

Identification of Culinary Potential in Neglasari Village, Cisompet, Garut

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Abstract

This study aimed to identify the natural resources from agriculture that could develop to be culinary tourism in Desa Neglasari, Kec. Cisompet, Kab. Garut. The study of documentation, field observations, and in-depth interviews are used in this research and analyzed by a qualitative descriptive analysis. Four excellent products can be processed into culinary products such as jackfruit, soursop, banana, and brown sugar. The fourth of an excellent product that can be processed into various foods and beverages with good taste, excellent shape, and a good texture of the culinary product. Based on this fact in Desa Neglasari, Kec. Cisompet, Kab. Garut potentially developed alternative tourism, which is a culinary tour. This is important because of not only the development of diversified tourism products but, at the same time, grow the creative economy among members of society. To realize the need for special attention of local government, tourism entrepreneurs, and communities (farmers).

Keywords: tourism; culinary; agriculture resources.

A. INTRODUCTION

The condition of the Indonesian tourism sector has not been stable due to the COVID-19 pandemic. After a year, the number of tourist visits, both local tourists and foreign tourists (tourists) is still tiny. This also impacts the room occupancy rate of star-class hotels. Hotel occupancy was empty, aka quiet, even though the Central Statistics Agency recorded an increase from January to February 2021. BPS announced the number of visits by foreign tourists or tourists to Indonesia as many as 117 thousand in February 2021. This figure has decreased by 86.59% compared to the same period in 2020, which amounted to 872.8 thousand. Tourism is one of the sectors that has been badly affected by the Covid-19 pandemic. As a result, termination of employment or steps to lay off workers in the tourism industry is inevitable.

The recovery of the tourism industry and the market still requires us to implement strict health protocols and massive Clean, Health, Safety, and Environment (CHSE) certification in various tourist destinations. Besides that, another strategy to encourage the recovery of the tourism sector in 2022 can be done by diversifying tourism. One of the efforts to restore the business sector is introducing typical food or culinary from the area. Culinary is part of every individual's primary needs because every human needs food to meet their bodies' nutritional needs. Not only as a primary necessity in sustaining life, culinary has now become a cultural characteristic of an ethnic or regional area and is also closely related to tourism activities.

Culinary is currently divided into two types, namely modern culinary and traditional culinary. Both have their character that creates their uniqueness. Many modern culinary displays unique presentation techniques regarding raw material selection, color, composition, layout, quantity, and cooking methods. Traditional culinary displays philosophical, historical, and local wisdom and cooking methods that do not use high technology. Modern and traditional culinary can run in harmony without turning off each other. Indonesian cuisine is vibrant. When other nations try to claim some of Indonesia's potential food, the Indonesian people do not budge. The food of every tribe in Indonesia has its character and uniqueness (Alamsyah, 2013). Traditional food is one of the identities owned by every region spread across Indonesia, which describes its people's lifestyle, behavior, and

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social life. Each traditional food is processed differently from each region, eventually developing into a culture that cannot be separated from the historical elements of each region. One symbol of the spirit of nationalism of a country is how to position national food as a national identity (Fadly, 2016).

Not only does its natural beauty that makes this country a tourist destination, but Indonesia has a variety of cultures, customs, languages, and culinary delights from each region. There is no doubt about the culinary delicacy of the archipelago. The various herbs and spices used produce a solid and distinctive aroma, taste, color, and texture in each dish and have different regional characteristics. One area that has its characteristics and culture is Garut. Garut is one of the regencies in West Java. The distance is not so far from Bandung, making this city known for its dodol food one of the exciting tourist destinations. Tourist attractions in Garut are complete. It starts from nature tourism and historical tourism to culinary tourism. As a tourist destination in West Java, Garut has the potential to become the center of the national creative economy. Apart from being supported by an enormous natural potential, the relatively large population of residents is an asset that can be optimized. The abundant potential of nature and society can be the primary source driving the creative economy in Garut. For this reason, a joint movement is needed to optimize the existing potential.

