL CULINARY AS A TOURIST ATTRACTION IN THE RIVERBANK AREA

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ABSTRACT: Traditional food is not only related to cultural aspects of society. However, traditional food has been utilized in the tourism aspect. The existence of traditional food in a tourist destination can represent and identify a destination and motivate tourists to visit it. One of the cities that take advantage of this is the riverbank area of Banjarmasin City through river crossing activities. This tourism activity can provide tourist experiences to tourists, including culinary. Culinary Soto Banjar Bang Amat has been designated a tourist attraction in the mayor's regulation number 25 of 2016. Therefore, this study aims to identify the use of traditional food in the form of Soto Banjar as a tourist attraction on the banks of the river in Banjarmasin City. The approach used in this research is qualitative with a descriptive method. Data collection techniques were carried out through observation in the culinary area of Soto Banjar Bang Amat. In addition, interviews were conducted with business owners and tourists—documentation in the form of recordings and pictures. Data analysis uses data reduction based on research objectives, data presentation in the form of words equipped with tables and pictures, and data verification by concluding. Finally, test the validity of the data using triangulation and observation extensions. The study results ensure that the traditional Soto Banjar food can provide a tourist experience for tourists on the riverbanks of Banjarmasin City. Therefore, in this case, it is recommended that the government work with managers to improve traditional food as a pull factor for first-time visitors and as an experience that will bring back memories and motivate tourists to come back.

1. INTRODUCTION

Tourism continues to be developed by utilizing the potential of nature, culture, and human resources that are packaged into one tourist attraction that can be enjoyed by tourists (Ajidayanti & Abbas, 2019; Husain et al, 2020; Jumriani et al, 2019). Therefore, the region's potential must be utilized

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optimally to implementation of tourism, which can increase national income and even make a sizable contribution to the economy.

Tourism can development of a service to meet the needs of individuals and groups when they travel (Zhang et al, 2021). Each region in Indonesia varies according to the tourist attraction (Ajidayanti & Abbas, 2019). If the sector is managed correctly by the government and the community, it will be able to improve and elevate the economic sector (Noerkhalishah et al, 2020).

The existence of traditional cuisine in each region has the potential to be developed as a tourist attraction. The tourism industry is currently developing into culinary tourism. The term culinary has developed meaning. Culinary is not only food that functions to satisfy needs when hungry. However, the culinary concept is no longer just for tasting but also looking for atmosphere and service as part of the food served to order. As conceptually, culinary tourism is a travel activity or part of a travel activity that is carried out voluntarily and temporarily to enjoy food and drinks (Hardomi & Murdani, 2019; Juliana, 2019; Putro et al, 2020). A tourist will always take the time to taste food and drinks at a tourist destination.

Nowadays, many places to eat are established with certain concepts. Various culinary offerings are offered to range from traditional to modern. This is certainly a potential that can be developed as an opportunity for tourism development. Tourists have different perspectives on local food, including a strong interest in gastronomy and considering food as a product of a cultural experience when traveling (Abbas et al, 2021).

In Banjarmasin City, culinary has become an aspect of tourism. Banjarmasin Mayor Regulation Number 25 of 2016 says that one tourism sector developed in Banjarmasin City is river-based tourism. The tourism concept is called *river tourism* by utilizes local culture, religion, and cuisine as a tourist attraction. The city of Banjarmasin is a tourist destination in Indonesia. The city government has carried out culinary development to support the tourism sector to establish a culinary area in this city. This is considering the number of tourists in the city of Banjarmasin in the last three years has continued to increase, namely from 2016 to 2016. as many as 681,752 people in 2017, as many as 733,816 people, in 2018, as many as 783,837 people, and in 2019 as many as 840,587 people (Data from the Banjarmasin City Culture and Tourism Office, 2020). With the increasing number of tourists, it is a positive opportunity to develop the growth of culinary tourism and will contribute to the community's economy.

