

Ethnographic Research: Potential of Local Culinary as a Tourist Attraction Object in Simalungun Regency, Indonesia

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ABSTRACT

The objectives of this research include exploring the potential of local culinary as a tourist attraction in four Destination Tourist Objects (ODTW), namely Haranggaol, BIS, Sibaganding, and Parapat in Simalungun Regency, Indonesia. The interconnection between food and tourism is currently growing. This research is an ethnographic study to support the acceleration of culinary tourism development in Simalungun Regency. Data were collected through observation and ethnographic interviews with 3 informants, namely key informants, main informants, and supporting informants. Using selective observation and contrasting questions, several contrasting dimensions among the residents of a domain can be identified (for example, we will know that the main foods are "dayok nabinatur" and "saksang," while desserts are found in "lapet boras" and "marlakop-lakop," and perhaps many more contrasts between main dishes and desserts). Such contrasting issues are the focus of componential analysis. Categorization of culinary based on local wisdom can be seen from the following elements: 1) culinary naming in Batak language; 2) cultural themes behind culinary presentation; 3) basic food ingredients; 4) local spices/herbs; and 5) the cooking process of local culinary. The potential of local culinary wisdom and culinary tourism based on local wisdom is worthy of development into a new tourist attraction, namely culinary tourism, to attract tourists.



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INTRODUCTION

Indonesian tourism began to move forward in the 1980s. The peak was around 1984 to 1991 with international tourist visits reaching an average of 15% to 36%. In 1992, foreign tourist arrivals even exceeded the target, namely around 3 million people or around 36.5% (Raymond et al., 2014). Indonesia, as a developing country, still considers tourism as a mainstay sector to be developed. With all its unique culture and natural beauty, tourism in Indonesia attracts world attention. This is illustrated by the Travel and Tourism Competitiveness Index (TTCI) data from the World Economic Forum (WEF) which shows that Indonesia's ranking has increased rapidly. From ranking 70th in 2013, to ranking 40th in 2019 (Ab Hassan, 2020).

In an effort to accelerate Indonesia's tourism development, President Jokowi gave six directions for DSP development, namely: 1) spatial planning and control; 2)

increased accessibility and connectivity; 3) development of tourist facilities, facilities and infrastructure; 4) improving the quality of human resources; 5) marketing local products; and 6) large-scale and integrated promotion of DSP ([Ab Hassan, 2020](#)). This effort is being made to increase tourist visits so that they can compete with other countries. Local wisdom is explicit knowledge that emerges from a long period of evolution together with society and its environment in a local system that has been experienced together ([Bernardini et al., 2018](#)).

Lake Toba has tourist objects and attractions (ODTW) with natural beauty and cultural uniqueness making the surrounding area a development priority in North Sumatra. Several sub-districts in Simalungun Regency which are in the Lake Toba DSP have the potential to be developed into new alternative tourist destinations. Areas that are in direct contact with Lake Toba have the opportunity to develop their tourism sector. Regions with priority functions directed towards the tourism sector are: 1) Sidamanik District; 2) Haranggaol Horison District; and 3) Dolok Pardamean District. Therefore, the locus of the research dissertation is in four research locations, namely: 1) Haranggaol; 2) Bukit Indah Simarjarunjung (BIS); 3) Sibaganding; and 4) Parapat. These four research locations are right in the "heart" of Simalungun Regency tourism because they are located right in the hilly area and on the edge of Lake Toba. Apart from that, the four of them are relatively well known, especially the tourist city of Parapat which is the icon of Lake Toba.

The Ministry of Tourism and Creative Economy categorizes types of cultural tourism products into three groups, namely cultural and historical heritage tourism, culinary and shopping tourism, and village and city tourism. The relationship between food and tourism has now developed not only as a basic product for tourists, but has also been used as a differentiator for destinations by creating an impressive atmosphere. This then becomes the identity of the destination. ([UNWTO Global Report on Food Tourism, 2017](#)) explains that there are many things that attract tourists to visit a culinary-based cultural tourism destination. The development of culture-based tourism destinations must have elements of identity or characteristics. One of the cultural identities is culinary. [Horng & Tsai \(2010\)](#) claim that culinary tourism is a travel experience with food-related activities, where cultural learning and knowledge transfer from the destination and its people are facilitated. [Pathuddin & Nawawi \(2021\)](#), [Schimperna et.al \(2021\)](#), [Utami \(2018\)](#), [Andersson et.al \(2017\)](#) and [Araujo \(2016\)](#) have conducted research related to the development of traditional food to contribute to tourism sustainability.

