

GASTRONOMIC TOURISM STUDY OF DJEJAK RASA AS A TOURIST ATTRACTION IN THE CULINARY EXPLORATION IN YOGYAKARTA

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Abstract

Djejak Rasa is a business built to introduce Yogyakarta culinary tourism from a gastronomic perspective. This business is a place to get to know more about Yogyakarta specialties. Therefore the purpose of this research was to study Djejak Rasa in introducing culinary tourism to tourists. Djejak Rasa has programs that have been implemented so far, namely Kelana Rasa, Ruang Rasa, and Curation Rasa. The research method used is descriptive qualitative research. Methods of data collection through participant observation, interviews, and documentation. The informant determination technique used purposive sampling. The number of informants, namely all managers and tourists who did gastronomic tours with Djejak Rasa, totaled 18 people. The method of data analysis is assisted by the process and stages of observation which consist of selection, recording, a series of behaviors and situations as well as empirical objectives. These stages are carried out until the data is fulfilled and the data analysis process is complete. The result of this research is that tourists can get to know more about cuisine and the stories contained therein. One of the Kota Gede Taste Search programs is one of the intensive tours conducted by Djejak Rasa. This trip takes approximately 4 to 5 hours. At least seven tourist attractions were visited, namely the Mataram Coffee Barn, the Waru Flower Production House, Legi Kota Gede Market, the Gede Mosque Area, and the King's Tomb of Mataram and Between the Two Gates. Every place visited provides educational tours, both historical tours and cultural gastronomy tours. Gastronomic tourism such as to learn about the names of food, its ingredients, how to process it, how to serve it, the properties and benefits of food as well as its stories and philosophy.

Keywords: Attraction, Culinary, Gastronomy, Tourism.

INTRODUCTIONS

Yogyakarta is one of the tourist destinations that is always the choice of tourists for vacation. This special city in Central Java has many interesting and unique forms of tourist activities. This form of tourism can take the form of natural tourism, cultural tourism, artificial tourism and gastronomic tourism. One of the motivations for tourists to visit the city of Yogyakarta is to get to know and enjoy the very diverse culinary tourism. Various processed

foods and drinks can be found at D.I. Yogyakarta. Processed foods such as Gudeg, Sate Klathak, Berongkos, Gatot, Tiwul, Bakpia, Oseng Mercon, Fried Grasshopper, Sate Kere, Nasi Tikus and many more. Processed drinks in the form of wedang uwuh, wedang ronde and charcoal coffee. Gastronomic tourism begins with the many culinary choices that can be enjoyed while on holiday in the city of Gudeg.

According to (Hjalager & Richards, 2003) culinary tourism is closely related to gastronomic tourism. According to (Nugroho & HD, 2020), gastronomic tourism is a study that studies the culture and history of food and drinks in a region which describes the identity of a region. Gastronomic tourism is considered an important cultural tourism product because it can attract visitors and can be a complement when traveling in the form of a portfolio of destinations such as museums, monuments and local architecture (Moirra et al., 2015). So gastronomic tourism is not only about enjoying food but also inviting tourists to learn about culinary culture and philosophy.

The development of culinary tourism in D.I. Yogyakarta is not always accompanied by increasing knowledge about culinary culture. Tourists focus more on enjoying the food than learning more about the meaning behind the culinary delights. Likewise, 85% of the millennial generation do not know traditional food because of the large influx of foreign food. Because they were aware of this phenomenon, Djejak Rasa was formed to introduce culinary gastronomy tourism in Yogyakarta. Djejak Rasa, as a start-up founded by the nation's young people, has the tagline Space to work for Indonesian Gastronomy. Through this branding, Djejak Rasa has various programs to support culinary exploration in Yogyakarta, such as: Kelana Rasa, Ruang Rasa and Curation of Rasa. The program offered by Djejak Rasa is a new breakthrough in getting to know Gastronomic Tourism in Yogyakarta Province. So it is important to carry out further research regarding what programs are and how the Djejak Rasa program is used in culinary exploration in the city of Yogyakarta. The aim of this research is to examine in more depth the Gastronomic Tourism offered by Djejak Rasa to tourists along with tourism activities that support increasing knowledge and insight regarding food and drinks typical of the Special Region of Yogyakarta.

