



EXPLORATION OF THE TRADITIONAL CULINARY HERITAGE OF THE BALIK TRIBE: CONTRIBUTIONS TO TOURISM IN THE CAPITAL OF THE ARCHIPELAGO

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Abstract

Balik's traditional cuisine has high historical and social value, yet is poorly known outside the local community. This challenge is compounded by modernization and lifestyle changes that threaten the survival of these culinary traditions. The lack of documentation and research on the recipes, cooking techniques and cultural values of Balik cuisine further exacerbates the situation, making this great potential untapped in tourism development in the nation's capital. Therefore, an in-depth exploration is needed to understand and promote the traditional Balik cuisine as an integral part of the tourism strategy in the nation's capital. This research aims to explore the culinary of Suku Balik and its contribution to tourism development in the nation's capital. This research uses a qualitative approach with ethnographic methods, which involves participatory observation, in-depth interviews, and literature analysis. Previous literature shows that traditional cuisine plays an important role in promoting cultural identity and attracting tourists, but there have not been many studies that specifically focus on the Balik Tribe's cuisine in the context of the development of the National Capital. This research differs by emphasizing the specific context of the National Capital City and a holistic approach to culture and tourism. The results show that Suku Balik cuisine has great potential to be developed as a culinary tourism attraction in the National Capital, with its rich flavors, unique local ingredients, and interesting cultural stories. However, there are challenges in terms of preserving traditional recipes, preparing human resources, and marketing. Recommendations from this study are as follows. (1) Training and education for local communities to maintain and develop traditional culinary skills. (2) Collaboration between the government, tourism actors, and local communities to create attractive culinary tour packages. (3) Marketing strategies that emphasize the uniqueness of the Balik Tribe's culinary. Suggestions for future research are to conduct a more in-depth study of the economic impact of traditional culinary tourism development and further explore the potential for collaboration between regions to promote the culinary archipelago.

Keywords : Traditional culinary, Balik Tribe, Capital City of the Archipelago

INTRODUCTION

Traditional Balik culinary plays an important role in the transformation of tourism in the National Capital City (IKN). With the increasing interest in

authentic and culture-based tourism experiences, the traditional culinary of the Balik Tribe is gaining traction as a tourist attraction. It can also introduce visitors to the richness of local culture. This process not only creates new economic opportunities for local communities, but also triggers awareness and appreciation for the preservation of culinary cultures that may be threatened by urbanization and modernization. The integration of traditional cuisine in the tourism sector can strengthen cultural identity and have a positive impact on local economic development (Suteja & Wahyuningsih, 2019; Dalimunthe, 2023; Harwindito & Abi Saptadinata, 2022).

Traditional culinary has a significant contribution to tourism development and preservation of local culture. Research (Dalimunthe, 2023) in “The Role of Traditional Culinary in City Tourism: Case Study and Implementation” reveals how traditional culinary can increase tourism attractiveness and support the local economy. (Syahrial & Kurniawan, 2022) in “Culinary Tourism Development Strategies in Urban Areas” identified effective strategies to integrate local cuisine into the tourism industry. In addition, (Zahara & Fatimah, 2022) in “Culinary and Cultural Identity: Case Studies in Major Indonesian Cities” highlighted the importance of traditional culinary in strengthening cultural identity in the midst of modernization. The main difference between this research and previous studies lies in the specific focus on the traditional cuisine of Suku Balik in the nation's capital and the emphasis on its impact on cultural preservation and the local economy in a dynamic urban context. This research offers an in-depth analysis of the contribution of Suku Balik cuisine to new city tourism and the unique challenges and opportunities it faces.

The purpose of this paper is to complement the shortcomings of previous studies that have not paid sufficient attention to how traditional culinary of the Balik Tribe can contribute to the development of tourism in the capital city of the archipelago. This paper is based on three problem formulations. (1) What are the elements of traditional culinary of the Balik Tribe that have the potential to attract tourists in the IKN (2) How can culinary of the Balik Tribe affect the local economy and create opportunities for the community? (3) What is the role of Balik Tribe cuisine in preserving local culture and identity amidst the flow of urbanization? The answers to these questions provide a framework for obtaining a comprehensive picture of the contribution of traditional cuisine of the Balik Tribe to the development of tourism in the capital city of the country and its impact on the local economy and cultural preservation. The purpose of this study is to explore the contribution of traditional culinary of the Balik Tribe to the development of tourism in the capital city of the country with a focus on the potential of culinary as a tourist attraction and its impact on the local economy and cultural preservation.