Ethnographic research is a qualitative research model, ethnographic research based on phenomenological thinking. In understanding culture, there are stages that must be gone through, starting from breakdown, resolution, and finally coherence. The end result is a linkage that shows 1) why one resolution is better than another; 2) linking a resolution to the deeper knowledge that makes up a tradition; and explaining and explaining, showing reactions from members of the community studied ([Darmawan, 2019](#)). In this research, an exploratory descriptive ethnographic method was carried out to explore information related to the potential of local culinary

delights as a tourist attraction with a sustainable tourism approach.

METHODS

This research design uses qualitative research methods. In researching the potential of local culinary delights as a tourist attraction using ethnographic methods. The qualitative research design format consists of three models, namely descriptive format, verification format, and grounded research format. In this research, a qualitative method was used with a descriptive design, namely research that provides a careful description of certain individuals or groups regarding the conditions and symptoms that occur ([Putri & Devi, 2023](#)). Three forms of ethnographic qualitative research data analysis to search for cultural themes, namely domain analysis, taxonomic analysis, and componential analysis, and cultural theme analysis.

In this study, to obtain various data needed, the author used data collection methods, including:

1. Ethnographic Methods

Ethnographic research based on phenomenological thinking. In understanding culture, there are stages that must be gone through, starting from breakdown, resolution, and finally coherence. The end result is a linkage that shows 1) why one resolution is better than another; 2) linking a resolution to the deeper knowledge that makes up a tradition; and explaining and explaining, showing reactions from members of the community being studied (Sadewo, Bungin in [Darmawan, 2019](#)). First, domain analysis, namely obtaining a general and comprehensive picture of the research object or social situation being studied. Through general questions and detailed questions, researchers find various categories or specific domains as a basis for further research. The more domains selected the more time required for research. Data obtained from the grand tour and monitoring questions. The result is a general description of the object under study, which was previously unknown. Second, to find out the structure of taxonomic analysis, namely describing the selected domains in more detail, to find out their internal structure. Carried out with focused observation. Analysis of all collected data based on predetermined domains. In this way, domains that have been designated as cover terms by researchers can be described in more detail and depth through this taxonomic analysis. The results of taxonomic analysis can be presented in the form of box diagrams, line and node diagrams and outlines. Third, componential analysis, namely analysis that looks for specific characteristics in each internal structure by contrasting elements. Analysis was carried out as observations and selected interviews with contrasting questions. In componential analysis, what is sought to be organized into domains is not similarities within domains, but rather those that have differences or contrasts. This data is sought through observation, interviews and selected documentation using triangulation data collection techniques, a number of specific dimensions that differ in each element can be found ([Darmawan, 2019](#)).

2. Exploratory Descriptive

The exploratory descriptive method is an effort made to explore information related to planning culinary tourism destinations using a sustainable tourism approach. In examining tourism planning, the research approach used is a qualitative approach

that is exportative and participatory in nature, with phenomenological studies. This method is taken with the reference that the problems in the study area are not fully known, the data extracted comes from various sources (multiple analysis units) and the form of the analysis unit is infinite so it does not require a quantity of analysis units. In this method, the data analysis technique uses the approach from [Sugiyono \(2014\)](#).

3. Data Collection and Analysis Methods

The research focused mainly on 4 ODTW in Simalungun Regency, namely Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat. Data collection was carried out through ethnographic observations and interviews modeled by [JP Spradley, \(1979\)](#). The data analysis methods used in this research are: 1) ethnographic method to analyze data related to culinary tourism potential and 2) exploratory descriptive related to planning local culinary tourism destinations.

4. Respondents

In this research, there were 3 informants, namely: 1) key informants; 2) main informant; and 3) supporting informants ([Martha & Kresno, 2016](#)). Key informants are informants who have comprehensive information about the problems raised by the author. Therefore, the key informants in this dissertation research are active participants in the group, organization or culture being studied. In the issue of potential culinary tourism through local culinary delights, key informants are community groups/local residents/traditional leaders who understand culture, especially food products at 4 research loci, while the main informants are culinary tourism actors spread across research loci.

RESULTS AND DISCUSSION

Domain Analysis

This local wisdom includes naming food/menus, basic ingredients (ingredients), spices/condiments, cooking processes, serving utensils and utensils, serving methods and the "story" behind the food.

Domain analysis is usually carried out to obtain a general and relatively comprehensive picture/understanding of what is covered in a focus/main problem being researched. When conducting domain analysis, it is recommended to search for universal semantic relationships. There are 9 types of semantic relationships that can be used to search existing domains. Table 1 shows the semantic relationships in domain analysis.