Garut Regency has a variety of unique foods with diverse flavors with sweet, savory, spicy, and salty flavors, which the Timbanganten Kingdom historically influenced; during its heyday, the spread of Islam began to enter Java and brought a culture that influenced the taste of food. In Garut, what is best known by the broader community from Garut is the "*dodol*." Most Sundanese tribes inhabit Garut Regency, an ethnic community originating from the western part of the island of Java, Indonesia, with the term Tatar Pasundan which covers the provinces of West Java, Banten, Jakarta, and Lampung. The Sundanese are the second largest ethnic group in Indonesia. At least 15.2% of Indonesia's population is Sundanese (Ekadjati, 2005). One of the sub-districts in Garut Regency, which has a tourist area still being pioneered, is Cisompet District, Neglasari Village. In this village, there is a unique waterfall called *Curug Jaga Pati*, whose steps the waterfall has made many people curious on social media. Curug Jaga Pati has at least three high waterfalls. Taken from any angle, Curug Jaga Pati looks beautiful.

In addition to the Jagapati waterfall in Neglasari Village, community products are available in agriculture, plantations, and animal husbandry. Several studies should be carried out to utilize their potential to generate income. Moreover, it can be used by the younger generation, who tend to be reluctant to work in these fields because the work is hard, but the income is uncertain. However, if these production results can be processed to meet tourism needs and be able to generate money, then this will provide new ideas for the younger generation to work better in these sectors. Based on the researchers' search through the Google Maps online application, in the Neglasari Village area, there are still very few places for food businesses, and menu variations tend only to be home menus and trading business menus in general (base noodles).

The results of this research are expected to increase public understanding of their potential and the process of processing local raw materials into unique culinary products with a high taste and attractiveness to consumers, especially tourists. Furthermore, it is expected to inspire the growth of the creative economy, primarily related to culinary in Neglasari Village, Cisompet District, and Garut Regency.

B. RESEARCH METHOD

The method is defined as a way of working to understand an object, so understanding the research method relates to a scientific way of working to fulfill the object of research. In line with this description and by looking at phenomena or social phenomena between one part and another that cannot be separated, as well as the researcher's efforts to disclose data and understand the meaning behind the existing reality, the approach used is a descriptive-analytical method with a qualitative approach.

In connection with this research, (Miles & Huberman, 2005) stated and emphasized the reasons for using these methods and approaches, namely: 1) the data that appears is in the form of words and not a series of words; 2) the analysis still uses words that are usually arranged into an expanded text; 3) the analysis follows three paths, namely word reduction, data presentation, and concluding; 4) each group being analyzed must be examined and examined for the truth, and 5) the conclusions obtained are open. The method used in this study was to enter directly into sources from research subjects through observation, in-depth interviews, and documentation studies on identifying culinary potential in Neglasari Village, Cisompet District, Garut Regency.

As a source of research data, the initial informants selected, purposively, research objects that master the problems studied (key informants). The initial informant asked for further information to indicate another person who could provide information, and then this informant was also asked to indicate another person who could provide information. The generalization of qualitative research from the postpositivist school does not come from a large and random population. However, data was disclosed from the key person with a purposive sample with the aim that the research results have comparability and transferability values so that they can be reconstructed for the benefit of best practice. The determination of this sample can be strengthened by (Nasution, 2012), which states that the sample is in the form of things, events, and situations that are observed. The sample is in the form of respondents who can be interviewed. The sample is selected purposively concerning a particular purpose. This particular goal is because it is considered that the respondent knows best about what is expected.

In this study, sources of research data and information were taken from informants who could identify potential natural products found in the village of Neglasari so that they could be processed and developed into food products that have a selling value and are characteristic of the area. Natural products are processed into food products using the latest culinary techniques to become culinary products that are competitive with other culinary products.

