

Repositioning Culinary “Betawi Ora” as Bekasi Eco-Culinary Tourism Icon

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Received: 25th October 2022

Revised: 12th December 2022

Accepted: 25th December 2022

Abstract: This study aims to determine alternative strategies in developing "Betawi Ora" Traditional Culinary ecotourism. The development of culinary ecotourism will have an impact on the community both as entrepreneurs and as consumers. Traditional culinary arts will depend on the availability of nature as a supplier of culinary ingredients. The study was conducted in the city of Bekasi, which includes 12 sub-districts. In the first stage (Inventory of Betawi Ora Culinary), which is to identify the existing culinary variations and sell them in the 12 sub-districts in Bekasi City. At this stage, researchers conducted observations on markets, Betawi restaurants and interviews with several "Betawi Ora" cultural figures located in the 12 sub-districts. In the Representation Test stage 2 which is a continuation of the next process. Based on the stage 1 representation test, all types of food that fall into the familiar category are selected to be tested for further representation. Respondents in the second stage of the representation test are experts in the field; Betawi Culture, Academics with Marketing Science, Culinary Experts, Traditional Culinary Business Actors, the total planned assessors are 30 people. The assessment grid used is the value of uniqueness, authenticity, socio-cultural values, distribution, speciality and sensitivity of each culinary. Research seen that the positioning of Betawi Traditional Culinary in the Familiar category is currently in quadrant I (Expansion) and the strategic plan that can be expected is to support the Offensive Strategy Model.

Keywords : “Betawi Ora”, Eco-culinari tourism, Bekasi, Strategy, Market

INTRODUCTION

The high potential of culinary as a support for tourism activities is not only because of its function as a fulfillment of basic needs but furthermore culinary can be used as a political tool in introducing the culture that belongs to the world community. The diversity of human needs for culinary is currently growing, not only to fulfill biological needs, but at this time culinary also shows the position of one's economic status. Culinary is a reflection of culture and the relationship that occurs between humans and their ecological environment (Marten 2001).

Culinary production will be closely related to the availability of culinary raw materials provided by the environment, thus the discussion about Indonesian traditional culinary has a very strategic position. However, in the development of foreign culinary and fusion cuisine, it is increasingly difficult to find a market niche for the development of Indonesian traditional culinary. Therefore, an intensive and sustainable handling is needed in handling and developing culinary in Indonesia, so that the culinary potential in Indonesia can be managed optimally.

Among the many types of traditional culinary, the Traditional Culinary "Betawi Ora" is one of the culinary that is very interesting to examine in more depth, considering that Betawi culture has historical and social values which are quite high both in the development of cultural sociology and in the great history of the development of Indonesia. The concept of modernization brings Betawi Traditional Culinary to the brink of extinction, besides the xenocentrism view makes the Betawi people themselves lack a sense of pride in Betawi Traditional Culinary, while the Betawi people should be able to become agents in the development of Betawi Traditional Culinary.

The positioning of the “Betawi Ora” Traditional Culinary market which is experiencing a turn around at this time is an illustration that there is a gap between the existing market potential and the ability to manage that potential. Betawi is one of the tribes that has quite a lot of culinary variations and in theory, Betawi Traditional Culinary has considerable development potential. This can be seen from the total population of DKI Jakarta which reaches 10 million people plus the population of buffer area residents who are active in DKI Jakarta so that the total population in DKI Jakarta reaches 20 million (Avenzora et al, 2014). But in reality the market potential in DKI Jakarta cannot increase the popularity of Betawi Traditional Culinary. Avenzora et al (2014) in their study found that no more than half of the number of variations of Betawi Traditional Culinary were known and sold continuously. Intensive and professional management is what is needed to develop the existence of Betawi Traditional Culinary. Betawi Traditional Culinary is currently not getting enough attention so that the existing Betawi Traditional Culinary variations are not fully known by the public.