IMPLEMENTATION METHOD

This research is exploratory research using the participant observation method. Participant Observation is research carried out with researchers taking part and taking part in the people or objects being studied. The observations carried out took the complete participant type, namely the researcher fully observed and was involved in every activity (Hasanah, 2017). The research location is centered in Yogyakarta by coming to the Djejak Rasa office located in the Sleman Regency area and taking part in a gastronomic tour. Data collection methods were carried out by observation, interviews and documentation. Determining informants using purposive sampling. The number of informants, namely the total number of managers and tourists undertaking gastronomic tours with Djejak Rasa, consisted of 18 people. Djejak Rasa has three programs related to deepening gastronomic tourism, namely Kelana Rasa, Ruang Rasa and Kurasi Rasa Rasa.

- a) Kelana Rasa
Presenting activities to explore, taste and appreciate the existence of local culinary delights with various forms of activities and packaged with interesting stories through the Kelana Rasa program.
- b) Ruang Rasa
Providing a platform to learn and share knowledge about local and traditional Indonesian culinary delights for culinary business people, culinary activists and general public.
- c) Kurasi Rasa
Curating and distributing culinary products by prioritizing quality and taste, and guided by artistic values and locality (Djejak Rasa, 2023).

Researchers can take part in one of the three programs to participate directly in a gastronomic tour in the city of Yogyakarta. The research variables consist of gastronomic tourism and tourist attractions. Gastronomic Tourism consists of history, culture, geographical landscape and cooking methods. One of the programs from Djejak Rasa can be viewed from these four aspects in the form of Kelana Rasa. Researchers participated in the Kelana Rasa program and took part in a gastronomic journey and made a study of four aspects of gastronomic tourism. Tourist attractions are included in the study of cultural tourism attractions as in the following description of several previous studies. There are three types of tourist attractions, namely: natural tourist attractions, man-made tourist attractions, and cultural tourist attractions (Ardiansyah & Gema Maulida, 2020). The following is a description of the types of tourist attractions:

- a) Natural Tourism Attractions, namely tourist activities whose main attractions are natural tourism potentials such as forests, waterfalls, natural tourism parks, wild nature reserves, and beaches.
- b) Cultural Tourism Attractions, namely tourist visits to see the unique traditions and customs of an area. Cultural tourism is usually related to the history and philosophy of a tourist attraction such as dances, traditional ceremonies, community habits, and cultural life.
- c) Artificial tourist attractions are tourist attractions that are deliberately created by humans to be developed into tourist activities such as recreation parks, water parks, water parks, animal parks, golf, and concerts. Attractions are created to add experiences for tourists that cannot be obtained directly in real life.

Gastronomy is one of the cultural elements related to tradition, heritage and history of food, taste image and presentation method (Nim, 2022). Culture and gastronomy always work together to support the tourism industry and are one of the important aspects of tourism (Yubianto, 2023). Culinary tourism can be packaged into a more attractive tourist attraction in combination with cultural richness as a form of gastronomic tourism (Ritonga & Mulia, 2020).

Gastronomic studies relate to four aspects used as benchmarks, namely history, culture, geographical landscape, and cooking methods, according to Ketaren (Krisnadi, 2018). The following is an explanation of the four benchmarks:

- a) Historical aspects, namely those related to the origins, values, traditions, and food of an area.

- b) Cultural aspects are the reasons why people consume food that is associated with local culture.
- c) Geographical landscape in the form of regional influences, regional contours, and ethnicity which influence the existence of regional dishes.
- d) Cooking Method, namely looking at the cooking process related to the stages of serving a food.

The data analysis method uses descriptive qualitative assisted by observation stages. The stages or observation process include selection, recording, a series of behavior and atmosphere (tests of behavior setting), and achieving empirical goals (Hasanah, 2017). Data analysis can continue while in the field until the data is deemed sufficient and the analysis is complete (Rijali, 2019). Researchers initially took to the field by recording the activities of Djajak Rasa from the three programs that had been described. Next, you can research a series of gastronomic tourism activities. The process can continue in the field until the empirical goal is achieved to get an overview of Djajak Rasa gastronomic tourism in the culinary exploration of Yogyakarta City.

