

Food Souvenirs Preferences by Domestic Tourists- Indonesia

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ABSTRACT

The presence of souvenirs in a tourist destination is important, because tourists consider buying souvenirs as an important part of the tourist experience. In tourist destinations there are usually various types of souvenirs, including crafts, food and craft products, but in general, food souvenirs are one of the prominent souvenirs among many types of souvenirs purchased by tourists when going to a destination, that because tourists consider food souvenirs is a reliable or tangible proof that tourists can bring home as a representation that they have visited the original destination of the food souvenirs. Likewise in Indonesia, most domestic tourists prefer to buy food souvenirs to take home and then enjoy themselves or give as gifts to others. This research article aims to describe how their preferences for food souvenirs, especially in Malang, research using quantitative methods, data were collected through survey which using questionnaire as a tool. The results showed that the preference of food souvenirs by domestic tourist based on the type of food is in chips form, based on taste is savory, based on texture is crispy, and based on the cooking process is fried.

Keywords: *food souvenirs, preference, domestic tourist, Indonesia*

I. INTRODUCTION

Buying souvenirs has become a habit of local tourists in Indonesia when they visit a destination, the activities of shopping trips become one of most favorite attractions by domestic tourists [1]. From many different types of souvenirs, food souvenirs its most favorite one among others. As stated by [2] popularity of food souvenirs, because food is an important element of a holiday. Food became tourism product that could enhance tourist destination experience [3]. Tourist have a several consideration when bought food souvenirs, based on studies conduct by [3][4][5] stated the main intention of tourist for bought food souvenirs because it may represent or a reflection of local culture, furthermore tasting food souvenirs is considers as authentic experiences for tourist as stated by [6][7]. Moreover, stated by [2] the other consideration of tourist is particular factors that influence tourist preferences in buying food souvenirs on their holiday is the quality, taste, local origin and the perceived authenticity of the food.

Based the following phenomenon that state before, it is affects into the development of a tourist destination such as in Malang based on research conduct by [8] recently the development of food souvenirs vendors and type of food during 2014-2018 is rapidly increased. This research aims to support previous studies [8], this paper will describe domestic tourist preferences are against food souvenirs in Malang, the result of this study hopefully can be a source

of information for food souvenirs vendors to understand tourist preferences, so they can provide proper products in order to fulfill their needs and wants. The other purpose of this study also to increase numbers of food souvenirs literature, it is because the existence of that kind literature is limited especially in Indonesia. The existence of this research is expected to be used as a reference by the further researcher who conducts a related study.

II. METHOD

This study is conduct in Malang, this study is a quantitative analytical descriptive research, the selection of respondents is a non-probability sampling (NPS)-accidental research sample towards tourists who have bought souvenirs in Malang, the data collection for this study was start from February 2018 until June 2018, were questionnaire given to 120 domestic tourists in order to know information toward their food souvenirs preferences. In order to collect objective data, recent researcher asked to the respondent candidate that they are a tourist or a resident. The questionnaire that used in this study presented in Indonesia language.

III. RESULTS AND DISCUSSION

Characteristics of the respondents in this study is demographic and geographic, that shown in Table 1 and 2 below.

A. Descriptions of the Respondents

Table 1. Demographic Characteristics of the Respondents

No	Age	Gender		Number	%
		Male	Female		
1	17-24 th	3	12	15	12.5
2	25-39 th	31	62	93	77.5
3	40+ th	6	6	12	10
Total		40	80	120	100
No	Educational Background	Gender		Number	%
		Male	Female		
1	High School	9	33	42	35
2	Bachelor	27	43	70	58.3
3	Master	4	4	8	6.6
Total		40	80	120	100
No	Working Background	Gender		Number	%
		Male	Female		
1	Working	24	38	62	51.6
2	Studying	17	41	58	48.3
Total		40	80	120	100

^a77.5% of respondents are woman at the age of 25-39 years old, 62 of whom are women. 58.3% of the respondents educational backgrounds were bachelor and 51.6 % respondents have worked.

Table 2. Demographic Characteristics of the Respondents

No	City/ Region	Number	%
1	Aceh	2	1.67
2	Bandung	3	2.5
3	Banyuwangi	4	3.33
4	Bekasi	5	4.17
5	Denpasar	14	11.67
6	Ende	2	1.67
7	Jakarta	21	17.5
8	Kupang	2	1.67
9	Mataram	9	7.5
10	Medan	4	3.33
11	Purwakarta	2	1.67
12	Samarinda	1	0.83
13	Semarang	4	3.33
14	Sumba	1	0.83
15	Surabaya	43	35.83
16	Yogyakarta	3	2.5
Total		120	100

As shown in Table 1 mostly of the respondent is women, however not all of them already working, there are some who still studying. Generally, based on Table 1, the majority of respondents 77% of them is an adult tourist in the age of 25-39th, that means the tourist who bought food souvenirs in Malang dominated by adult people, their educational background is a bachelor and already worked. It is supported the statement by [9] the potential market of souvenirs business is young adult, because people at this age usually have worked and have their own income.