Table 1. Semantic Relationships in Domain Analysis

No	Semantic Relationships
1	Type
2	Room
3.	Cause and effect
4.	Rational or Reason
5.	Location to do things
6.	Way to destination
7.	Function

-
8. Order
 9. Attributes/Characteristics
-

Source: Author's Processed Results, 2022

Domain analysis was carried out based on traditional food (culinary) phenomena which were independently found in four research loci. Apart from that, there is also a food menu that can be obtained upon order. This means that it is not sold freely in restaurants. Food domain analysis based on local wisdom was carried out to find out what domains were contained in research data in the field. The phenomenon of food based on local wisdom is seen through the naming of food, the basic ingredients for making food, the background or "story" of naming food menus, the cooking process, serving utensils, presentation methods and the values contained in the food.

In table 2 below, a domain analysis of local culinary delights at four research loci is presented.

Table 2. Domain Analysis of Local Culinary Wisdom in Haranggaol

No	Domain Details	Semantic Relationships	Domain	Type of Food
1	- naming the food menu at Haranggaol	used	Shows the cultural identity of the Simalungun Batak and its background	Dayok Nabinatur
2	- unavailability of traditional food menus in restaurants/restaurants	rational or reason	Want to show that traditional food is "only" for royalty.	Hinasumba
3.	- culinary tastes are dominated by sour, savory, salty and spicy flavors	cause of	Use of one of the traditional spices called andaliman or Batak pepper.	Saksang
4	- The "dayok nabinatur" food menu is processed free-range chicken which is prepared as it was when the chicken was still alive according to the order of a chicken.	Order	The name "dayok nabinatur" means sorting based on the level (who) enjoys the food.	MeatBake (B1/B2) Dayok Nabinatur

5	<ul style="list-style-type: none"> - appetizers - soup (soup) - main meal (main course) - dessert (dessert) 	Type	Culinary that can be enjoyed in Haranggaol even though it is not found in everyday life	Dayok Nabinatur, Hinasumba, Saksang, Grilled Meat, (B1/B2), Obbut, Randu, Pepper Tinuktuk, Chili sauce Tinombur/B urbur, Arsik, Labar, Gotuk/ Got uk, Lapet Boras, Simarlakop-lakop, Nitak Simalungun
6.	<ul style="list-style-type: none"> - Restaurant (in Hotel) - Restaurant - Home residents - café - palm wine shop 	Place	Location culinary presentation based on local wisdom	-
7	<ul style="list-style-type: none"> - grilled/ grilled - boiled - fried 	Method	The culinary cooking process in Haranggaol	Meat Bake (B1/B2)
8	<ul style="list-style-type: none"> - respect important guests - program 	Function	Show cultural values of the Simalungun Batak people	Tinombur/B urbur Sambal
9	<ul style="list-style-type: none"> custom marriage/ death - naming food - food color - limited culinary variety/ variety - dominant use of andaliman (Batak pepper) - The dominant taste is sour, spicy and salty - similarities in food names in other areas around Haranggaol - the aroma of onions is different from other regions - limited information about Simalungun culinary delights - the minimal number of tourists/ guests who know 	attributes/ characteristics	In general, an overview of the culinary delights found around Haranggaol	Arsik

Source: Author's Processed Results, 2023

Table 2 is an analysis of the culinary local wisdom domain in Haranggaol, which discusses various aspects related to food culture in the area. The following is a discussion of each domain detail listed in the table.

1. Naming the Food Menu at Haranggaol:
 - a. Semantic Relationship: Shows Simalungun Batak cultural identity and background.
 - b. Domain: The naming of the food menu in Haranggaol reflects how the food in this area has a close relationship with Simalungun Batak culture and is an important part of their cultural identity. The names of food menus may contain certain cultural or historical meanings that you want to preserve and convey to tourists.
2. Unavailability of Traditional Food Menus in Eating Houses/Restaurants:
 - a. Semantic Relationship: Rationale or reason for wanting to show that traditional food is "only" for royalty.
 - b. Domain: The unavailability of traditional food in restaurants or restaurants may be related to the belief or tradition that such food should only be served to royalty or in certain contexts. This reflects the importance of preserving traditional foods in local culture.
3. FlavorCulinary Dominated by Sour, Savory, Salty and Spicy Flavors:
 - a. Semantic Relationship: Cause of - Use of one of the traditional spices called andaliman or Batak pepper.
 - b. Domain: The dominance of sour, savory, salty and spicy flavors in Haranggaol culinary delights is the result of the use of traditional spices such as andaliman or Batak pepper. This reflects the unique characteristics of local culinary flavors.
5. Menu "Dayok Nabinatur" Meals and Order:
 - a. Semantic Relationship: Order - The name "dayok nabinatur" means sorted based on the level (who) enjoys the food.
 - b. Domain: Menu the food "dayok nabinatur" has a certain meaning in the order that describes who enjoys the food. This reflects aspects of hierarchy or tradition in serving food in Haranggaol.
6. Culinary Type:
 - a. Semantic Relationship: Type - Culinary that can be enjoyed in Haranggaol even though it is not found in everyday life.
 - b. Domain: There are various types of culinary delights available at Haranggaol, including appetizers, soups, main dishes and desserts. This shows diversity