This study is based on the assumption that the traditional culinary of the Balik Tribe, with its rich taste and unique cooking techniques, has the potential to become a major attraction in the development of tourism in the capital city of the archipelago. This study assumes that the presence of the Balik Tribe's culinary can encourage local economic growth by attracting tourists and creating new business opportunities in the tourism sector. In addition, the integration of the

Balik Tribe's culinary in tour packages is expected to strengthen the preservation of local culture by increasing appreciation for culinary traditions and strengthening cultural identity. This assumption is supported by (Harja et al., 2023; Frasetyo et al., 2023; Rahayu et al., 2022) which shows that traditional culinary plays an important role in increasing tourism appeal while supporting the preservation of local culture.

1. Traditional Cuisine

Traditional cuisine is food that comes from recipes that have been passed down from generation to generation and has characteristics that reflect the culture and history of the people. Traditional Indonesian cuisine has a rich taste and deep history, becoming an integral part of the nation's cultural identity. According to (Ahayu et al., 2022), traditional cuisine not only offers delicious taste, but also illustrates local wisdom and traditions that have been passed down from generation to generation. Research (Aricindy, 2022) highlights the importance of efforts to preserve traditional cuisine as part of a tourism development strategy, especially in the context of culinary tourism. In addition, Rajab & Sam, 2018) underlines the important role of local communities in maintaining the authenticity and sustainability of traditional cuisine, through culinary festivals and educational activities. Meanwhile, according to (Utami et al., 2023), the integration of digital technology in marketing traditional cuisine has opened up new opportunities for promoting culinary culture to the younger generation and the global market. All of this shows that traditional culinary not only has economic value, but is also a means of cultural preservation that must be supported by various parties.

2. Balik Tribe Cuisine

Balik cuisine is a reflection of the way of life and interaction of the Balik people with their natural environment. This cuisine includes various types of food that use local ingredients, such as deer, fish, forest vegetables, and special spices obtained from the forests around their homes. Traditional Balik tribe foods, such as steamed fish and deer soup, are not only delicious, but also full of cultural values and local knowledge about processing natural food ingredients. In addition, this food not only has a unique taste, but also represents a harmonious relationship between the Balik Tribe community and its natural environment. Balik Tribe cuisine also has a strong social dimension, the process of cooking and eating together is an important moment to strengthen social relations and maintain traditions. In the context of tourism, Balik Tribe cuisine has great potential to be developed as a unique and authentic culinary tourism attraction, which can attract tourists to experience local culture directly. However, the challenge faced is how to preserve this traditional cuisine amidst the flow of modernization and changes in people's consumption patterns. In addition, culinary festivals and cultural events featuring traditional Balik Tribe food can attract the attention of the media and tourists, thereby expanding the reach of the promotion (Interview with Menak Jum, September 17, 2023).

3. Tourism and Local Economy

The development of culinary tourism can have a positive impact on the local economy, creating jobs and supporting the development of small businesses (Safitra & Suheri, 2023) also highlighted that culinary tourism can help preserve

local culinary traditions by integrating them into the tourism experience. Culinary tourism has great potential in supporting the local economy and preserving culinary traditions. Research by (Prajaduta Sutikno, 2023) shows that the development of culinary tourism can have a positive impact on the local economy, create jobs, and support the development of small businesses. This is because culinary tourism attracts tourists to visit certain areas to enjoy local foods, which ultimately increases income for local restaurants, traditional markets, and local food producers. A study by (Murni, 2023) also highlighted that culinary tourism can help preserve local culinary traditions by integrating them into the tourism experience. (Solehudin et al., 2023) adding that culinary tourism also drives innovation in the food industry, with businesses trying to combine modern elements with traditional flavors to attract more tourists. In addition, (Rastiawaty et al., 2023) underscores the importance of government support in the form of regulation and promotion to maximize the potential of culinary tourism as a sustainable local economic development tool.