RESULTS AND DISCUSSION

Djajak Rasa Profile

Djajak Rasa is a start-up business founded by millennials consisting of three heroines in October 2021. This start-up has taken the form of a PT with the name PT Trace Rasa Nusantara. The founders are Tanti, Tanya and Almas. At the beginning of its establishment, Djajak Rasa took the concept of a food stall and culinary delights by providing Indonesian and fusion catering. Over time, many influencers or food vloggers have emerged but only provide in-depth food reviews. The information provided is limited to the taste and price of the food. Therefore, Djajak Rasa started creating a gastronomic travel program in January 2023. Djajak Rasa wants to provide a culinary experience not only in terms of taste but also more complete and in-depth. The information provided can also be educational for tourists, such as ingredients, types of food, philosophy, and each kitchen has its own story. The current number of employees is three people consisting of one person working full time, one person working part time and one person doing an internship. The development of Djajak Rasa as a start-up is assisted by the Business Incubator, namely Room 412. In the business incubator there are several food and café businesses that are affiliated, such as Djajak Rasa, Kuliner Yogya, Cipta Media Sejahtera, NKSTHI (Later We Sambat About Today) and Mbah Sambat. Incubation was carried out for three months from late August 2022 to December 2022. The system used was B2B2B based and also assisted by Pertamina.

The number of participants on the Djajak Rasa Gastronomy tour is different for each business unit. Kelana Rasa, which consists of Telusur Rasa, has been running for 14 batches with an average number of 15 people per batch. Djajak Rasa limits the number of guests to only 15 people to be more effective and to provide explanations related to gastronomy more efficiently. There are 6 people in Olah Rasa and 7 people in Sua Rasa. Djajak Rasa opens regular trips and private trips. Private trips can be attended by more participants. The number of trips that have been carried out is 37 people and divided into 2 travel groups. The advantage

of a private trip is that it can definitely require more complete travel needs. Tourists can adjust their needs, for example shuttle pick-up, documentation, adding side dishes, custom needs and travel dates.

There are quite a lot of clients who have collaborated with Djejak Rasa. The form of travel carried out is collaboration in every activity carried out. The collaboration consists of Bobobox and Bandung Stories, Rumah Damai Senotasa, Tepi Kota, Suap-supan, Harismo, Zahwa Islami (Psychologist), Tamasya Karsa, Life at Kota Gede, Lawang Pethuk, Roemah, Tua, Omah Ropingan, Biyan Mandala, Aggradaya. Gastronomic tourism that is carried out is required to collaborate with local residents and collaborate with story tellers such as Lawang Pethuk, Life at Kota Gede or Pokdarwis. Of all the business units that are already running, the program that is most popular is Telusur Rasa.

Djejak Rasa Gastronomy Business Unit

There are three programs that Djejak Rasa has, namely: Kelana Rasa, Ruang Rasa and Curation of Rasa. The big aim of this program is to introduce and preserve culinary tourism in each region. Each program has its own activities to introduce culinary delights and help develop local community businesses. These programs are included in business units with an explanation of each as follows.

1) Kelana Rasa

Kelana Rasa is a business unit that focuses on introducing gastronomy in a more enjoyable way and includes elements of tourism in it. This business unit consists of three programs, namely: Telusur Rasa, Sua Rasa and Olah Rasa.

a) Telusur Rasa (Culinary Walking Tour)

namely education about gastronomy and serving CSR groups accompanied by Pertamina. Before going on a gastronomic trip, Djejak Rasa conducted research and collaborated with local residents. The approach to food entrepreneurs is as a family and coming to visit with guests. On the other hand, providing cooperation through honorary visits and product purchases. Djejak Rasa determines the fulcrum of the Gastronomic journey in and around the market. So far, the Tasting Taste programs that have been running are the Taste of Kota Gede, the Taste of KM 0, the Taste of Ngasem and the Taste of Kranggan. The plan is to change routes every week for each destination. Djejak Rasa's big goal is to create a program to develop gastronomic travel outside the city of Yogyakarta, such as Bandung, Bali and other cities that have a unique side to their regional culinary delights.

