


## Culinary Potential in The Colorful Village of Tigarihit in Simalungun District

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| Article Info  | ABSTRACT   |
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| <p><b>Article history:</b><br/>Received : 01 April 2024<br/>Revised : 25 May 2024<br/>Accepted : 18 June 2024<br/>Available Online : 30 July 2024</p> <p><b>Keywords:</b><br/>Culinary Potential, Inventory, Traditional Food.</p>          | <p>This research has three research objectives, namely: (1) Looking at the condition of the facilities and supporting facilities that currently exist in the colorful village tourism of Tigarihit, (2) compiling a detailed inventory of culinary potential which includes: (a) Types of traditional food (b) Traditional food processing methods, (c) Economic aspects and (d) Documentation, (3) Arrange alternative development of culinary potential in the colorful village tourism village. This type of research is survey research with descriptive methods. Based on the survey conducted in Parapat City, a total of 6 types of traditional food were identified. The main ingredients most widely used to make traditional foods are chicken and fish (80%), then other ingredients (20%). Traditional Simalungun food, based on the way it is processed can be categorized into four, namely: (1) steamed, (2) fried, (3) grilled, and (4) boiled. Based on the results of interviews with traditional food sources in Simalungun, some alternative developments that can be done are the Identification and inventory of traditional foods, compiling profiles of traditional foods in the region as information and promotion materials, encouraging the development of traditional food centers with related agencies, the private sector and the community; Providing soft credit for additional capital.</p> |
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### INTRODUCTION

Simalungun Regency is one of the districts around the Lake Toba priority development area. Until now, there are still many facilities and infrastructure improvements needed to support the Lake Toba area to be comfortable for tourists to visit ([Hakim et al., 2024](#); [Sibagariang et al., 2024](#)). Tourists will feel comfortable at a tourist attraction if there are supporting facilities such as hotels and food that will be enjoyed ([Khairi & Darmawan, 2021](#)). The Government of Simalungun Regency has developed sustainable tourism, one of which is through tourism villages. Tourism villages is chosen because it is a sustainable tourism concept based on community empowerment ([AP et al., 2020](#)). The pilot project of the tourism village in Simalungun Regency is Tiga Rihit Colorful Village located in Girsang Sipangan Bolon District, Parapat Village. Tiga Rihit colorful village became a tourist village based on the decree of the Regent of Simalungun Number: 188.45/22913/19.1/2020. The

determination of the colorful village to become a tourist village is based on its potential and attractiveness, namely the terraced land contours, located in the Lake Toba National Tourism Strategic Area, Homestay, and Culinary Specialties ([Dalimunthe, 2021](#)). The core business of this colorful tourist village is Homestay. The government, through the Ministry of PUPR, provided assistance in the 2020 Fiscal Year (FY) in the form of Homestay construction grants for 30 families who are ready to serve tourists ([Ferry, 2021](#)). This village was also nominated for the top 50 Indonesian Tourism Village Awards in 2022 in the CHSE category ([Setiawan, 2022](#)). The publication of this nomination had a huge impact, resulting in a high level of tourist visits: 2,575 in 2021, which increased to 2,974 in 2022. If this tourist village succeeds in implementing the concept of a green tourism village, where development is based on nature conservation, economy, and socio-culture of the local community, the implementation of sustainable tourism will make Tiga Rihit a more advanced and independent tourist village. On the other hand, several problems occur in this tourist village, including the low level of homestay occupancy, lack of environmental cleanliness, cleanliness and tidiness of homestays, community hospitality plus inadequate supporting facilities such as parking lots, public toilets, Pokdarwis offices, twilight stalls, mural art that is starting to fade and lack of development of culinary potential which can result in the level of tourist visits and occupancy of homestay rooms in the Colorful Village Tourism Village decreasing ([Balqis, 2023](#); [Dalimunthe, 2021](#)).

## METHODS

This type of research is survey research with descriptive methods. Survey research is research that collects data at a certain time with three important objectives, namely describing natural conditions, identifying measurably, and determining the relationship of something alive ([Maidiana, 2021](#); [Sukardi, 2021](#)). The survey method is considered the best because this research aims to obtain and collect original data to describe the situation ([Santoso & Masiistriyatno, 2021](#)). The data in this study were obtained by three methods, namely: Literature study, through library information to collect data relevant to the research objectives and Interviews.

This research uses a survey with a conventional approach, namely individual interviews. This was done so that time was more flexible, researchers obtained additional information and allowed for in-depth interviews ([Djaali, 2021](#)).