Taking into account the various dynamics that have occurred in Bekasi which have been described above, there are at least four aspects related to the problem of the existence of the "Betawi Ora" Traditional Culinary, namely the social aspects of society, product and marketing aspects, managerial aspects and government support aspects. The social aspect of the community is related to the Betawi people's perspective on the "Betawi Ora" Traditional Culinary. Product and marketing problems are related to the market penetration of “Betawi Ora” Traditional Culinary which is less than optimal at this time and market opportunities that have not been fully utilized. The next problem is the managerial aspect related to the management of supporting resources for traditional culinary businesses that have not been maximized. To support the sustainability of the existence of "Betawi Ora" Traditional Culinary, it requires support from the Government which is currently lacking.

The Betawi people's perspective on Betawi Traditional Culinary gives a very significant influence on the development of Betawi Traditional Culinary, considering the Betawi people who act as agents for the sustainability of Betawi Traditional Culinary existence. Xenocentrism is often experienced by many communities in developing countries, this is also experienced by the Betawi people, the concept of modernization makes the Betawi people themselves lack a sense of pride in Betawi Traditional Culinary so that information about Betawi Traditional Culinary is not passed down in its entirety from generation to generation. So it is logical that there are many variations of Betawi Traditional Culinary which are now starting to be forgotten. In the market aspect, the lack of popularity of Betawi Traditional Culinary due to unsustainable production and marketing, so that market penetration is not able to make Betawi Traditional Culinary products reach the point of popularity.

On the other hand, in theory, culinary development in Bekasi has a very big opportunity considering its role as one of the main cities in West Java which functions as a center of government, business and economic center, so Bekasi being one of the cities with the most population opens up opportunities for development. culinary tourism in Bekasi, it's just very unfortunate that the development of culinary tourism in Bekasi currently does not prioritize the Traditional Culinary "Betawi Ora" as Bekasi's regional identity.

Based on this background, it is considered very necessary to focus on the development of "Betawi Ora" Traditional Culinary ecotourism, besides that the development of Betawi ecotourism will have an impact on the community both as entrepreneurs and as consumers. Traditional culinary arts will greatly depend on the availability of nature as a supplier of culinary ingredients.

METHOD

The study was conducted in Bekasi City which includes 12 sub-districts. In the first stage (Betawi Ora Culinary Inventory), namely identifying culinary variations that exist and are sold in 12 sub-districts in Bekasi City. At this stage the researchers made observations at markets, Betawi restaurants and interviews with several "Betawi Ora" cultural figures in the 12 sub-districts. Based on the results of the pre-research, it was determined that there were 5 Betawi cultural figures in Bekasi.

Based on the results of the "Betawi Ora" traditional culinary inventory, culinary is classified into 3 types of culinary, namely familiar culinary, memorable culinary, and unknown culinary. As a Culinary Tourism Icon, a culinary development strategy will be prepared that is included in the recall category as a Culinary Tourism Icon in Bekasi.

Table No. 1 Variances of food

No	Food name	Main course	Chilli sauce	Snack	Beverage
1	Kerak Telor			√	
2	Kue Rangi			√	
3	Asinan Betawi			√	
4	Kue Talam			√	
5	Gado -gado	√			
6	Soto Betawi	√			
7	Kue Cente Manis			√	
8	Kue Kembang Goyang			√	
9	Getuk Lindri			√	
10	Roti Gambang			√	
11	*Roti buaya			√	
12	Nasi Ulan	√			
13	Nasi Uduk	√			
14	Es Sendang Mayang				√
15	Semur Jengkol	√			
16	Bir Pletok				√
17	Es Doger				√
18	Kue Cincin			√	
19	Putu			√	
20	Dodol Betawi			√	
21	Kue Cubit			√	
22	Kue Pancong			√	
23	Ongol - ongol			√	
24	Kue ape			√	
24	Kue Leker			√	
26	Kue Cucur			√	
27	Kue Lupis			√	
28	Kue Bugis			√	
29	Sagon			√	
30	Wajik			√	
31	Ayam Sampyok	√			
32	Karedok	√			
33	Ketoprak Betawi	√			
34	Kue Akar Kelape			√	