Soto Banjar is one of several local culinary delights in Banjarmasin, which is part of a tourist attraction on the river banks. In the regulation of the Mayor of Banjarmasin Number 25 of 2016, the culinary place of *Soto Banjar* is a tourist point that tourists can visit when traveling along the river.

Culinary tourism development has been carried out in various countries to support tourism. One can be seen in Korea; culinary tourism has emerged as a popular program for foreign tourists who learn and experience Korean culture through cuisine, restaurants, and eating habits. Likewise, in Italy, local food and drink have been shown to play an essential role in influencing the frequency of tourists. Five themes dominate culinary tourism: motivation, culture, authenticity, management and marketing, and goal orientation. In addition, the culinary aspect has a vital role in the successful development of a destination through collaboration between local food and culture and the environment, such as restaurants, hotels, and travel agents (Abbas et al, 2021; Agyeiwaah et al., 2019).

Horng & Tsai (2012) researched culinary development as a tourist attraction titled "Culinary tourism strategic development: an AsiaPacificperspective". The results of the study identified four critical factors for culinary success as a tourist attraction, namely identifying and using culinary tourism resources effectively; evaluating government principles for promoting culinary tourism; adopting a marketing strategy to promote the culinary culture sector; and building an educational environment

for culinary culture and tourism. This paper discussed the use of local culinary Soto Banjar in Banjarmasin City as a tourist attraction on the river banks. This aims to identify and describe culinary management as part of a tourism objects developed in the riverbank area.

2. LITERATURE REVIEW

Traditional food is food and drink, including snacks and mixed ingredients or ingredients used traditionally, and have long been explicitly developed in regions and areas and processed from recipes that have long been known by the local community with local ingredients and have a taste that is relatively following the tastes of the local community. Traditional food has the meaning of everyday people's food, whether in the form of staple foods, snacks, or unique dishes passed down from generation to generation (Darsana & Susanti, 2022). Methods of processing traditional food recipes and the taste are generally hereditary, so traditional food in each place or region is different (Agyeiwaah et al, 2019). From the two definitions of traditional food above, it can be said that traditional food is obtained from generation to generation and in each region has different characteristics.

The diversity of traditional foods that exist is influenced by the conditions of the area or place of residence and the culture in the area. Today's society almost forgets not a few traditional foods in an area. How to process traditional food recipes: taste is generally hereditary, and there is very little product innovation. Traditional food has characteristics, among others:
1. Food recipes that have been passed down from generation to generation,
2. Use of specific traditional tools in the processing of these dishes
3. techniques are a way of processing that must be done to get the distinctive taste and appearance of a dish

3. METHODOLOGY

This study aims to identify the existence of *Soto Banjar* as a tourist attraction on the banks of the river. The research is based on field experience in the tourism aspect of the riverbanks. This research is in the culinary tourism area in Banua Anyar Village, Banjarmasin City, precisely in the *Soto Banjar Bang Very*. The selection of this research location is based on the regulation of the Mayor of Banjarmasin Number 25 of 2016, which states that the cuisine of *Soto Banjar Bang Amat* is part of a tourist attraction on the banks of the river. In connection with the objectives to be achieved in this research, it aligns with qualitative research methods. This study used a qualitative approach with a descriptive method. Data collection was done by interview, observation, and documentation. Various data collection techniques are carried out in research activities to obtain data relevant to research (Sugiyono, 2018). Grounded theory can create meaning through data collection, data analysis, and modeling approaches based on analysis (Edwards & Holland, 2020; Lefèvre et al, 2019). This design explores informants' experiences regarding the research subject, including the *Soto Banjar Bang Very*.