The analysis technique used is to use qualitative data analysis, meaning that the data obtained in the study will be reported as it is and then analyzed descriptively to get a detailed picture of what things the researcher encountered during the data collection process ([Stevens, 2022](#); [Ulfah et al., 2022](#); [Umrati & Wijaya, 2020](#)).

## RESULT AND DISCUSSION

### Discussion

### **Existing Conditions of Kampung Warna Warni Tiga Rihit Tourism Village**

Based on the results of research observations and documentation in the field related to the existing conditions of some basic facilities that need to be provided in the Tiga Rihit colorful village tourism village are:

#### **Parking lots**

The condition of the parking lot in the Tiga Rihit colorful village tourism village can only fit 2 cars, the parking lot is in front of a resident's house and is not the land of the residents of Tiga Rihit. As seen in the Figure 1.



**Figure 1.** Available Parking Lots

#### **Public toilets**

The existing condition of public toilets in the Tiga Rihit colorful village tourism village is not yet available, so tourists who come they want to use the toilet facilities can use the toilets available in residents' homes that have public toilets.

#### **Gazebo for Martonun**

The existing condition of the gazebo for Martonun is located near the river, precisely above the river beside the house of the head of the pokdarwis.

#### **Hall for Meetings**

The existing condition of the pavilion for the pokdarwis meeting room in the Tiga Rihit colorful village tourism village is not yet available so every meeting is held at the pokdarwis chairman's house.

#### **Twilight Stall**

The existing condition of twilight stalls to enjoy the sunset is not yet available.

#### **Culinary Potential Inventory**

Many types of Batak cuisine are characteristic of the Batak tribe. Starting from halal to those that cannot be consumed by the public because they are not halal, especially Arsik is a type of cuisine that is characteristic and known by many people, made from fish which is usually carp with rich spices so that it has a bold color and taste. The

texture of the fish meat is soft due to the long cooking time so it is like presto fish but has a better taste because of the bold blend of spices so that the taste of spices is felt on the tongue. Arsik is an important dish for the Batak tribe, especially the Toba, Mandailing, and Simalungun Batak. Carp, which is a traditional fish for the Batak tribe because it is always used in traditional events, is always cooked arsik and arranged in a beautiful row.

Natinombur is a dish whose seasoning and appearance are similar to pecal catfish, but the fish is not fried but burned, aka grilled. The appearance may be the same but the taste is different because this natinombur has a bolder flavor. After all, the spices are more numerous and diverse.

While Naniura is a type of cuisine that is not as common as dishes from other regions in Indonesia. Naniura is one of the typical dishes of the Batak tribe that looks similar to sashimi food from Japan that has been worldwide. This fish is only cooked with acid, so there is certainly no fishy taste but a fresh and lively taste because of the steady spices. Many more variants of non-halal hobo cuisine all use rich spices, indeed hobo cuisine is known for its bold spices, because the blend of spices is used as a seasoning in every dish.

## **Types of Food**

### **Dayok Nabinatur**

Dayok comes from the Simalungun language, meaning chicken. Nabinatur means 'that which is organized'. Thus, in simple terms, Dayok Nabibatur means 'chicken that is cooked and served in an organized manner' (Figure 2). 'Orderly in this case starts from the cutting of the chicken's body parts, and the serving is also arranged in an orderly manner on a large plate or tray, arranged as the chicken looked when it was alive. Dayok Nabinatur is a traditional food that has existed since the days of the Simalungun Kingdom. In the beginning, this food was given to the king, and now it is often given to community leaders and regional leaders. In the past, this food was generally concocted or made by men, but now it can be made by women.

Philosophically, people who enjoy or consume this food are expected to receive blessings and find order in life, just like the orderliness of arranged chicken dishes. Dayok nabinatur is usually given to a person or group of people as a form of gratitude and thankfulness.

During the handover, the person handing over the food usually says something about their hopes or wishes, "Sai andohar ma songon paraturni Dayok Nabianur on...etc." That is, hopefully like the regularity of this regular chicken".

Within the family, this food is also often served by parents to children who want to migrate. When handing over the food, parents convey sentences of hope to the child who is about to travel, a kind of advice so that life can be united.

Chicken for dayok binatur should not be arbitrary, usually, the chicken is the original native chicken or if it is even better it is Ayam Rimba / jungle chicken. How to cook this food by boiling pieces of chicken, with coconut milk and spices. After cooking, it is served with the existing rules.