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35	Gabus Pucung	√			
36	Sayur Babanci	√			
37	Sayur Godog	√			
38	Sayur Besan	√			
39	Sambelan Lengkiu		√		
40	Pecak Tembang	√			
41	Bandeng Pesmол	√			
42	Nasi Kebuli	√			
43	Es goyang				√
44	Sengkulun			√	
45	Andepite			√	
46	Kue Dongkal			√	
47	Kue Geplak			√	
48	Rujak Penganten			√	
49	Sayur Asem Betawi	√			
50	Laksa			√	
51	Toge Goreng			√	
52	Kue pepe			√	
53	Lemper			√	
54	Salak condet				
55	Bihun goreng	√			
56	Mie Juhi			√	
57	Oncom lenca			√	
58	Kue bulan			√	
59	Semprit			√	
60	Kue bakar			√	
61	Kungkue			√	
62	Kuping gajah			√	
63	Sayur lodeh	√			
64	Tempe orak arik	√			
65	Pepes tahu	√			
66	Pepes oncom	√			
67	Pepes ikan mas	√			
68	Pepes peda	√			
69	Pepes ayam	√			
70	Ayam goreng	√			
71	Ayam bakar	√			
72	Pecak bandeng	√			
73	Kue kamir			√	
74	Pecel lele	√			
75	Pepes telur ikan	√			
76	Pepes tahu	√			
77	Dendeng betawi	√			
78	Gabus garang asem	√			
79	Kue klepon			√	
80	Pesmол ikan mas	√			
81	Nasi goreng daun pace	√			
82	Oseng Daun pace	√			
83	Bandeng Rorod	√			

84	Mie Kangkung			√	
85	Kinca			√	
86	Sayur Terubuk Santan	√			
87	Sayur Laya Betawi	√			
88	Sayur Lelawa	√			
89	Ali Bagente			√	
90	Kue Abug			√	
91	Kue Cawan			√	
92	Kue apem			√	
93	Pesor			√	
94	Telur Gabus			√	
95	Pelas	√			
96	Nasi Bukhari	√			
97	Kue Jongkok			√	
98	Kue Ketapang			√	
99	Kue Semprong			√	
100	Ase Buncis	√			
101	Sayur papasan / mapasan	√			
102	Sambal Henjo		√		
103	Sambal Kencur		√		
104	Asinan Bening			√	
105	Bihun Tumis	√			
106	Sambel Kecombrang		√		
107	Sop kaki	√			
108	Sop Betawi	√			

Sources : Data processed, 2022

In formulating the strategy, strategic management matrix is used, namely the EFAS/IFAS matrix and the Grand Strategy matrix. In the 2nd stage of the Representation Test which is a continuation of the next process. Based on the stage 1 representation test, all types of food that fall into the familiar category are selected to be tested for further representation. Respondents in the second stage of the representation test are experts in their fields; Betawi Culture, Academics with Marketing Science, Culinary Experts, Traditional Culinary Entrepreneurs, a total of 30 assessors are planned. The assessment grid used is the value of uniqueness, authenticity, socio-cultural value, distribution, specialty and sensitivity of each culinary.

DISCUSSION

Based on the results of the study, 108 types of Betawi culinary were found which were classified into 3 types, namely 46 types of main dishes, 4 types of chili sauce, 54 types of side dishes and 4 types of drinks as shown in table 1 above;

In the first stage of the representation test, the first stage aims to get 3 classifications of Betawi cuisine, namely familiar (know and have tasted, recall (you know but have never eaten), unknown (there is a list but the general public doesn't know). Questionnaires are distributed to the general public. Involving 30 respondents from 12 sub-districts in Koto Bekasi. A total of 360 respondents. The questionnaire that will be distributed contains: the name of the food and the choice of food classification.