METHOD

This research uses a qualitative approach to explore and deeply understand the traditional culinary of the Balik Tribe. One of the methods used was in-depth interviews, where researchers involved community leaders and Balik Tribe culinary experts. Through these interviews, researchers can explore information about recipes, cooking techniques, and cultural meanings associated with the traditional food of the Balik Tribe. In-depth interviews allow researchers to gain rich and authentic perspectives directly from sources who have in-depth knowledge of the culinary tradition. According to Denzin dan Lincoln (2018), in-depth interviews are an effective method in qualitative research as they allow researchers to explore subjective experiences and personal narratives that may not be revealed through other methods.

In addition, the participatory observation method was also used, where the researcher lived with the Balik Tribe community to observe and participate in daily culinary-related activities. This method allows researchers to gain a first-hand understanding of the process of food preparation, serving and consumption in an authentic cultural context. Through participatory observation, researchers can record important details that may not be accessible through interviews alone. According to Spradley (2016), participatory observation helps the researcher to understand the meaning of culture from an internal perspective, as well as providing insight into the social norms and daily practices surrounding traditional cuisine.

In addition to interviews and observations, document analysis is also an integral part of this research method. Researchers reviewed literature and historical documents related to the Balik tribe's cuisine to obtain more comprehensive information. Document analysis includes searching for books, articles, historical records, and other archives that can provide historical and cultural context about the traditional food of the Balik Tribe. According to Bowen (2009), document analysis is a useful method to complement data from interviews and observations, and provide a broader perspective on the phenomenon being

studied. By using a qualitative approach and these methods, this research aims to produce an in-depth and comprehensive understanding of the traditional culinary of the Balik Tribe, which includes aspects of recipes, cooking techniques, cultural meanings, and their relevance in the context of cultural tourism.

FINDINGS AND DISCUSSION

1. Identification of Balik Tribe Culinary

The traditional food of the Balik tribe in IKN shows culinary diversity that reflects cultural wealth and local wisdom. Some of the specialties identified include Sop Tekalo, Esa Lusang, and Kue Jendral Mabuk. Sop Deli Tekalo has a distinctive flavor and strong aroma, reflecting the use of natural ingredients that are abundant in the East Kalimantan region. Tekalo, in Indonesian called Kecombrang, is a plant that has lived in the forest for thousands of years. Kecombrang in each region has a special name, such as Kala (Gayo), Puwar Kijung (Minang), Kecombrang (Central Java), Honje (Sunda), Atimengo (Gorontalo), Katimbang (Makassar), Salahawa (Seram), Petikala (Ternate and Tidore). Kecombrang is also commonly referred to as Kantan in the Malay region. (Sudarsono, 1994). Kecombrang (*Etlingera elatior*) is one type of spice plant native to Indonesia that belongs to the Zingiberaceae family which has traditionally been used and utilized by the community as a food flavoring and medicine.



Photo 1. Researcher Collection of Tekalo Deli Soup

Kecombrang is used by the indigenous Balik tribe as a traditional spice for processing meat to give it an authentic flavor. The meats commonly used for Takalo Deli Soup are venison, rabbit meat, beef and Beong fish. However, in the past this soup food used deer meat. The Takalo or Kecombrang plant is known to have a fresh sour taste and is also able to neutralize cholesterol fat in cooking. In addition, the kecombrang plant has antioxidant compounds in the form of vitamin E (tocopherol). Vitamin E functions as an antioxidant, stimulates immune reactions, and prevents coronary heart disease. The cooking method is quite easy, namely by boiling water until it boils then to add a delicious aroma and appetite, slices of galangal, turmeric, jomit (turmeric), lengkues (laos) shallots, serei 'lemon grass', the inner stem of the tekalo is cut and sliced and salt to taste until it smells fragrant and Sop Deli Tekalo is cooked until cooked (Interview Menak Jum, September 17, 2023).