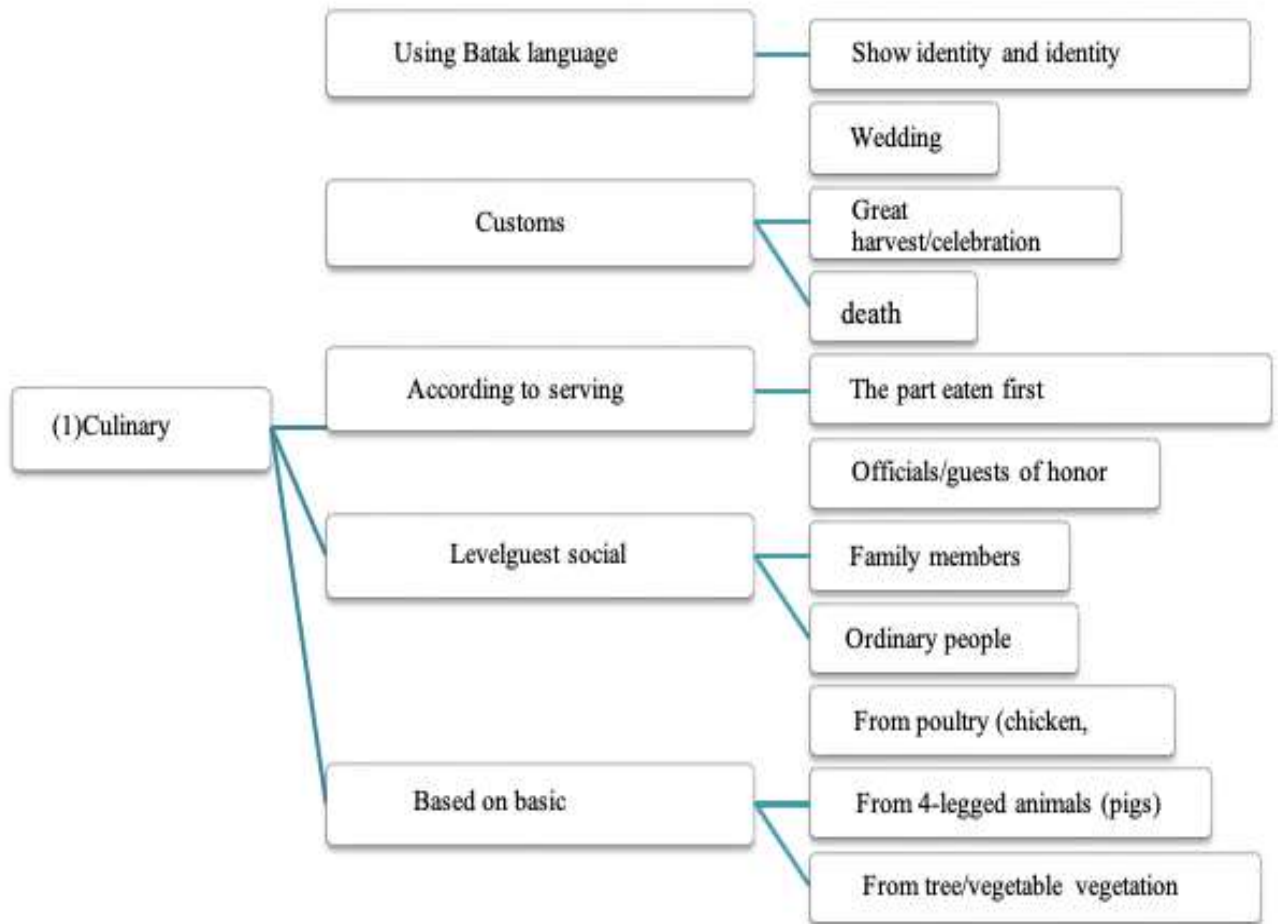
choice food which offered to tourists.

