



TRADITIONAL CULINARY OF AYAM TALIWANG AS A TOURIST ATTRACTION IN MATARAM CITY

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ABSTRACT

This study was motivated by an interest in the expansion of culinary tourism in the city of Mataram, which, although having several opportunities, an abundance of raw materials, one-of-a-kind traditional food preparation techniques, and a promising market share, seems to be developing at a very local level. The strategy that has been used in this study is known as descriptive qualitative research. This means that the method utilized emphasizes monitoring data or information until it is deemed adequate to produce an interpretation. Mataram City is a place that offers a wide variety of different things to do, all of which are impacted by the general circumstances that exist in the surrounding region, including astronomy, geography, administration, and social and cultural aspects. According to the findings, the traditional culinary qualities that serve as an attraction for culinary tourism in the city of Mataram mostly result from the absorption of hereditary ancestral culture that originated in Taliwang, located inside Mataram City. The tourist sector in Mataram City might be expanded and improved by using the city's culinary potential, which could be a direct or indirect method. This is connected to the fact that the cuisine of Mataram City may be both a draw factor and a motivator for people from outside the region to become tourists in Mataram City. This is tied to the fact that the cuisine of Mataram City can be both.

INTRODUCTION

Culinary tourism that serves food and drinks typical of a region, besides improving tourism performance in that place, often also acts as a tool of diplomacy (Wibawati & Prabhawati, 2021; Princess et al., 2023). Not only to popularize the place literally but also as a potential that can be used to introduce other aspects (Jayendra et al., 2019; Yamin et al., 2022). Therefore, food and beverages through culinary tourism are often used as an event in a series of cultural and social promotions with regional/city backgrounds.

Food is not just consumed; it also serves as a vehicle for establishing relationships between people and deities or ancestral spirits, other people, and the natural world, according to Marsiti et al. Traditional food is a form of inheritance from previous ancestors (Marsiti et al., 2019). Acculturation is another term for the blending of different cultures via food. The importance of culture in producing traditional cuisine may be seen in its abilities, inventiveness, artistic flair, adherence to tradition, and flavour. The diversity of food forms and the complexity of its preparation and serving increase with a community's level of culture (Wibawati & Prabhawati, 2021; Nugroho, 2021).

Soekarto said that evaluating ready-to-eat meals involves taking into account the appeal of food, including its flavour, appearance, form, and texture (Harsana & Maria, 2020). As a component of tourism goods, providing food and beverage options cannot be isolated from meeting visitor demands (Samalam et al., 2016; Zahrulianingdyah, 2018; Fanggidae & R. Bere, 2020). Entrepreneurs in the food and beverage industries make varied attempts to provide a range of foods that fit the "tastes" of visitors from different nations because they want to please tourists. Foreign visitors started to adapt to and enjoy the usual cuisine and beverages of the tourist sites they visited as a result of the persistent attempts to promote local foods and beverages (Prasiasa, 2013).

The range of traditional meals varies depending on the variety of local raw ingredients that are accessible in each location. Due to the growing number of visitors who are interested in local culture and history, traditional cuisine has a lot to offer, and it may be one of the finest methods to learn about local culture and legacy (Harsana & Maria, 2020).

In connection with the development of culinary tourism in Mataram City, the Mataram City Government and the Ministry of Tourism signed a joint understanding to develop culinary tourism. This cooperative agreement manifests the Ministry of Tourism's commitment to supporting the acceleration of culinary tourism development in Mataram City. In this collaboration, culinary tourism promotion activities are the task of the Ministry of Tourism. In contrast, local governments are tasked with improving sanitation and hygiene at culinary tourism sites to create synergy between the center and the regions. In addition to Mataram City, the Ministry of Tourism has designated three other cities as culinary tourism destinations: West Lombok, Central Lombok, and East Lombok. These four culinary tourist sites were chosen based on numerous factors, including practicality. Products and primary attractions, product packaging and events, service viability, environmental viability, commercial viability, and the government's participation in the development of culinary tourist destinations are a few among them. Based on the aforementioned description, the research that will be conducted in this study is a study of traditional culinary as a tourist attraction in the city of Mataram, particularly the use of local food items in the development of culinary tourism and the role of conventional culinary food.

METHOD

This research is survey research that explains the history and philosophy of traditional culinary, the basic ingredients and processes of making traditional culinary, the availability of businesses/industries that market formal culinary, aspects of market preferences and marketing of traditional culinary, and the basis of characteristics and presentation of conventional culinary in the city of Mataram. The research technique employed is a qualitative descriptive approach based on the study of Damanik and Weber's theory, which states that having uniqueness, originality, authenticity, and variety are strongly associated to being a successful tourist destination. Local food that is distinctive, original, genuine, and diverse is a culinary tourist attraction in the context of this research (Syarifuddin et al., 2018). The theory of gastronomy, which is the art or science of enjoying food and beverages, is another idea that underpins this inquiry (Prasiyono Nugroho & Hardani, 2020).