There are 9 types of culinary that are familiarly known by the general public. The ninth are: Egg Crust, Gado-gado, Soto Betawi, Crocodile Bread, Nasi Uduk, Betawi Asinan, Gabus Pucung, Rorod Milkfish and Pletok Beer. While 79 culinary (the majority) are included in the recall classification, which means that only some people are familiar with the type of culinary mentioned. Based on the

results of observations and interviews with the community, the types of culinary that are included in this recall category are "home-cooked" and "jajan pasar" dishes which are often offered as breakfast dishes. Here it can be seen that when this type of culinary is not served and offered as a culinary that becomes daily consumption, then slowly more and more types of culinary are forgotten. So that it is very clear that the role of the household in the dissemination of culinary variations (Suharti and Suwarjo, 2015). In this study, 20 types of culinary have been found that fall into the unknown category. The dishes are: Chicken sempyok, Vegetable Babanci, Vegetable Besan, Sambelan Lengkiu, Adepote, Fried rice leaf pace, Oseng Leaf pace, Vegetable Terubuk Coconut milk, Sayur Laya Betawi, Sayur Lelawa, Ali Bagente, Cake Abug, Cake Cup, Cake apem, Pesor, Bukhari Rice, Bean Ase, Papasan / Mapasan Vegetables, Henjo Sambal and Kencur Sambal.

Familiar Culinary Development Strategy Model.

Based on the results of the study, there are 9 types of culinary that fall into the familiar category. The majority of the 9 culinary delights are home-cooked dishes and the raw materials as well as complementary culinary spices are still quite easy to obtain, besides that the production process is relatively very easy, so that until now their existence is still very well maintained. Home-cooked food is a type of culinary that is commonly consumed by people on a daily basis and is served as a culinary item both at lunch and dinner. Some of the things that become strengths, weaknesses, opportunities and challenges in the further development of Betawi Traditional Culinary are as shown in Table 2.

Tabel 2 Empirical Facts in Every Strategic Issue in Familiar Culinary

Strategic Issues	Empirical Facts
Food Sovereignty	<ol style="list-style-type: none"> 1. Familiar Culinary raw materials are relatively common and ecologically can be found in the ecology of the Bekasi area 2. Technology in agriculture currently allows to develop farming patterns in a narrow area, there are 9 types of familiar culinary, all of which are culinary with high socio-cultural value.
Cultural Politics	<ol style="list-style-type: none"> 1. Betawi culture has its roots in the areas of Tangerang, Bekasi and Depok 2. The movement of the Betawi people to the outskirts of the Jakarta area, including one in Bekasi, has made the spread of Betawi Culture wider 3. Weak cross-sectoral coordination
Business and Economy	<ol style="list-style-type: none"> 1. Lack of promotion of the 9 familiar traditional “Betawi Ora” Culinary products. The 9th marketing of Betawi Traditional Culinary products which are still very traditional 2. The production management of the 9th Traditional Culinary “Betawi Ora” has not been standardized 3. The packaging of the 9 traditional “Betawi Ora” Culinary is very standard 4. Technology in production engineering has not been maximized yet 5. The participation of local communities in the “Betawi Ora” Traditional Culinary business is still very low 6. The market potential is quite high where more than 12 million plus the population of the buffer area which is Jakarta 7. The development of gourmands (food lovers with distinctive flavors) who make the exportation of food flavors the main motivation in consuming culinary 8. The fact that traditional culinary has a memorable value that is difficult to replace by fussion food or other modern foods 9. Shifts in people's consumption patterns so that they shift the eating process to consume several types of Familiar "Betawi Ora" Traditional Culinary

	10. Lack of public interest in traditional culinary processing “Betawi Ora”
Regional Identity	<ol style="list-style-type: none"> 1. Familiar Culinary is a home-cooked dish so it's relatively easy to find throughout the Bekasi area 2. The 9 “Betawi Ora” Traditional Culinary in the Familiar category very generally have the “Betawi Ora” Brand and are known for their authenticity. 3. Lack of understanding of the cultural values of “Betawi Ora” Traditional Culinary so that some Familiar Betawi Traditional Culinary is not served according to its designation 4. Some of the familiar traditional “Betawi Ora” Culinary has undergone many modifications in cooking and serving tools