7. Place:
 - a. Semantic Relationship: Place - Location of culinary presentation based on local wisdom.
 - b. Domain: There are various places in Haranggaol where local culinary delights are served, including hotel restaurants, restaurants, people's homes, cafes and palm wine stalls. This reflects an effort to maintain local wisdom in tourists' dining experiences.
8. Method:
 - a. Semantic Relationship: Method - The culinary cooking process in Haranggaol.
 - b. Domain: Process Culinary cooking in Haranggaol involves various methods, such as grilling, boiling, and frying. This is an important part of local culinary wisdom.
9. Function:
 - a. Semantic Relationship: Function - Shows the cultural values of the Simalungun Batak people.
 - b. Domain: Culinary-related functions, such as honoring important guests or involvement in traditional wedding/death events, reflect the cultural values and traditions of the Simalungun Batak community.
10. Attributes/Characteristics:
 - a. Semantic Relationship: Attributes/Characteristics - In general, a description of the culinary delights found around Haranggaol.
 - b. Domain: Various local culinary attributes and characteristics include limited culinary variety/variety, the dominant use of andaliman (Batak pepper), dominant sour, spicy and salty flavors, as well as the aroma of onions which is different from other regions. These are the unique characteristics of culinary delights in Haranggaol. This domain analysis provides an in-depth understanding of local culinary wisdom in Haranggaol, which will be the basis for planning better culinary tourism development in the area. The domain analysis above was carried out based on obtaining data on culinary potential based on local wisdom through observation and in-depth interviews. Domain analysis was carried out to provide a general overview of the variety of local culinary crafts in the four research loci. Next, taxonomic analysis was carried out as an effort to discuss the potential of local culinary wisdom in more depth.

Taxonomic Analysis

At the taxonomic analysis stage, researchers attempt to understand certain domains according to the problem focus or research targets. Each domain begins to be understood in depth, and it is divided into sub-domains, and these sub-domains are further broken down into more specific parts until there is nothing left, aka exhausted. At this analysis stage the researcher explores important domains and sub-

domains through consultation with library materials to gain a deeper understanding. Below are the results of a taxonomic analysis of culinary potential based on local wisdom in Haranggaol, Bukit Indah Simarjarunjung, Sibaganding and Parapat.



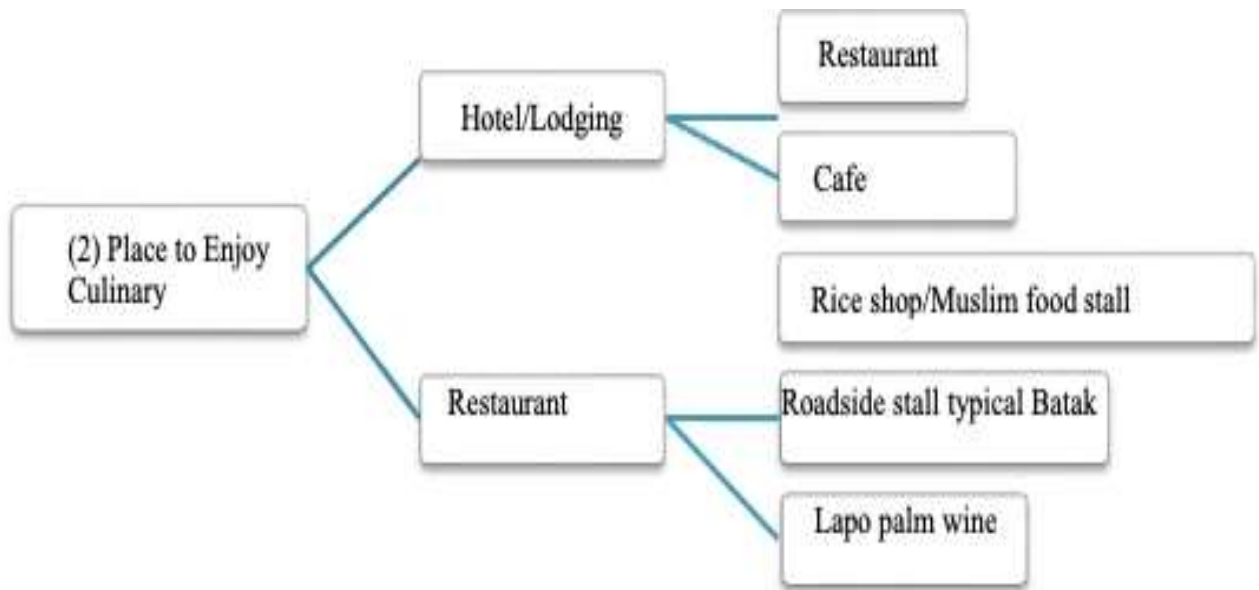


Figure 1. Taxonomic Analysis of Local Culinary Wisdom based on Culinary name and palce to enjoy

