

## **Traditional Culinary Scarcity as Tourism Supply from a Cultural Perspective: A Case Study of Gudeg Manggar in Bantul Regency**

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**Abstract:** Gudeg manggar is known to be one of the traditional foods of interest in Bantul Regency. Gudeg manggar is also known to be unique due to its rarity, making it a culinary with a higher value than other culinary delights. This research aims to find causes of the scarcity of gudeg manggar as a culinary tourism supply. This research used a qualitative method with semi-structured interviews with three gudeg manggar producers. The results show that the scarcity of gudeg manggar as a culinary tourism supply in Bantul Regency occurs due to several factors. Natural factors are often used in answering the availability of ingredients. However, it is not the only cause; cultural factors in the community cause raw materials to become scarce and more valuable. This research can be a consideration in determining how gudeg manggar is marketed as culinary tourism in Bantul Regency.

**Keywords:** Culinary, Supply, Culture, Scarcity.

## **PENDAHULUAN**

The World Food Traveler Association revealed that 53% of general tourists are culinary tourists (World Food Travel Association, 2020). In addition, one of the main motivations when traveling is to find and enjoy the culinary identity of the place visited (World Tourism Organization and Basque Culinary Center, 2019).

In addition, Indonesia has a variety of cultures that are expressed through art and human works. Food is one of the manifestations of culture for the people of Indonesia. The diversity of food in Indonesia is influenced by many factors such as natural resources, community habits and history (Wijaya, 2019). Each region in Indonesia has its specialties, one of which is Yogyakarta. Yogyakarta is an area that is famous for its culinary specialty, gudeg. Gudeg is known as processed jackfruit that is cooked for a long time and has a sweet taste. However, there are several other types of gudeg in Yogyakarta Special Region such as gudeg rebung and gudeg manggar (Gardjito and Permatasari, 2016).

If gudeg nangka or gudeg gori is a specialty of Yogyakarta City, then gudeg manggar is a specialty of Bantul Regency, especially southern Bantul. Gudeg manggar is a food that is rarely found in the market. Gudeg manggar is also believed by the people of Bantul to have a strong cultural and historical value. Gudeg manggar will usually be served as a specialty food on certain occasions such as weddings. Introducing traditional food to tourists will leave more of an impression if it is accompanied by new eating experiences and knowledge, such

as the socio-cultural values associated with the food (Genc, 2017). This raises the hope that gudeg manggar can be elevated from culinary tourism to gastronomy tourism in the future.

To get the full culinary tourism experience, tourists would be better off also experiencing the products consumed by local people. In addition to this, there are other factors that support the integrity of the culinary tourism experience, namely feeling the atmosphere of eating directly at the place of production and getting information related to the food. These activities aim to leave a complete and positive experience to tourists. Gastronomy tourism is not only concerned about the taste of food, but also the authenticity in terms of separation, presentation, and food preparation which can be an attraction in itself. However, gudeg manggar as a culinary tourism supply is also known for its rarity. Gudeg that is often found is gudeg nangka or gudeg gori. Meanwhile, gudeg manggar is usually found in Bantul Regency.

## **TINJAUAN PUSTAKA**

Research on gastronomy has been conducted by many researchers before. Some of the articles that have been traced reveal that there are three major contexts that have been the main concern of previous research. The first context is about culinary products and things related to the culinary, such as culinary history, stories about culinary, and the manufacturing process. Research with this context has been conducted by Birkic et al (2019) who examined the process of making homemade bread; Fuste-Forne (2020)a who examined cheese in the Reus

region, Spain; Fuste-Forne (2020)b examined cheese in the Roncal valley, Spain; Artieda-Poence et al (2020) examined agricultural products as well as culinary products in Ecuador; Palvidis and Markantonatou (2020) who analyzed the results of research on culinary in Greece in general; and Bohne (2021) studied tea culture.

The second context is articles that discuss the promotion of a tourism area or destination that uses culinary as a promotional material. This research has been conducted by Sotiriadis (2017) who examines a culinary festival that can promote tourism in Crete, Greece. Bunja and Klapan (2020) discuss gastronomic culture in Zadar County, Croatia, which is a promotional material for Greece in general.

Another primary context or topic in gastronomy is tourists' perceptions of cuisine. Such research has been conducted by Park et al (2021) who concluded that tourists' eating experiences can affect their memories of their tour experiences (post-travel).

In addition to the articles mentioned above, some discuss two significant topics in gastronomy research. For example, Khatami et al's (2020) research discusses the perception of tourists and culinary in destinations that affect regional tourism promotion.

A review of the contexts of these articles illustrates that there are three most dominant discussions on the topic of gastronomy. Research is not limited to just one gastronomic discussion. However, it can relate two or three major topics at once.

## **METODE PENELITIAN**

This research aims to learn more about the supply condition of gudeg manggar from the producer side. Semi-structured interviews were used for data collection. Interviews were conducted with four gudeg manggar producers in Bantul. Two of the four business owners have been running gudeg manggar stalls for at least twenty years and inherited their parents' business. The other two are new entrepreneurs in the gudeg manggar business. One has opened her restaurant for less than a year and uses a hereditary recipe. The results of one informant's interview were reduced due to the informant's difficulty in understanding the context of the interview due to age.