3.1 Informatns The

Informants in this study consisted of seven people from various subject backgrounds. The informants include owners, employees, and visitors to the Soto Banjar Bang Very. The following are specifically the informants:

Table 1. Research Informants

No	Name	Age	Address	Information
1.	Shafwati	51	Banjarmasin	Culinary Tour *Soto Banjar*
2.	Yuni	42	Banjarmasin	Secretary Culinary Tourism *Soto Banjar Bang Amat*
3.	Makmum Rasyid	34	Martapura	Cook Culinary Tour *Soto Banjar Bang Very*
4.	Rizal	34	Banjarmasin	Visitors *Soto Banjar Bang Amat*
5.	Arif	26	Banjarmasin	Visitors *Soto Banjar Bang Amat*
6.	Employees	28	Banjarmasin	Employees *Soto Banjar Bang Amat*
7.	Rina	29	Banjarmasin	Employees *Soto Banjar Bang Amat*

Source: Research Data, 2022

The secondary data was obtained from several literature studies: research results in scientific articles that describe those related to tourism, tourism objects, and traditional culinary arts. Specifically, secondary data are as follows:

Table 2. Secondary Data Research

No	Author	Year	Title	Document
1	Ersis Warmansyah Abbas, Jumriani, Mutiani, Muhammad Adhitya Hidayat Putra, and Muhammad Rezky Noor Handy	2021	The Role of Culinary Entrepreneurs in the Culinary Area of Banua Anyar for Tourism Development in the City Banjarmasin	Research Journal
2	Ersis Warmansyah Abbas, Jumriani	2020	Culinary Identification in the Banua Anyar Culinary Tourism Area; a Contribution to Tourism in Banjarmasin City	Research Journal
3	Putro, HPN, & Jumriani, J	2020	Social and Economic Life of Riverside Communities as Social Studies Learning Resources	Journal of

3.2 Data Instrument Research, Data Validation, and Data Analysis The data

The analysis technique followed the Miles and Huberman pattern, which begins with data reduction, presentation, and verification (Moleong, 2010). Reducing data means summarizing, choosing the main things, focusing on the essential things, looking for themes and patterns, and discarding the unnecessary. Thus the reduced data will provide a clearer picture and make it easier for researchers to collect further data and look for it. Data reduction in this study was carried out by summarizing, selecting the main points in the data collected from interviews and observations, and focusing on essential things; data related to the research objectives were taken. The data analysis process selects data relevant to the research focus.

Then the data is presented in the form of narratives and tables to get a conclusion. Finally, the data is arranged in a pattern of relationships between categories through the presentation of the data. In this study, the presentation of data was carried out by identifying the use of traditional cuisine as a tourist attraction on the banks of the river. In analyzing the data until it reaches the verification stage, the researcher also continues to test the validity of the data. Drawing conclusions or verification is the last step in qualitative research. Verification is carried out after combining the data obtained in research activities.

In this last step, the researcher draws the initial conclusions put forward that are still tentative. They can change if they do not find supporting solid evidence at a later stage of data collection, but if the conclusions put forward at an early stage are supported by evidence. If the evidence is appropriate or

valid when the researcher makes observations in the field to collect data, then the conclusions put forward can be said to be valid. In this study, the researcher used extensive observation and triangulation of sources, techniques, and time to test the validity of the data.

4. RESULTS AND DISCUSSION

Culinary tourism is a facility with a strong attraction for the community's economy. The study results ensure that a tourist spends up to a third of the total expenditure of tourism travel expenses to enjoy local cuisine, so culinary is an influential component of tourist activity.

Enjoying local food provides opportunities for tourists to learn about the geography and culture of the local community (Syah & Hajarrahmah, 2019). Famous and quality food can be developed into tourism products to increase interest in visiting a tourist destination. One example of a tourist destination that is visited by many because of the attractiveness of its food namely Italy, where Italian cuisine and wine are able encourage the growth of the tourism industry (Abbas et al., 2021; Liberato et al, 2020). Therefore, it can be said that culinary has the potential to be developed as a support for the community's economy by utilizing the tourism route.

The tourism sector is divided into several parts such as industrial tourism areas, natural tourism areas, and also one of them is a culinary tourism areas which is not only a goal to make you whole and spoil your appetite with a variety of authentic food or drinks from tourist destinations, but also this culinary tour. have a positive impact on the development of regional opinions which can have attractive values to be able to attract potential tourists both locally and internationally in enjoying authentic regional culinary specialties in Indonesia.