There are two types of kecombrang stems, namely the inner and outer stems. The inner stem has higher antimicrobial activity than the outer stem. Once cooked and has a distinctive aroma, this dish is ready to be served. The freshness of Sop Deli Tekalo will certainly make anyone addicted and also makes this culinary can be easily made at home. Sop Deli Tekalo is also nominated as a popular traditional food in Anugrah Pesona Indonesia 2018. Anugrah Pesona Indonesia is a series of annual activities organized as an effort to promote tourism in the country. One of the categories in this regional tourism competition is traditional food.



Photo 2, Menak Jum cooking demonstration at the Culture Preservation Center Region IV Festival, East Kalimantan Photo Collection of Researcher

Esa Lusang is a dish made from freshwater fish seasoned with shallots, lemongrass, turmeric, tamarind leaves (lembonu leaves) and salt, then cooked using the pepes technique, which is wrapped in leaves and steamed or grilled. The combination of sour, savory flavors and the distinctive aroma of spices makes this dish very popular. According to a study by (Oktaria et al., 2022), traditional food often reflects the history, culture and natural environment of a community, making it an important component of cultural tourism. In the past, these foods were usually served during royal or traditional events. In the days of berhuma, this food was often cooked with bamboo because bamboo was easily available in the forest. The way to cook Esa Lusang is as follows. Clean the fish, set aside. Onion, garlic, turmeric, lemongrass, tamarind leaves (lembonu leaves) are thinly sliced and salted then marinated with the fish. When it is mixed, put the seasoned fish and wrapped in banana leaves into the bamboo, cover the top of the bamboo with banana leaves and grill, like grilling fish. If there is no bamboo, it can be replaced with wrapped banana leaves, like making pepes. After that, it is steamed or grilled (Interview with Menak Jum, September 17, 2023).



Photo 3, Drunk General Cake
Researcher Collection

In addition to the main meals, the Balik tribe also has special snacks, such as Kue Jendral Mab uk. The name is unique because there used to be a soldier who really liked this cake because it tasted so good that he was addicted (Balik tribe term for drunk). This cake has a sweet, soft and legit flavor. This cake is made from ingredients such as suji leaves, pandan leaves, eggs, granulated sugar, egg whites, salt, butter, thick coconut milk and wheat flour which are steamed until cooked. The soft texture and fragrant aroma of pandanus and suji make this cake a favorite at various traditional events and celebrations. How to make it as follows. Blend pandan and suji leaves, then add thick coconut milk. Stir until evenly distributed and the coconut milk is dark green in color. Simmer for 10 minutes. Beat eggs, then mix with sugar. Cool the thick green coconut milk. Once combined, add the green coconut milk, salt, vanilla, butter, liquid and flour. Stir gently until evenly distributed. Pour the batter into a buttered and floured baking dish. Steam until cooked or about 40 minutes (Interview with Menak Jum, September 17, 2023).

The traditional cooking techniques of the Balik tribe in the capital of the archipelago involve processing methods such as mashing, grilling and steaming. They use traditional tools, such as clay pots and bamboo grills. These processing methods are very environmentally friendly, using leaves as food wrappers and using firewood for cooking, which gives the food its original flavor and aroma. This technique also demonstrates local wisdom in preserving the environment, while supporting sustainable practices. Traditional eco-friendly cooking methods can be an added attraction for travelers concerned with environmental and sustainability issues. The use of these tools and techniques not only preserves the authenticity of food flavor and quality, but also reinforces a deep cultural narrative.

Research on Balik's traditional foods is essential to support the preservation of culinary culture while promoting culinary tourism in the archipelago's capital city. Preserving traditional foods can help maintain the cultural identity of a community and support the local economy through tourism. By identifying and documenting various specialties and cooking techniques, we can introduce the culinary richness of the Balik tribe to the wider community and tourists, thereby increasing appreciation and interest in local culture. This can also contribute to cultural and environmental conservation efforts, as well as local economic development through culinary tourism.

2. Potential for Culinary Tourism

The culinary tourism potential of the Balik Tribe in the capital city of the archipelago is immense, given the unique appeal that their traditional food holds for travelers, especially for those seeking an authentic experience. The traditional food of the Balik Tribe, with its distinctive flavors and cooking methods passed down through generations, offers a culinary experience like no other. Culinary tourism is not only about the taste of food, but also about emotional engagement

and connection with the local culture. This makes food an important aspect of the travel experience that can enhance the appeal of a destination.