b) Sua Rasa (Dining experience)

namely selling a dining experience concept inspired by Joongla. When eating, tourists are presented with stories and interesting attractions. For example, the chef makes a big fire when cooking, tourists are offered to learn and try cooking. Eat with a story and a different concept for each batch. The activity that has been carried out is tasting pickles with Harismo. Taste pickles with various food combinations prepared by Djejak Rasa. Each batch has its own story concept and draws a common thread from the big theme raised. The Icip Acar batch highlights Batak culture by serving Batak Pickled Onions and Gomak Noodles from Medan. The second theme is bribery, each menu has a story, namely being paired with someone you don't know or you can bring a partner. The future

target is that Sua Rasa will be held once every month, which means there will be twelve Dining Experience programs in one year.

c) Olah Rasa (Hobbies and Culinary Workshops)

This program has only run once. The activities carried out included sharing sessions with psychologists and writing therapy while making Cireng preparations. The aim of this program is Recalling childhood memories, namely cooking activities but provoking childhood memories to recur.

2) Ruang Rasa

Ruang Rasa has the main concept, namely education. Currently running classes for CSR groups that are being assisted by Pertamina Yogyakarta. There were three groups accompanied. This group consists of the group whose resource is chicken meat, the tempeh group from koroh beans and the banana group. The banana group provides more intensive assistance in the production, processing and distribution processes. Group of chicken and tempe koroh in loose form.

Ruang Rasa's activities consist of: culinary workshops, extra-curricular culinary school, MSME incubation and taste stories. The chicken meat group entered the culinary workshop because it was a form of freelance assistance and was adapted to the training needs at that time. MSME incubation includes a more complex overall package related to managerial matters, how to sell, marketing, product development and price calculations. The MSME induction was carried out in collaboration with Condong Catur Village. The MOU is carried out by incubating MSMEs in Condong Catur. Currently it has been running for 6 months with a total of 12 MSME incubation businesses. Apart from that, Djejak Rasa also has collaborations with various universities such as UII, Atma Jaya, UPN and PISI. The Rasa Story program is a discussion session with anyone, whether a new network or a taste relative. Rasa relatives is a term for tourists who have taken a gastronomic tour with Djejak Rasa.

3) Kurasi Rasa

The Rasa Curation business unit is a continuation process of assistance from Ruang Rasa. The group's MSME assistance continues with the product distribution process. Djejak Rasa will help expand distribution channels. The form of cooperation is in the form of profit sharing by helping distribute every MSME product that is ready to be distributed to consumers.

Gastronomic Tourism Telusur Rasa Kota Gede

Djejak Rasa already has four gastronomic travel programs and the most popular one of them is the Taste Tour of Kota Gede. The gastronomic journey is carried out with a half-day tour from 8 am to approximately 1 pm. The journey is 4 KM long. The activity will start with an introduction, and after that the journey through the village, continue with the Kembang Waru Cake production house, after to the market, cultural and historical tours, and lunch. Below is a further description of Kota Gede's gastronomic journey.

a) Introduction to Kopi Lumbung Mataram

All participants are required to gather at 8 am at the meeting point at Kopi Lumbung Mataram, Kota Gede. After the participants have gathered, they will make introductions first.

The aim is that the tour is carried out to expand the family and learn about gastronomy together. Then pray first and the journey starts from Kopi Lumbung Mataram. The trip was accompanied by Djejak Rasa with a local guide from Life at Kota Gede. The guide and one of the CEOs of Djejak Rasa, Tanya Intan, explained first about Lumbung Mataram Coffee.

Kopi Lumbung Mataram was once a local resident's house with traditional Javanese house nuances such as joglos, cow drums, and ancient buildings. The current owner is Mr. Arif Wijaya who is the fifth descendant. In this place, tourists will be invited back into ancient life. At Kopi Lumbung there is also a very old building that was previously used as a rice storage barn. One of the buildings is marked with the date 1750, which means it has been standing since ancient times. Tourists can also enjoy simple Javanese food and drinks.