The producers of gudeg manggar in Bantul are generally the owners and managers of gudeg manggar stalls or restaurants. This culinary research uses qualitative methods (Bjork and Kappinen-Raisanen, 2019; Fuste-Forne, 2020a; and Park et al., 2021). Data will be collected between May and June 2022. The research will be conducted from the supply side of gudeg manggar as culinary tourism in Bantul. Data will be collected using semi-structured interviews directly with the seller and owner of gudeg manggar.

## **HASIL DAN PEMBAHASAN**

The famous gudeg in Yogyakarta is made from gori or young jackfruit. However, there is another type of gudeg that has a saltier taste and is made from young coconut flowers or manggar. So, this type of gudeg is called gudeg manggar. Gudeg nangka is easier to find than gudeg manggar. (Gardjito and Permatasari, 2016). This makes

gudeg manggar rarer and more authentic than gudeg nangka.

The scarcity of gudeg manggar can be seen from how the raw materials are obtained. The raw material for manggar is not difficult to obtain, but the coconut flower is sold at a high price because it is difficult to obtain and the demand for manggar in Bantul is high. To obtain the manggar, the three informants bought it from a supplier. Manggar suppliers get a certain amount of manggar from projects where coconut trees are cut down by coconut plantation owners. The suppliers would come to the felling of coconut trees both in Bantul and outside D.I.Y. This felling is not done regularly, if there is a mass felling of trees, the supplier can deposit a large amount of manggar, and vice versa. Manggar can also be collected by climbing the coconut tree. This method is risky, especially during the rainy season because coconut trees grow taller, and their trunks are slippery when it rains. In addition, the amount obtained is less than if a large number of head trees were cut down. Any amount of manggar that can be deposited will be accepted by the gudeg manggar producer.

The condition of the manggar that is delivered to the gudeg producer must be in a particular condition. The manggar must be young and flexible. The characteristic of a young manggar is that it can still be broken perfectly with a finger and sometimes makes a sound. If the manggar is more mature or clayey, inevitably, the manggar cannot be cooked at all. Even if it has been more than twelve hours. Usually, the manggar delivered to the producer or sold in the market is already in a boiled condition.

In addition, the demand for manggar will increase during Eid al-Fitr, reaching up to fifty kilograms of manggar for one gudeg manggar stall. During the month of Shawwal, the demand for manggar will increase because many people celebrate Eid al-Fitr and hold special events. Gudeg manggar is one of Bantul's specialties, such as during Eid and celebrations. The people of Bantul are generally accustomed to cooking and serving manggar at home. This has increased the demand for manggar in the market. This makes the price of manggar increase every time Eid al-Fitr approaches. According to the three respondents, the price of manggar at that time can increase three times the normal price. These conditions cause manggar, which is easy to find, to become scarce. The scarcity value can make gudeg manggar a culinary attraction for destinations. In addition, manggar as raw material is relatively easy to obtain. Thus, the culinary has good sustainability. In addition, with tourism, the culture that accompanies gudeg manggar, such as Eid al-Fitr celebrations and celebrations that serve gudeg manggar, in Bantul can be further preserved by the community because of the enthusiasm from the tourism side that is realized. Generally, the production kitchen of gudeg manggar is a traditional kitchen with wood fuel. Firewood in the bantul area is still easy to find and is still the choice of most gudeg producers. Firewood is considered more efficient than gas. Firewood for gudeg production is usually chosen to be large and complicated to make it more efficient and can burn overnight. Some gudeg manggar producers set different cooking

times. The boiling time for gudeg is twelve to forty-eight hours, depending on the cooking method of each producer.

The long cooking process of the manggar aims to eliminate the astringent taste of the manggar. This astringent taste must be eliminated so that it does not interfere. The cooking process is known to only boil the manggar with coconut milk and spices without stirring. Gudeg manggar is not stirred in the process so that the shape of the manggar is maintained and the manggar grains do not fall out. This is another characteristic of gudeg manggar compared to other gudeg. The word gudeg comes from the word hangudeg which means to stir (Gardjito and Permatasari, 2016). However, Gudeg manggar still has a similar look and taste to other gudeg.

## **KESIMPULAN DAN SARAN**

### **Kesimpulan**

Gudeg manggar has a scarcity value even though the raw materials needed are easily available. As a traditional culinary, gudeg manggar can act as an attribute that maintains the culture of the surrounding community by utilizing tourism. In addition to culture, in this role gudeg manggar also needs a traditional atmosphere and environmental beauty to become a complete attraction for tourists. This certainly requires handling and collaboration from various parties.

Gudeg manggar in terms of culinary tourism plays a role as a supply and is inseparable from the supply of raw materials. Manggar is the main raw material for gudeg manggar, which is not easy to find. Manggar is usually obtained by

producers from suppliers who specialize in selling manggar. Manggar as a raw material is not difficult to obtain, however, the price is relatively high due to the demand for manggar under certain conditions and competition between consumers of gudeg manggar, both for business and household purposes.

### **Saran**

Future research can expand the category of informants so that it will enrich the perspective on gudeg manggar raw materials. In addition, use an analysis that also considers the shortcomings of gudeg manggar. So that these shortcomings are better realized by tourism actors and can be minimized.

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