Today's travelers show great interest in the stories and history behind each dish they enjoy. They not only want to taste the food, but also understand the origins and traditions surrounding the dish. A study conducted by Bjork dan Kauppinen-Raisanen (2016) asserts that the narratives behind food play an important role in enriching the culinary tourism experience, creating an emotional connection between travelers and the local culture. In the context of Suku Balik, each dish has a unique story associated with the customs, natural environment and daily life of the community. For example, dishes such as "Ikan (Esa Lusang)" are not only about taste, but also reflect the close relationship between the Balik Tribe and their natural resources.

In addition, research by (Rahman, 2023; Putri et al., 2021; PRABANDARI et al., 2024) shows that traditional cuisine can be an effective tool in promoting cultural tourism, as food is often the main attraction for tourists who want to experience the authenticity of a destination. In this case, Suku Balik cuisine can be integrated into tour packages that include cooking demonstrations, cooking classes and culinary tours, thus providing tourists with the opportunity to learn and engage directly with the local culture. This approach not only enriches the tourist experience, but also supports the preservation of cultural heritage and improves the economic welfare of local communities. This potential is also supported by a global trend that shows increasing interest in culinary tourism as part of a comprehensive travel experience. According to a UNWTO report (2019), culinary tourism continues to grow and become one of the most dynamic segments in the tourism industry, with travelers seeking destinations that offer culinary uniqueness and authenticity. In this context, Balik Tribal cuisine in the National Capital has great potential to attract domestic and international tourists, making the National Capital a highly competitive cultural tourism destination. With the right strategy, including effective promotion and cooperation with various stakeholders, Balik's culinary can become a valuable asset in the tourism development of the Capital City. A holistic and sustainable approach will ensure that this potential can be optimized, providing long-term benefits for tourism and the preservation of the Balik Tribe Culture long-term benefits for tourism and the preservation of Suku Balik culture.

3. The Role of Culinary in Cultural Tourism

The traditional culinary of the Balik Tribe in IKN plays a very important role in cultural tourism, namely as a medium to introduce the uniqueness of the Balik Tribe culture to the outside world. Traditional food is not only a means of consumption, but also a cultural experience that involves social interaction and deep learning. According to Long (2004), While culinary experiences can be effective intercultural communication tools, the flavors, aromas and presentation of traditional foods provide tourists with rich insights into local culture. For example, specialties such as Sop Deli Tekalo, Esa Lusang and Kue Jendral Mabuk not only fill the stomach, but also convey stories about origins, local ingredients and cooking methods that have been passed down through generations.

The social interactions that occur while enjoying traditional dishes also add

a cultural dimension to the tourist experience. Local food often symbolizes cultural identity and can reinforce a sense of community pride (Zahara & Fatimah, 2022; Ningrum & Arrianie, 2019; Triyadi, 2024). When tourists enjoy food at a traditional event or culinary festival, such as the cultural festival in East Kalimantan, the sepaku festival in IKN. They not only taste the delicious food but also engage in cultural practices that enrich their understanding of the local community. This is reinforced by the statement Richards (2002) which shows that culinary tourism has a strong appeal because it is able to offer authenticity and cultural depth that is often not found in other forms of tourism.

Traditional food can be a major attraction in cultural tourism, as food often serves as an accessible entry point to understanding more complex cultures Cohen dan Avieli (2004) In the context of the Balik Tribe, their traditional food can help connect travelers with cultural values, rituals and history that may be difficult to explain through other mediums. The traditional culinary of the Balik Tribe with all its uniqueness is able to attract tourists who are looking for an authentic and different experience, while providing education about the importance of maintaining and preserving cultural heritage.

Overall, Balik cuisine in the archipelago's capital city serves not only as physical consumption, but also as a comprehensive cultural experience. Through the social interaction and learning that occurs while enjoying traditional food, it helps introduce and promote Balik culture to the outside world. Thus, Balik culinary plays a strategic role in the development of cultural tourism in IKN, supporting the goal of cultural preservation and contributing significantly to the local economy through tourism.