Data obtained from respondents through observation techniques, interviews, and documentation studies are descriptions of opinions, knowledge, experiences, and other aspects to be analyzed and presented. Based on the view above, the sharpness and accuracy of qualitative data analysis are highly dependent on the sharpness of the researcher's view of the data. In line with the above, the data analysis techniques used by researchers in analyzing the research data carried out the following steps: 1) Data reduction: Researchers carry out activities utilizing observation, interviews, and literature study. The results of the field research then the researcher makes an abstraction or summarizes the data. Researchers perform continuous data reduction during analysis. This does not mean it is separate from analysis activities but is part of the analysis. The researcher edited, grouped, and concluded the data early. In the next stage, the researcher performs conceptual actions and explanations because making abstract concepts also reduces data. Researchers reduce or summarize data from the field to provide a sharper picture of the results of observations, interviews, and literature studies. It will make it easier for researchers to find the necessary data again; 2) Display Data: Data display helps see the overall picture of research results. Subsequent data can also be made narrative and arranged concisely, making drawing conclusions or further analyses easy. Thus researchers can master the data and not drown in piles of details; and 3) Drawing Conclusions and Verification: From the results of data reduction and display, then the researcher will make conclusions and verify so that the data is meaningful and it is also necessary to hold discussions with experts. To establish more reasonable (grounded) and no longer tentative conclusions, verification is carried out throughout the research and takes place in line with the member check, thereby guaranteeing the significance or meaningfulness of the research results.

To check data validity, a comparison is needed to control the existing data, so the researcher carried out a triangulation process. According to (Moleong, 2013), triangulation is "a data validity checking technique that utilizes something other than the data for checking purposes or as a comparison of the data." There are four types of data triangulation as an inspection technique to achieve validity: 1) Data Triangulation: By interviewing more than one subject with a different point of view. Alternatively, use various data sources such as documents,

archives, interview results, and observation results; 2) Observer Triangulation: There are observers outside the researcher who also check the data collection results. In this study, the team from Litabmas STP Bandung acted as observers who provided input on the results of data collection; 3) Theory Triangulation: The use of various theories to ensure that the data collected meets the requirements; 4) Triangulation Method: The use of various methods to examine a matter, such as interview methods and observation methods. In this study, the researcher conducted an interview method supported by the observation method when the interview was conducted.

C. RESULTS AND ANALYSIS

Neglasari Village, Kec. Cisompet, Kab. Garut is known as an undeveloped place, especially in tourism. This area is quite far from Garut Regency and is not widely known. Neglasari Village is located in the Cisompet sub-district, Garut regency, which is an area that has not yet developed tourism because it is only a crossing area for tourists who will visit the Pamengpeuk Garut tourist area. Neglasari Village, Cisompet District, Garut Regency is one of the famous tourist villages, with Jagapati Waterfall as a mainstay. This waterfall has various exciting spots to visit. For those who like semi-adventurous travel, Neglasari Village is a kind of South Garut gate where visitors come from Garut City Via Cikajang and continue to Dark Mountain. The front face of Neglasari starts with a view of the tea garden

Neglasari Village area is directly adjacent to the Cihurip sub-district in the north; Sindangsari Village in the south; Jatisari Village in the east, and Margamulya Village in the west. The total area of Neglasari Village is 1,430 Ha, consisting of paddy fields (409 Ha), dry land (215 Ha), wetland (30 Ha), plantation land (706 Ha), public facilities (55 Ha), and forest land (15 Ha). Potential food crop commodities in Neglasari Village include food (rice, black sticky rice, and white sticky rice), horticulture (jackfruit, soursop), plantations (yams, bananas, coconut, coffee, cloves, etc.), livestock (cows, buffalo, chickens broilers, ducks and sheep). Based on the research results, the following are local raw materials that can be used as culinary products typical of Neglasari Village, Cisompet, and Garut.

Jackfruit is a type of horticultural plant that is usually harvested once a year. Jackfruit trees can be found in Neglasari village, but unfortunately, the utilization of jackfruit in food products is underdeveloped, so ripe jackfruit is often left to rot. Types of food products made from jackfruit include: 1) Jackfruit Roll, using jackfruit cut lengthwise mixed with sugar then rolled using spring roll skin, the cooking process by frying; 2) Snowy Fried Jackfruit, by mixing the ingredients of wheat flour, rice flour, tapioca flour, melted butter, and water to form a dough, then jackfruit is dipped into the mixture and then fried, and served with a sprinkling of powdered sugar; 3) Jackfruit Cake, using the ingredients of flour, eggs, sugar, melted butter, SP, and jackfruit pieces, then the cooking process is baked or steamed; 4) *Neglasari* Jackfruit, using rice flour, tapioca flour, coconut milk, sugar, and water, then wrapped in banana leaves with the cooking process by steaming.