**Figure 2.** Dayok Nabinatur

### **Nitak**

Nitak is a typical Simalungun food where the method of making it is through the process of pounding flour in a "mortar" (Fig 3). With a combination of typical spices, the flour continues to be pounded until it blends into nitak. Nitak is usually combined with Dayok binatur to be served at an event, the taste of nitak itself is sweet and also has a thick pepper flavor that makes our tongues sway to eat it. Eating nitak must also be careful when talking, because it will make it difficult for our tongue to make a sound.



**Figure 3.** Nitak

### **Hinasumba**

A delicious meat dish in Simalungun food is Hinasumba, in this dish, there is a typical Simalungun recipe that is not used in other communities, namely Sikam. Sikam is a type of meat from wood that can delish processed dishes even without cooking. Delicious Hinasumba can be seen from its reddish color. that's why not everyone can cook delicious hinasumba. Need special skills or practice to process it into delicious food that is always missed by the tongue.

### **Lappet**

Snacks are made from rice flour, the short way to cook this lapet is rice flour along with other spices wrapped in banana leaves, then steamed usually the lapet in the middle is made with brown sugar to make it delicious. A delicious lapet is where the coconut milk and sweetness can be balanced (Figure 4).



Figure 4. Lappet

### Nan i Arsikkan Nggersing

Usually, the food that is cooked into 'Nan i Arsik' is fish. But lately, many Simalungun people also make meat into Arsik food. Arsik has been found in many typical Batak restaurants around us, which makes this Na I Arsik food delicious, namely Ittir-ittir. The name is not Nan i Arsik if there is no Ittir-ittir flavor. your tongue will sway by eating Na I Arsik thanks to this typical Batak spice (Figure 5).



Figure 5. Arsik

### Tinuktuk

Sambal Tinuktuk is a typical Simalungun food that has a spicy taste and this Tinuktuk herb has ittir-titir in it (Figure 6). always makes us drool, especially those who have eaten it.



**Figure 6.** Tinuktuk

### **Saok Beans**

For peanut eaters in the Lake Toba area, you may be familiar with Sihobuk peanuts from Tarutung, North Tapanuli Regency. Saok peanuts are a snack made in Simalungun Regency, precisely from the Tiga Rihit Tourism Village, Girsang Sipangan Bolon, or Parapat District. The ingredients for Saok peanuts are peanuts (Figure 7), which are taken from the fields of residents in the Lake Toba area and then roasted in a large cauldron using sand and a wood-burning tool. While Sihobuk Beans are roasted using river sand, Saok Beans are roasted using lake sand and that is what makes these beans tasty and crunchy on the tongue. The brand is Sasagun Saok Nuts, packaged in plastic of various sizes and sold for Rp. 15,000/pack.



**Figure 7.** Soak Beans

### **Dolung-dolung**

Another typical snack from Tiga Rihit Tourism Village is Dolung-dolung. This is a type of lampet or lappet (Figure 8). Dolung-dolung is round and wrapped in bamboo leaves. Made from rice flour which contains palm sugar mixed with grated coconut. This Parapat dolung-dolung tastes very delicious when eaten hot and is suitable accompanied by hot tea and coffee. Dolung-dolung used to be made during traditional Batak wedding ceremonies. Dolung-dolung is a symbol of the result of a firm consensus between both sides of the bride and groom's family.



**Figure 8.** Dolung-dolung

### **Economic Aspect**

If we look at it from an economic perspective and the price of raw materials, this traditional food tends not to be expensive to buy the raw materials for, so the potential for this food to be developed is greater. Apart from that, these various regional dishes are usually only made when there are special events related to traditional events and other family events so that if they are developed, they are served on the menu in every restaurant and packaged well so they can be used as souvenirs. tourists visiting the Simalungun Regency area.

### **Culinary Potential Development Strategy**

Maintaining and improving the quality of traditional culinary products can be carried out by paying attention to the following:

1. Use of quality materials, The quality of the ingredients used greatly influences the food products produced. To produce good quality food products, the ingredients used must also be of good quality.
2. Utilization and use of modern technology in selecting cooking tools and choosing appropriate and correct cooking methods.

The quality of the food produced is not only from the raw materials used, but the use of tools and choosing the right cooking method greatly influences the final result of the food made. With the increasing development of technology in food processing, we can choose one of these technologies so that we can still produce quality food. If the tools used to make the food are correct and function well, and the processing methods used are appropriate to the character of the food ingredients, it will produce good quality food products.

Development strategies that can be implemented others are:

1. Increasing the diversity of traditional Toba food on the menus served by restaurants in Toba Regency. This strategy can be implemented through programs including:
  - a. Raising and introducing existing types of traditional food. The potential of various existing types of traditional food can be explored and collected and then selected according to international gastronomy.
  - b. Modify existing products by improving their appearance, perfecting traditional food products, or creating new food menus without losing the character of the traditional Batak food spices themselves.