Figure 1. Ancient Building Kopi Lumbung

Source: Personal Documentation, 2023

Tourists are invited to get to know the function and meaning behind the building. Lumbung Mataram Coffee is the starting point and ending point of the Kota Gede gastronomic journey. After completing the explanation at Kopi Lumbung Mataram, the journey continued on foot for approximately 10 minutes to get to the Kembang Waru cake production house. During the trip, tourists will be guided by local storytellers from Life at Kota Gede. The guides at that time were three people named Selfi, Gulam, and Okta. During the trip, it was explained about the lives of large local communities and the tourist villages that were passed through.

Kota Gede currently has several tourist villages that have been recognized and are under the guidance of the Ministry of Tourism of the Republic of Indonesia. One of these villages is Purbayan Tourism Village. In 2023, Purbayan Tourism Village will be included in the top 30 best tourist villages in Indonesia. The tourist attractions include culinary delights, king's dining, old mosques, and traditional community houses. This village was also visited by Mr. Sandiaga Uno, Minister of Tourism of the Republic of Indonesia in June 2023. Tourists can also see the community's living culture and get to know the traditions and culture that are carried out in everyday life.

b) Kue Kembang Waru House Production

The next trip was to visit the Kembang Waru Cake production house. The Kembang Waru Cake production house is inhabited by a husband and wife named Mr. Bas. Mr. Bas is 70 years old but is still very energetic and likes to tell stories to tourists who come to visit. Kembang Waru Cake is a traditional snack typical of Kota Gede. This cake is usually served by people who are having a celebration and the most special thing is as a gift from the bride and groom. The production process is still very traditional using a manual oven. The traditional oven was assembled by Pak Bas himself. The ingredients contained in Kembang Waru Cake are very simple but taste savory and delicious. The ingredients for making cakes consist of wheat flour, milk, eggs, granulated sugar, butter, and a secret recipe. This secret recipe is what makes this cake very different from cakes in general. A typical day makes as many as 400 Waru Flower Cakes. In this production house, tourists can learn how to make Kembang Waru Cake and learn the philosophy of this cake. The time needed for the cake oven is approximately 10 minutes.



Figure 2. Kembang Waru making Process

Source: Personal Documentation, 2023

The Kembang Waru cake is shaped like an eight-pointed flower which has a very good meaning to reflect in human life. Mr. Bas explained the philosophy of Kembang Waru Cake, namely that the eight-cornered shape is called Asto Broto. Asto Broto is taken from Sanskrit. Asto means eight or wolu in Javanese and Broto means glory. Whoever has these eight characters, can lead the nation and state. Asto Broto consists of earth, namely land, Geni is fire, and air, Banyu is wind, sun, moon, stars, and sky. Above the sky, there is still the sky, the highest is the sky, which means that people living in this world have one who controls it, namely God. God is one but each group finds it differently. The ancients said that the number 10 was represented by $8+2$ as 10, $6+4$ as 10, and $5+5$ as 10, meaning it is still one but in a different way. Pak Bas also said that differences are a gift from God and should not be disputed. Religion is a guide to life and good for each of its adherents. Previously, the city of Gede was Mataram. Mataram means a pious and friendly people, devoted to God. After visiting the Kembang Waru Cake Production House, the journey continues to the Legi Market in Kota Gede.

c) Legi Market Kota Gede

This market is named Legi Market because usually on Legi Market day it will be very full of sellers. So the market is open on Legi Day but remains open on other days to support the local economy. This market is a traditional market. This market sells many typical Kota Gede foods such as Kipo, Kembang Waru, Lupis, Cendil, Wingko, and Legomoro. Here tourists will be invited to tour the market to get to know various traditional foods. Apart from that, tourists are also invited to try Jamu Peres. Jamu Peres is traditionally made directly by herbal medicine traders. The names of the herbal medicine sellers are Mrs. Atun and Mrs. Dawima. Tourists can ask for herbal medicine with various benefits such as colds, aches and pains, fever, feeling unwell, and so on. The ingredients for making herbal medicine are very simple, such as galangal, turmeric, tamarind, brown sugar, and ginger. The types of herbal medicine sold are rice kencur, turmeric tamarind, brotowali, and honey turmeric. Each herbal medicine has its benefits. For tourists who cannot stand bitter or sour tastes, after drinking herbal medicine they will be given an antidote in the form of honey, ginger water, or palm sugar water.