Sources : Data processed, 2022

In preparing the operationalization of the strategy further, it is necessary to synthesize the empirical facts on Betawi Traditional Culinary in the Familiar category, and then formulate it in the Strategic Management matrix. Table 3 is the IFAS/EFAS matrix formulation from familiar cuisines

Table 3. Matrix EFAS IFAS Culinary Familiar

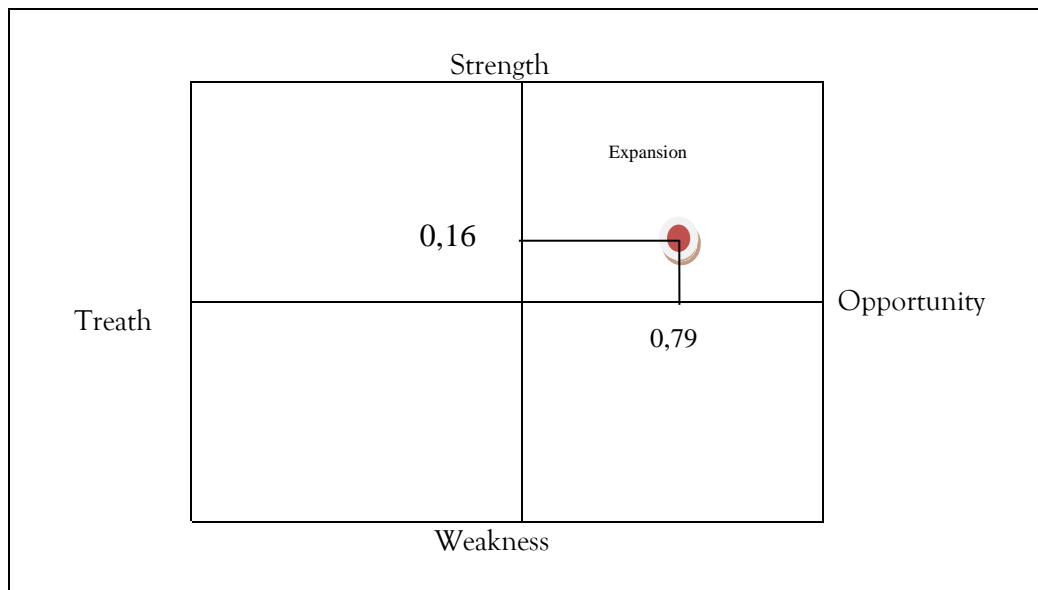
INTERNAL FACTOR	Weight	Rank	Total
STRENGTH			
1. The 9 “Betawi Ora” Traditional Culinary in the Familiar category very generally have the “Betawi Ora” Brand and are known for their authenticity.	0,12	3	0,36
2. There are 9 types of familiar culinary, all of which are culinary with high socio-cultural value	0,23	4	0,92
3. Familiar Culinary Types are home-cooked dishes, so they are relatively easy to find throughout the Bekasi area	0,39	4	1,56
4. Familiar Culinary raw materials are relatively common and ecologically can be found in the ecology of the Bekasi area	0,26	3	0,78
Sub-Total	1,0		3,62
WEAKNESS			
1. The participation of local communities in the "Betawi Ora" Traditional Culinary business is still very low	0,16	4	0,64
2. Technology in production engineering has not been maximized yet	0,19	4	0,76
3. Some of the familiar traditional "Betawi Ora" Culinary has undergone many modifications in cooking and serving tools	0,11	4	0,44
4. The 9th packaging of the familiar "Betawi Ora" Traditional Culinary is less attractive	0,24	3	0,72
5. The production management of the 9th Traditional Culinary "Betawi Ora" has not been standardized	0,2	3	0,6
6. Lack of promotion of the 9 familiar "Betawi Ora" Traditional Culinary products	0,1	3	0,3
Sub-Total	1,0		3,46
EXTERNAL FACTOR			
OPPORTUNITY			
1. The movement of the Betawi people to the outskirts of the Jakarta area makes the spread of Betawi Culture wider 0.2	0,2	4	0,8
2. Betawi culture has its roots in the Tangerang, Bekasi and Depok areas	0,22	3	0,63
3. Technology in agriculture today makes it possible to develop a pattern of farming in a narrow area	0,14	4	0,56
4. The fact that traditional culinary has a memorable value that is difficult to replace by fussion food or other modern foods	0,11	2	0,22