2. Carry out quality control of traditional food products. This strategy can be implemented in ways such as:
  - a. Use of material purchasing standards (Standard Purchase Specification). To produce quality food, the raw materials and spices used must also be quality.)
  - b. Use of standard recipes (standard recipes). Recipes play a very important role for a cook. Having a standard recipe will help produce food of the same quality.
3. Improving and maintaining the consistency of the taste of traditional food can be done through programs such as:
  - a. Create standard traditional food recipes. The inconsistent taste is mainly caused by the lack of a standard in making traditional Batak food so there are differences in the use of ingredients and processing methods for each individual who makes it.

Based on the results of interviews with related parties in tourist villages, it is best to develop traditional food strategies in the following ways:

1. Identify and re-inventory in detail existing traditional foods.
2. Compile profiles of traditional foods as food information and education materials.
3. Make packaging that is attractive and lasts longer so that traditional food can be used as a souvenir for visitors who come to existing tourist attractions, especially for traditional food such as Ombus - Ombus Cake.
4. Doing Promotions.
5. Encourage the development of traditional food centers together with related agencies, the private sector, and the community.
6. Providing soft credit for additional working capital.

Meanwhile, from distributing questionnaires to resource persons and several community figures regarding the development of Simalungun traditional culinary delights, it can be concluded that:

1. Can this traditional food be developed and sold in restaurants in general:  
Answer: Traditional Simalungun food for the lappet type is already available in restaurants in Parapat City and for other types of food it is still difficult to develop because the various types of Simalungun food on the inventory list are food prepared for special traditional events and religious.
2. The costs of making traditional food are generally relatively cheap.  
Answer: The ingredients used to make this traditional food are classified as standard, the ingredients are relatively expensive, for example the Kampung Chicken which is used to make Dayok Nabidatur.
3. In terms of taste, this traditional food can be accepted by people from other regions.  
Answer: In general, the taste of Simalungun cuisine is spicy and spicy from andaliman, indeed not all groups of people can enjoy this taste comfortably, but it is precisely this unique taste that will make Simalungun cuisine have its place on the tongue of culinary lovers.
4. What has been the support from the local government regarding the development

of traditional food?

Answer: The local government supports the development of traditional culinary delights, as evidenced by every occasion there is an official government event, so to represent Simalungun, several types of food are always served, but the development of entrepreneurship has not been realized to date.

From the questions above, it can be analyzed that traditional Simalungun cuisine is still difficult to develop and sell as a menu in restaurants because usually these traditional foods are made for special events related to traditional activities. Apart from that, the ingredients used tend to be more expensive and have a spicy and pungent taste because they use specific ingredients such as andaliman. Meanwhile, the support of the Simalungun Regency government regarding the development of traditional cuisine is currently quite good, where at every provincial-level government event, traditional Simalungun cuisine is always served at banquets so that people can get to know traditional cuisine both in terms of taste and philosophy. It is hoped that in the future, the existing regional government's commitment can be further developed so that traditional Simalungun cuisine can become commonplace and better known by tourists who come.

### CONCLUSION

Based on observations and interviews conducted by researchers, it can be concluded that the conditions that are currently and are still influencing visitors' interest in coming to the colorful Kampung Tigarihit tourist village are the lack of adequate parking space, the lack of public toilets and locations to gather or special areas to see the panoramic view of Lake Toba from the top of the hill. There has not been a written inventory of traditional foods carried out by the local government, but in general, the foods that are very well known in the community are Dayok Nabinatur, Nitak, Hinasumba, Lappet, Nan i Arsikkan and Tinuktuk and those specifically developed into MSMEs in the colorful tourist village of Tigarihit are Kacang Saok and Dolung-dolung. The development strategy needed is the identification and re-inventory of traditional foods, compiling a profile of traditional foods in the region as information and promotional material, encouraging the development of traditional food sales centers together with related agencies, the private sector, and the community as well as providing soft credit for additional capital.

It would be better if there was community self-help in the colorful Kampung Tigarihit tourist village to provide public toilet facilities which of course will increase the comfort of tourists who come and it would also be better if there was an allocation of development funds from the government to build a viewing area so that tourists can enjoy the view of Lake Toba from the top of the hill in the Dangan tourist village comfortable and safe. It would be better if the existing traditional food inventory list could be made into a database and developed according to the market conditions of visiting tourists so that it becomes a culinary icon of the colorful tourist village of

Tigarihit, packaged in an attractive and environmentally friendly manner.

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