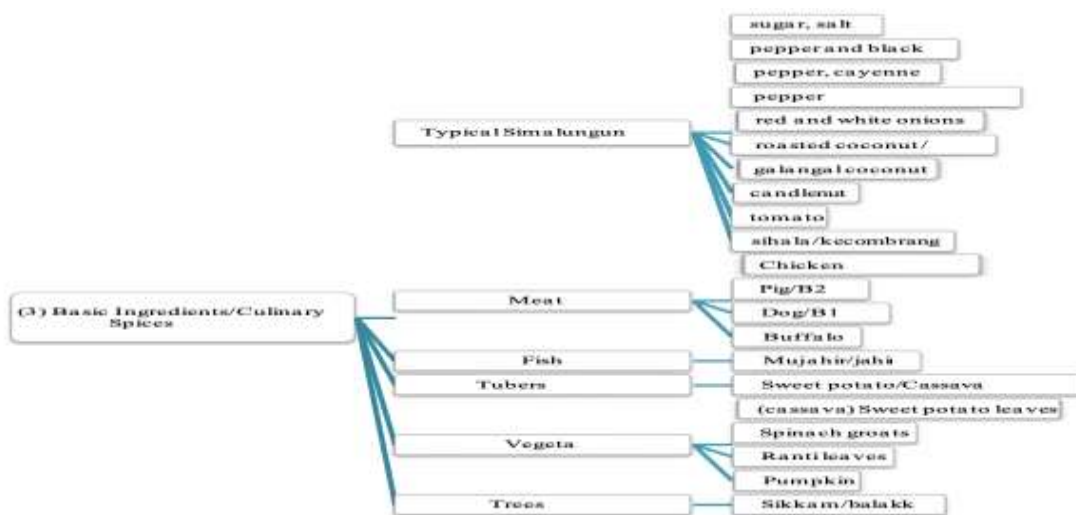


Figure 2. Taxonomic Analysis of Local Culinary Wisdom based on Basic Ingredients

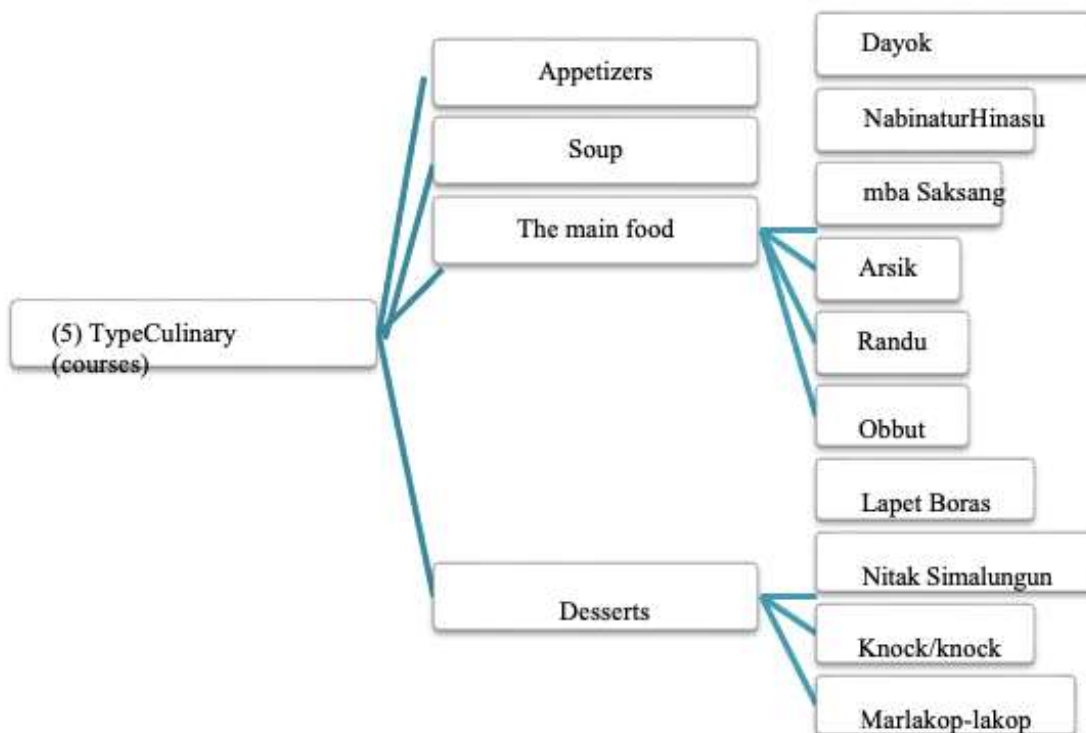
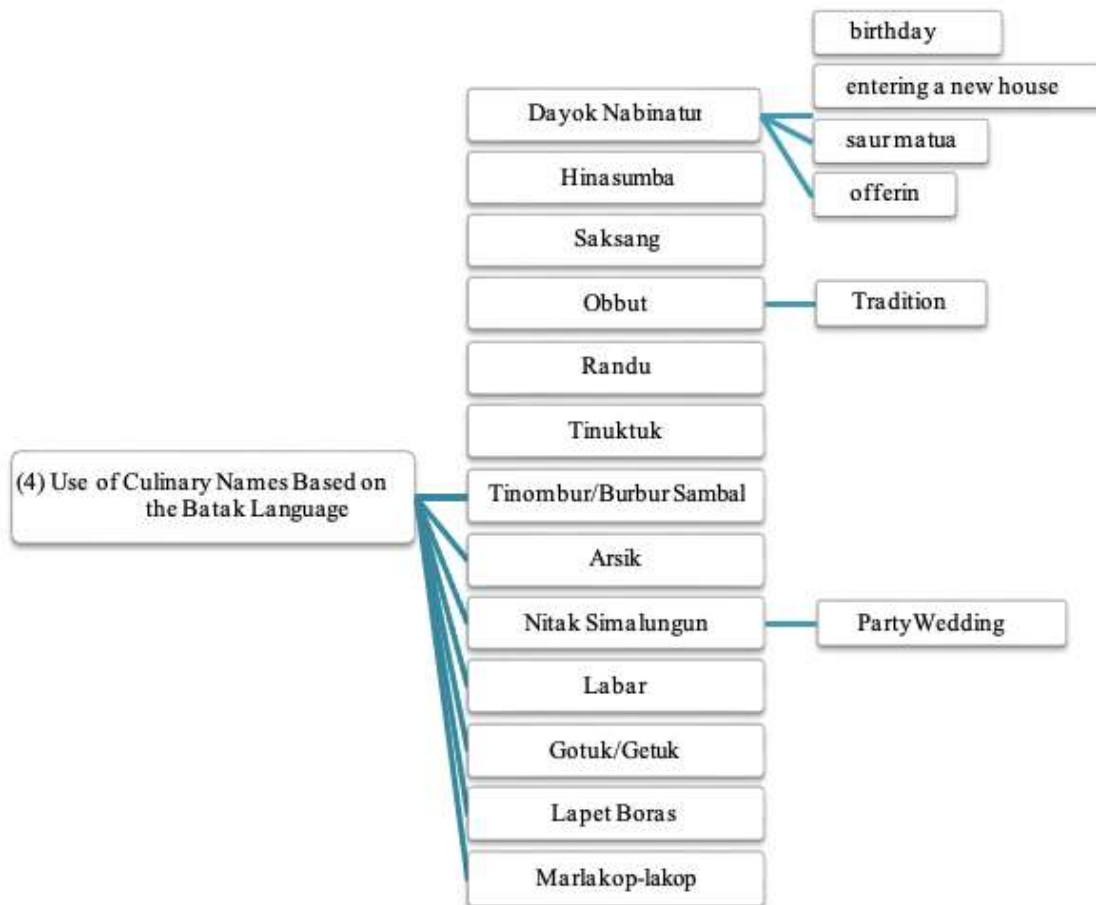