Soto *Banjar Bang* itself is a culinary place that serves various Banjar specialties, one of which is famous for the *Soto*. *Soto* is a soupy food made from meat that can be given potato sauce, bean sprouts, and so on, and *Soto* has coconut milk, but some don't*; Soto* has a ratio of content and gravy which is one to two. The taste of *Soto* is savory and fragrant due to the use of various ingredients, spices, and herbs.

Soto itself is a food widely known and liked by the general public. One of them is famous in the culinary tourism area of Banua Anyar Village, South Kalimantan, namely *Soto Banjar Bang Amat*.

Figure 1. Culinnary Traditional ini "Soto Banjar Bang Amat"

Source: Documentation 2022

Culinary tourism *Soto Banjar Bang Amat* is a culinary place that serves various kinds of Banjarese specialties, but the most famous is *Soto*, namely *Soto Banjar*. Making *Soto Banjar* is relatively easy by using chicken as the raw material and equipped with other complementary spices; this is explained by Mrs. Shafwati (51) as the owner of the culinary tour of *Banjar Soto Bang Amat*. Restaurant *Banjar Bang Amat Soto* is considered quite reasonable considering that this restaurant is located in a culinary tourism area and a strategic place; it also has a large area of land and can accommodate up to 300 customers in one sitting, which in a day can sell up to 500-600 portions of *Banjar Soto* and also with the new menu, namely the Banjar cuisine menu, which can sell up to 500-600 servings per day. Moreover, a day can be reached 50-70 chickens for chickens. A culinary tour of *Banjar Bang Amat Soto* reaches an average monthly income of 500 million rupiahs per month, but that is only gross profit, and if the net profit is about 10% of the gross profit, which is around 50 million rupiahs per month the net profit.

Soto Banjar Bang Amat was never empty of tourists except in the early days of the covid-19 pandemic, which was explained by Mrs. Shafwati (51) as the owner of the *Soto Banjar Bang Amat restaurant* (Interview, January 20, 2022) when at the beginning of the pandemic they were closed for three months. Culinary tourism *Soto Banjar Bang Amat* also did not escape the attention of the government, namely the role of the tourism department at this Bang Amat restaurant, namely by providing advice on the existence of klotok tourism when visiting *Soto Banjar Bang Amat* and also providing a signboard that reads *Soto Banjar Bang Amat* in2012. Therefore, culinary tourism in the Banua Anyar village has advantages in field tourism, especially culinary tourism, which can positively impact the community's economic development, especially in the culinary tourism area of *Soto Banjar Bang Amat*.

Culinary tourism area *Banjar Bang Amat Soto*, besides preserving local specialties from the South Kalimantan region but also having a tremendous impact on the economy and also *Banjar Bang Amat* uses a strategy of prioritizing its taste; this is evidenced by the high activity of tourists who come to *Banjar sotoBang Very* this. For the region, the culinary tourism of *Banjar Bang Amat Soto* also plays a role in local income tax revenues. Furthermore, it positively impacts the surrounding community because *Banjar Bang Amat Soto* has much labor absorption, especially for the people around the *Banjar Bang Amat* Soto. Finally, it is also a source of pride because our regional specialty, South Kalimantan, namely Soto, targets culinary tourists both from our area and outside the region.

5. CONCLUSION

The use of traditional cuisine in the form of *Soto Banjar* for tourism along the riverbanks of Banjarmasin City continues to be developed. Soto Banjar as local cuisine is not only a cultural aspect but has developed into a part of the community's economy through the tourism aspect. Tourist objects that are formed from various aspects can provide knowledge about various things such as history, the culture of community activities, and even the perspective of the local economy of the people on the riverbanks. Culinary *Soto Banjar* as a tourist attraction not only aims to meet the appetite of tourists but the existence of *Soto Banjar* as a culinary tourism object on the riverbanks of Banjarmasin City also has a positive impact on the development of regional income, which can have attractive value to attract potential tourists both physically and mentally. Local or international in enjoying authentic regional cuisine.

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