RESULTS AND DISCUSSION

Culinary tourism that makes food and drinks typical of a region to improve tourism performance in that place often acts as a tool of diplomacy. Not only to popularize the business literally but also as a potential that can be used to introduce other aspects related to the place. Therefore, food and beverages through culinary tourism are often used as an event in a series of cultural and social promotions with regional / city backgrounds. In this aspect, it is known as Gastrodiplomacy. Gastrodiplomacy comes from gastronomy (the art of good food) and diplomacy. This stems from the many countries that focus on culinary as a field of diplomacy. Culinary is used to establish political relations and introduce existing cultures and social systems to be global and have a positive image of people in other countries (Nabilah Ghina Zulfa Rifdah et al., 2020). Food with a distinctive and unique appearance can be a medium of advertising (promotion) and beneficial for the country/regional economy, especially in supporting tourism development.

In principle, traditional cuisine in the city of Mataram is not yet known how to present food according to the type and function of food as understood in modern menus. To adapt traditional types of food to the dietary characteristics of tourists, especially foreign tourists, this study distributes conventional types of food into current menus. Data from the respondent preference survey results are carried out according to the kind of food served by the research objectives so that the specified traditional cuisine can meet the internationally applicable menu.

Taliwang chicken is one type of Lombok specialty food in Taliwang district, Mataram City, West Nusa Tenggara. This food has Taliwang characteristics. This chicken is then grilled and covered with typical Taliwang spices until cooked, soaking in, which makes it very tasty. Examples of typical seasonings are made from onion, garlic, dried red chili, fried shrimp paste, kencur, lemongrass, orange leaves, candlenut, oil, and coconut milk. This dish is one of the most delicious culinary in West Nusa Tenggara. Ayam Taliwang is made from young roosters and is usually served with other Lombok specialties, such as placing kale, sprinkling fried onions, and fried peanuts. Various recipes and processes for making Taliwang chicken can be found in the community.

Warung Taliwang Mataram is a restaurant with a menu of Lombok specialties and one of the Balinese specialties, highlighting the good taste and adjustable spiciness. Providing the best service for consumers is also part of the positioning that Warung Taliwang Lombok restaurant wants to deliver.



Figure 1. Taliwang grilled chicken

Ayam Taliwang is one of the typical dishes of the archipelago from Lombok, which is popular with a biting savory, and spicy taste—always awaited for spicy food lovers. The increasingly popular culinary tourism has given birth to the flavour of traditional food that is highly unusual. If up to now, cuisine has simply served as a supplement to tourist travel activities, it is now one of the tourist activities that serves as the primary draw for travellers. Traditional cuisine is also healthier than the quick food that many foreign restaurants serve since it has a unique and exotic flavour that is affected by natural and fresh ingredients, spices, and combinations.

Traditional cuisine is an integral component of the community's cultural identity and is processed and served according to specific requirements and occasions, such as thanksgiving and wedding receptions as well as its relationship to religious observances and processions. As a result, it is impossible to separate the Matarami people's culture from their traditional culinary style. In addition to conducting interviews with culinary business owners in the city of Mataram, researchers also conducted interviews with resource persons from buyers/tourists who visited each culinary business then. Interviews with these visitors were conducted to obtain factual information about how they responded to the products offered, how they knew the culinary tourism industry during their tours in Mataram City, and the tourism promotion opportunities they carried out when they left Mataram City. Restore. to each city.

Researchers conducted interviews with five randomly selected and incidental informants during visits to each of these culinary businesses. Based on the results of the interview, the researcher then continued the results of his research on theories and literature that had been collected previously. It is intended to provide a brief overview of the research topic based on theoretical studies of researchers' approaches. In addition, this step is also designed to provide supporting aspects of research results. Thus, it can be concluded that based on the findings obtained by researchers on this topic, there is a correlation between the theoretical foundation, previous research, and the current information available today. Researchers will later use this continuity to realize research results in the next discussion. Culinary tourism that makes food and drinks typical of a region to improve tourism performance in that place often acts as a tool of diplomacy. Not only to popularize the business literally but also as a potential that can be used to introduce other aspects related to the place. Therefore, food and beverages through culinary tourism are often used as an event in a series of cultural and social promotions with regional / city backgrounds.

CONCLUSION

Based on the description above, it can be concluded that the development of traditional food in Mataram contributes to the sustainability of tourism in Lombok. Identified types of

conventional food that need to be managed and developed as culinary tourism attractions can be seen in processing, mixing spices, and traditional serving processes. the impression of the cleanliness, costs, quantity, and quality of traditional food. Through a variety of initiatives, including hosting culinary competitions at numerous events, encouraging products and marketing to a variety of businesses, including hotels and restaurants, and promoting in mixed media, including social media, the strategy of developing traditional culinary as a culinary tourism attraction in Mataram is carried out.

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