The most common type of banana in plantations is the Jackfruit Banana, almost every yard has this type of banana. The taste of the Jackfruit banana is sweet, slightly astringent, and slightly sour, and it has a very fragrant aroma, almost like the smell of jackfruit. The yellow flesh is slightly reddish and somewhat stiff. Jackfruit banana skin is still green even though it is ripe and thicker than most banana skins. However, it will turn yellow to brown if overripe, and the flesh will become mushy. The people of Neglasari Village often make food products made from Jackfruit bananas: banana chips and dinghies. For this reason, several types of food can be developed from Jackfruit Bananas, including 1) Banana Jackfruit Steamed Sponge (without eggs) By using a mixture of wheat flour, crushed Jackfruit bananas, sugar, salt, baking powder, and baking soda by making it by steaming so that every homemaker can do it for snacks or can be sold; 2) Banana Jackfruit Steamed Brownies, using a mixture of flour, melted butter, cocoa powder, sugar, salt, baking powder, and crushed Jackfruit bananas, with the steaming process; 3) Banana Chocolate Crunchy, using Banana Jackfruit, meses or brown flour and sugar then rolled using

spring roll skin, the cooking process is by frying; and 4) Banana Jackfruit Nuggets, using flour, eggs, crushed bananas, sugar, vanilla flour, all ingredients are steamed, then cooled, then breaded using bread crumbs then fried.

Like jackfruit, soursop fruit can be found in Neglasari village, but the people only eat it by rujak, namely by taking the peeled soursop fruit and mixing it with sugar and a little water. Soursop is a type of fruit often used for drinks in the form of juice. However, soursop can also be made into processed foods, including 1) Soursop nuggets and banana nuggets using flour, eggs, crushed soursop, granulated sugar, and vanilla flour. All ingredients are steamed, then cooled, then breaded using bread crumbs and then fried; 2) Soursop Jam, using a mixture of crushed soursop fruit mixed with sugar and water, cooked until the water is reduced; 3) Soursop sticks, using ready-made soursop jam, then put it in wonton skin and then roll it up, the cooking process by frying; and 4) Soursop Milk Pudding using soursop fruit ingredients, mixed with sweetened condensed milk, agar-agar, granulated sugar, and water then heat in a saucepan until boiling, then container and let cool, after cold put it in the refrigerator.

Kawung sugar is a processed product traded in every stall in Neglasari Village and sold at a price of Rp. 20,000 for 1 kg of knowing sugar, but the people of Neglasari village can use knowing sugar in the form of a healthy traditional drink mixed with other spices. one of the mixed drink products from kawung sugar is: 1) Sari Tamarind, using kawung sugar, tamarind, granulated sugar, and water, all ingredients are boiled. Then it can be served warm or can be chilled; 2) Pletok Cisompet: a kind of beer using kawung sugar, ginger, lemongrass, cinnamon, cloves, pandan leaves, and lime leaves; all ingredients are boiled then filtered, and can be served warm or can also be chilled; 3) Kawung Sugar Milk Coffee, by mixing coffee, liquid milk, and kawung sugar by boiling and serving hot.

D. CONCLUSION

The results of the study show that, on the one hand, Neglasari Village, Kec. Cisompet Kab. Garut has agricultural products that have the potential to be developed into culinary tourism products. However, on the other hand, they face the problem of the weak ability (knowledge and experience) of farmer resources to process their agricultural products into culinary tourism products.

So far, farmers only sell directly or indirectly their agricultural products to consumers. In this way, the profit will not be too much, especially when production is abundant. Therefore, to increase farmers' income, developing culinary tourism products made from local ingredients must empower local communities as processors, presenters, and sellers.

Thus the creative economy will grow, especially in the culinary field. In addition, it is hoped that it will be able to improve the welfare of society. In addition, culinary tourism development is essential not only because it can be developed as an alternative tourism product so that tourism product diversification develops but also because opportunities must be seized (market demands). It is said so because there is a cultural element in tourism activities, namely food, which is the main attraction for tourists.

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