Figure 3. Jamu Peres Kota Gede

Source: Personal Documentation, 2023

After finishing trying Jamu, tourists will be given 15 minutes of free time. Tour guides will distribute tasks to tourists accompanied by wandering around the market. Tourists can buy typical Kota Gede souvenirs around the market. After finishing buying souvenirs, tourists will be invited to rest while drinking Es Dawet. This Dawet ice provides refreshment after walking quite a distance. Es Dawet is in the area outside the market. After finishing drinking ice dawet, the journey continues back to the Gede Mosque and Makan Raja Mataram.

d) Cultural and Historical Tourism

The route to the mosque and cemetery is not too far because they are in the same area. Tourism in this area does not go too deep because it focuses on gastronomic travel. Tourists can enjoy mosques and cemeteries for longer if they take a complete package including cultural and historical tours. Gede Mosque is one of the large mosques in the Kampung Purbayan area. Tourists can perform prayers if the trip shows the midday prayer schedule. The tomb complex

is the burial area of ancient Mataram Kings. Tourists can also take photos at the entrance gate to the mosque which has the feel of a royal gate building.

The journey continues to the final point to return to Kopi Lumbung Mataram. Tourists are invited to meet at an alley called Between Two Gates. There is an interesting story about the naming of this place. In Alun-alun village, Purbayan, there is an organizational environment consisting of nine Joglo houses. The space between the Pendopo and the interior of the Joglo houses is connected to form an alley. This alley is actually a private space but can be passed by the public. This is a form of harmony between residents, which is why people then call it 'in harmony'. Because the alley is flanked by gates at both markers, this neighborhood is also known as Between two Gates (between two gates). The term Between Two Gates is a new expression that emerged in 1986 from a team of architectural researchers which was then popularized among the public. Tourists can explore Between the Two Gates while seeing the Joglo houses and their architecture.



Figure 4. Way in Between two Gate
Source: Personal Documentation, 2023

e) Sharing Gastronomic Travel Stories

After an educational journey, tourists arrive at the final point, namely Kopi Lumbung Mataram. At this point, tourists are invited to lunch with a simple Javanese menu. After lunch, tourists are invited to a sharing session. In this sharing momentum, participants will be asked what to eat and what stories they can tell. All participants can exchange the knowledge and experience they have gained. After the sharing session, the next step was a game. Games are played to increase bonding between tourists. The game is a random paper game that contains a guide to share their eating and gastronomic tourism experiences. If they buy snacks, they will be asked what the name of the food is and the philosophy behind the snack. If tourists do not understand and cannot answer, it will be explained further by a guide from *Djejak Rasa* or a local storyteller. This activity is intended so that tourists gain gastronomic knowledge when traveling on the Taste of Kota Gede trip.



Figure 5. Sharing session

Sumber: Dokumentasi Pribadi, 2023

The closing sharing session activity became a gastronomic journey to Explore the Taste of Kota Gede. Next, the Djejak Rasa team will share photo and video documentation of the activities via Google Drive. Djejak Rasa also always distributes questionnaires as a form of feedback from tourists. Apart from that, tourists who take part in the activity will be asked first about their willingness to take part in Kerabat Rasa. This WhatsApp group was formed to share experiences and media to increase social networks through gastronomic tourism.

CONCLUSION

A gastronomic tour with Djejak Rasa is a new tourism breakthrough. Tourists can learn more about culinary delights and the stories they contain. One of the programs that Telasur Rasa Kota Gede is an intensive tour carried out by Djejak Rasa. This trip lasts approximately 4 to 5 hours. There were approximately seven tourist spots visited, namely the Mataram Lumbung Coffee, the Waru Flower Production House, the Kota Gede Legi Market, the Gede Mosque Area, and the Tombs of the Mataram Kings and the Gate Between the Two.

Every place visited provides educational tourism, both historical and cultural gastronomic tourism. The gastronomic tourism in question is learning about the names of foods, and ingredients, how to prepare them, how to serve them, the properties and benefits of food as well as the stories and philosophy behind the culinary delights.

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