Figure 3. Taxonomic Analysis of Local Culinary Wisdom based on Use of culinary name and type

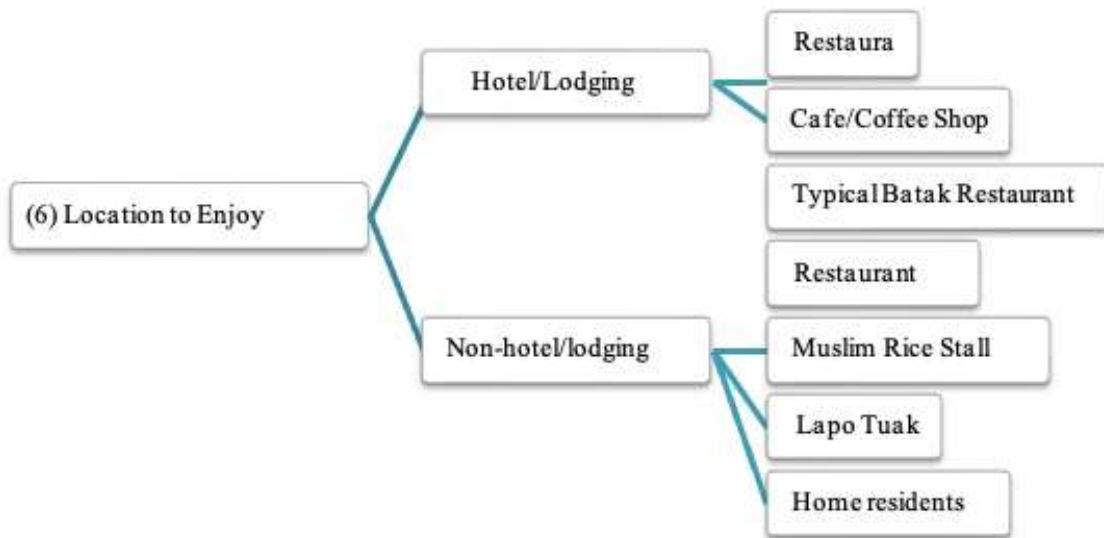


Figure 4. Taxonomic Analysis of Local Culinary Wisdom based on location to enjoy

The results of the taxonomic analysis (Figure 1 - Figure 4) show a more in-depth description of the culinary potential based on local wisdom in four dissertation research loci in Simalungun Regency. Taxonomic analysis shows the potential problem focus of local culinary wisdom in more detail. Next, categorization of research data is obtained using componential analysis.