4. Strategy for Developing Balik Culinary Tourism Package in the National Capital City

The Balik culinary development strategy in the capital city of the archipelago as part of cultural tourism requires a holistic approach that involves various aspects, from the provision of culinary tour packages to strategic cooperation with local tourism actors and the government. One strategy that can be carried out is the development of culinary tour packages that include cooking demonstrations, cooking classes, and culinary tours. This package not only offers an authentic culinary experience but also an educational experience. Culinary experiences that involve direct interaction with local food can increase tourists' interest and satisfaction, and enrich their understanding of local culture Kivela dan Crotts (2006). Cooking demonstrations and cooking classes allow travelers to learn about local ingredients, traditional cooking techniques and the stories behind each dish, creating an immersive and memorable experience.

Culinary tourism is also an important element in this strategy as it provides opportunities for tourists to explore traditional markets, meet local producers and sample a variety of signature dishes in authentic locations. Food tourism can serve as a bridge between travelers and local communities, strengthening social ties and supporting the local economy through increased income for local food producers and vendors (Rahayu et al., 2022; Yuli Ermawati et al., 2023; Levyda et al., 2021). In the context of the Balik Tribe, culinary tourism can include visits to traditional

villages, traditional events and culinary festivals that showcase the culinary richness of the Balik Tribe.

Collaboration with local tourism actors and the government is also crucial in the development and promotion of Balik's cuisine. Collaboration between various stakeholders in tourism can increase marketing effectiveness and ensure the sustainability of tourism programs. The government can play a role in providing the necessary infrastructure, such as good road access, sanitation facilities and tourist information centers. In addition, local tourism players, such as travel agents, tour operators, and restaurant owners can work together to create attractive tour packages and promote them through various channels, including social media, tourism exhibitions, and online platforms.

Effective marketing also requires a comprehensive promotional strategy, including the use of digital media to reach a wider audience. Digital technology plays an important role in the modern tourism industry, allowing destinations to promote themselves globally, and interact directly with travelers. A marketing campaign that highlights and authenticity of Suku Balik's cuisine, with a compelling story and visual appeal, can capture the attention of tourists, and encourage them to visit the Capital of the Archipelago. Overall, the strategy to develop Balik Tribe cuisine in the Capital City of the Archipelago as cultural tourism should cover various aspects, from the development of a comprehensive culinary tourism package to strategic cooperation with local tourism actors and the government. With an integrated and sustainable approach, Balik's culinary can become a major attraction in tourism in the nation's capital, enriching the tourist experience, and supporting the preservation of local culture and economy.

CONCLUSION

Balik's traditional culinary has great potential to be developed as a culinary tourism attraction in the capital city of the archipelago. Through a holistic and participatory approach, the development of culinary tourism can make a positive contribution to cultural preservation and local economic improvement. This research shows that the exploration of traditional Balik culinary has great potential to make a significant contribution to tourism development in the capital city of the archipelago. Balik culinary with its uniqueness and cultural richness not only serves as a means of consumption, but also as an effective means to introduce and promote Balik culture to tourists. Through culinary tour packages that include cooking demonstrations, cooking classes, and culinary tours, tourists can gain an in-depth and educational experience, thus enriching their understanding of the traditions and lives of the Balik Tribe community. Strategic cooperation between local tourism actors and the government has also proven crucial in the promotion and marketing of Balik Tribe cuisine. This collaboration ensures adequate infrastructure and resources, as well as effective marketing strategies to reach a wider audience. The use of digital technology in marketing also enhances the appeal and reach of promotions, thereby attracting tourists from different parts of the world. With a holistic and integrated approach, Balik's traditional cuisine can become a major attraction in cultural tourism in the nation's capital, supporting the preservation of cultural heritage, enriching the tourist experience, and contributing positively to the local economy.

Continuous efforts in developing and promoting Balik culinary will strengthen the position of the National Capital as a unique and attractive cultural tourism destination, while maintaining the authenticity and sustainability of Balik cultural heritage.

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