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5. The market potential is quite high where more than 12 million plus the population of the buffer area which is DKI	0,24	3	0,72
6. The development of gourmands (food lovers with distinctive flavors) who make the exportation of food flavors the main motivation in consuming culinary	0,1	3	0,3
Sub-Total	1,0		3,23
CHALLENGE			
1. Lack of understanding of the cultural values of Betawi Traditional Culinary so that some Familiar “Betawi Ora” Traditional Culinary are not served according to their designation	0,21	4	0,84
2. Weak cross-sectoral coordination	0,27	3	0,81
3. Shifting people's consumption patterns so that they shift the eating process to consume several types of Familiar “Betawi Ora” Traditional Culinary	0,27	2	0,54
4. Lack of public interest in traditional “Betawi Ora” culinary processing	0,25	1	0,25
Sub-Total	1,0		2,44

Sources : Data processed 2022

Based on the EFAS/IFAS Culinary Familiar matrix, it can be seen that in general the variables on internal factors have a higher total score (strength 3.62 and weakness 3.46) than the variables on external factors (opportunity 3.23 and obstacles 2. ,44). Thus, it can be seen that the current development of Betawi Traditional Culinary in the familiar category in Bekasi is influenced by internal factors, in other words the strategic positioning of Betawi Traditional Culinary in the familiar category is quite strong. In the next series of strategy preparation, the results obtained are expressed in the EFAS/IFAS matrix in the Grand Strategy Matrix (Figure 1).



Sources : Data processed, 2022

Figure 1. Grand Matrix

From the results of the Grand Matrix on Familiar Culinary, it can be seen that the positioning of Betawi Traditional Culinary in the Familiar category is currently in quadrant I (Expansion) and the strategic plan that can be expected is to support the Offensive Strategy Model. Offensive Strategy is a strategy that is directed to attack, with the position of Familiar Culinary which is already strong enough, then in the operationalization of the next strategy it can be directed at increasing the economic value of Familiar Culinary Products so that they have a high selling value and can compete with other types of culinary that are already very popular.

CONCLUSION

The development of packaged culinary tourism currently does not prioritize the potential of "Betawi Ora" Traditional Culinary, so that the nuances of Betawi locality cannot be felt by tourists. Bringing up local cultural treasures is important to restore cultural wisdom in urban communities. It needs to be reminded again that Betawi Culture is an embryo of culture in Bekasi and the current socio-cultural development of society, Betawi local culture is starting to be abandoned. The main problems in increasing the understanding of the Bekasi people on the value of "Betawi Ora" Traditional Culinary Culture are the ineffectiveness of the direction of cultural politics in Bekasi, the lack of dissemination of Culinary Culture knowledge between generations and the lack of penetration of the Traditional Culinary "Betawi Ora" through the culinary market. All elements of stakeholders involved must be aware that the vision and mission set out in the development of Betawi Ora Eco-Culinary Tourism cannot be achieved if using a partial strategy. Thus, the vision and mission orientation that is built must ensure the sustainability of the ecological, socio-cultural and economic functions in every order and structure of the Bekasi society and requires discipline and strong commitment from each stakeholder in implementing each established vision and mission.

ACKNOWLEDGMENT

We gratefully acknowledge the funding from MINISTRY OF EDUCATION, CULTURE, RESEARCH AND TECHNOLOGY 2022 : 697/LL3/AK.04/2022

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