Componential Analysis

In componential analysis, what is organized is not the "similarity of elements" in the domain, but rather the contrast between elements in the domain obtained through selected observations and/or interviews (Williams et al., 1988). In each domain there are a number of residents or members, categories, or included terms (for example: dayok nabinatur, saksang is the domain "main type of food or main courses"). The domain and included terms or categories included in it have been identified during domain analysis; their similarities and internal relationships have been understood through taxonomic analysis.

Each citizen of a domain actually has certain attributes/characteristics that are generally associated with it. The attributes/characteristics are what differentiate one from another. The menu names "dayok nabinatur" and "saksang" are both "main types of food" even though they are both main foods, they are not the same (each has its own attributes/characteristics associated with it). There is a contrast between the two, and the contrast is what differentiates one from the other. Such differences are resolved by componential analysis. By knowing the residents of a domain (through domain analysis), the similarities and internal relationships between residents in a

domain (through taxonomic analysis), and the differences between residents of a domain (through componential analysis), we will obtain a comprehensive, comprehensive and detailed understanding, we have understood the meaning of each domain citizen holistically.

By using selected observations and contrasting questions, a number of contrasting dimensions among residents of a domain will be identified (we will know, for example, that the main dishes are "dayok nabinatur" and "saksang", while desserts are (desserts) are found in the foods "lapet boras" and "marlakop-lakop" and perhaps there will be many more contrasts between main dishes and desserts. The issue of such contrasts is a concern in componential analysis. As with previous analyzes (domain analysis and analysis taxonomy), componential analysis is also only carried out after the researcher has enough facts/information from the results of interviews or observations that trace the contrasts between residents of a domain. The researcher thinks about/looks for these contrasts/search for dimensions that can accommodate them.

In this section, the focus of the issue is local culinary wisdom around Haranggaol as a tourist destination. Categorization of local wisdom-based culinary delights can be seen from the following elements: 1) naming Batak-language culinary delights; 2) the cultural theme behind the culinary presentation; 3) basic food ingredients; 4) local herbs/spices; and 5) the local culinary cooking process. Based on this information, it can be stated that, for example, the contrast dimensions are found in:

1. Culinary preparations based on cultural themes;
2. Culinary with categorization of 4 types of food;
3. Culinary with basic ingredients and typical Simalungun spices;
4. Location/place for obtaining local culinary wisdom.

Each resident of the "local culinary wisdom" domain can then enter their contrast data (Table 3) on the four contrast dimensions above, the results of which are as follows: entered into a worksheet by Spradley called a paradigm worksheet ([JP Spradley, 1979](#)).

The contrasts included in the componential analysis worksheet still need to be checked again to ensure whether they are fulfilled adequately or not. The results of this check may not cause any changes, but certain modifications or additions may also be required. Such componential analysis needs to be carried out as many domains as the research focus are selected. The final results of filling in the paradigm worksheet are then described in the research report, in narrative form.

Table 3. Componential Analysis of Local Culinary Wisdom

Categorization Culinary Wisdom	Contrasting Dimensions				
Haranggaol local	Cultural theme	Types of course (A, S, MC, D)	Seasoning ingredient typical Simalungun	Hotel/lo dging	Non-hotel/inn

Dayok Nabinatur	Yes	MC	yes	No	yes
Hinasumba	Yes	MC	yes	No	yes
Saksang	Yes	MC	yes	No	yes
MeatBake (B1/B2)	No	MC	no	No	yes
Obbut	Yes	MC	yes	No	yes
Randu	Yes	MC	yes	No	yes
Tinuktuk Pepper	Yes	MC	yes	No	yes
Tinombur/Bu rbur Sambal	Yes	MC	yes	No	yes
Arsik	Yes	MC	yes	Yes	yes
Labar	No	MC	yes	No	yes
Gotuk/Gotuk	no	D	no	No	yes
Lapet Boras	no	D	No	Yes	yes
Simarlakop-lakop	no	D	Yes	No	no
Nitak Simalungun	yes	D	Yes	Yes	yes

Source: Author's Processed Results, 2022 Description:

A	= Appetizer	B1	= dog
S	= Soup	B2	= pig
MC	= Main Course		
D	= Desserts		

CONCLUSION

Based on the results of the research that has been carried out, the following conclusions can be drawn, namely the culinary potential as a tourist attraction at ODTW Haranggaol, BIS, Sibaganding, and Parapat based on domain analysis examining the general picture of local culinary wisdom, taxonomic analysis exploring more deeply the elements -internal elements of local culinary wisdom found in domain analysis, componential analysis examines in more detail the included terms found in domain analysis.

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