Based on geographical characteristics that shown in Table 2, known that there are sixteen areas of origin of respondents, namely Aceh, Bandung Banyuwangi, Bekasi, Denpasar, Ende, Jakarta, Kupang, Mataram, Medan, Purwakarta, Samarinda, Semarang, Sumba, Surabaya, Yogyakarta. From the sixteenth, it can be concluded that the majority came from Surabaya as much as 35.83%. Based on these data it can be illustrated that the majority of Malang City tourists come from Surabaya City, this finding supports the statement of [18] that tourists from

Surabaya could be the dominant tourists visiting Malang compared to other urban communities. This is due to the geographical proximity of the location which is around 94 KM that can be reached by private vehicles for more than 3 hours, so it can be said that the proximity of tourists to tourist destinations influences the visit.

B. Food Souvenirs Preferences for by Domestic Tourist-Indonesia

Food souvenirs is a part of souvenirs one of the important aspects of the tourism, however, studies about this topic are still rare especially in Indonesia, whereas in other location, several studies have been done on food

souvenirs [2][3][4][5][6][8]. One of the previous studies that giving the inspiration to conduct this study is by [2], he studied food souvenirs buying behavior of tourists in Norway for understanding the phenomenon of what kind of food souvenirs that tourists want and needs. Compared to the previous study because limitation of this study, this recent study conducted in order to have a better understanding of food souvenirs preferences by domestic tourists using four food attributes (type, taste, texture and cooking processes). [11] stated studying food product attributes is important to measure consumer acceptance, in order to understand why products are succeeding or failing. Furthermore, the results of this study are as shown in Table 3-6 below.

Table 3. Respondents Interest in Buying Food Souvenirs Based on its Type

No	Type	Frequency	Percentage
1	Apel	12	10
2	Cake	9	7.5
3	Chips	68	56.6
4	Apple Processed Product	16	13.3
5	Tempe Processed Product	8	6.6
6	Pia	7	5.8
Total		120	100

^b 56.6% of respondents prefer chips

Table 4. Respondents Interest in Buying Food Souvenirs Based on Taste Option

No	Taste	Frequency	Percentage
1	Sweet	48	40
2	Savory	53	44.1
3	Spicy	17	14.1
4	Sour	2	1.6
Total		120	100

^c44.1% of respondents prefer savory taste

Table 5. Respondents Interest in Buying Food Souvenirs Based on Food Texture

No	Texture	Frequency	Percentage
1	Tender/Soft	43	35.8
2	Crispy	70	58.3
3	Chewy	3	2.5
4	Moist	4	3.3
Total		120	100

^d58.3% of respondents prefer crispy texture

Table 6. Respondents Interest in Buying Food Souvenirs Based on Cooking Process

No	Taste	Frequency	Percentage (%)
1	Frying	63	52.5
2	Steaming	19	15.8
3	Baking	38	31.6
4	Boiling	0	0
Total		120	100

^e52.5% of respondents prefer frying as cooking process of food souvenir

Based on data in Table 3 until 6 Food souvenirs preference by domestic tourist especially in Malang is, as shown in Table 3 based on type of food, over half over of the respondent 56.6% is prefer bought chips than the other type of food, As shown in Table 4 food that have savory flavor it's most desirable by 44,1% respondent. Based on data in Table 5, crispy texture liked by 58.3% or half over of the respondents of this study. As shown in Table 6 based on the food cooking process, fried food mostly liked by 52.5% respondents. Based on the result can be explained generally food souvenirs preference by domestic tourist especially adult tourist in Malang liked to bought food souvenirs in a chips form which is have a savory flavor, have a crispy texture, and processed by frying.

Malang have many food souvenirs product, [8] identify there is nine popular food souvenirs in Malang, that is apple, frozen meatball/bakso, cakes, chocolate, fruits chips, tempe chips, pie, bakpia, and strudel. Based

on this recent study finds, among many kinds of food souvenirs domestic tourists love to choose chips, this finding supported [10] statement that Malang is a tourist destination that is well-known for its snacks especially chips.

A kind of chips available in food souvenirs shops in Malang is tempeh, tofu, fruits, vegetables, bulb chips. Of the many types of chips, tempe chips are the most widely produced chips, it is because tempe is the potential of local product in Malang. [12] state tempe and tempe chips is an authentic food souvenir in Malang. Tempe chips in Malang are processed from tempeh mixed with flour dough then fried, flour dough made from a mixture of rice flour, flour, and seasonings. As stated by [4] tourist willingness to bought food souvenirs it's because the attributes of authenticity and indigenusness reflect the local culture, background and history of a tourist destination, so they can have a unique and new experience.



Figure 1. Malang Tempe Chips [17]

According [2] taste as one of the main factor that tourist considers to bought food souvenirs, based on this study finding domestic tourist in Malang choose savory food souvenirs a first place compared others, in a second place sweet taste, this finding support [13] statement that the most favorite taste people generally liked is sweet and savory food.

[11] suggest, flavor is analyzed in conjunction with other sensory attributes for texture. This is because flavor and texture are both drivers of food acceptance and the perception of one can change the perception of the other. In this study, the perception of most domestic tourist prefers a crispy texture. [14] stated crispness of a crispy product is a critical attribute, supported by [11] incompatibility of food texture can be a major reason for food rejection or acceptance by consumer. To be able to maintain the crispness of the product including chips, the

thing that can be done is to use the correct packaging, to prevent oxidation that can change the texture and taste of food.

The method of cooking as stated by [15] affecting food consumption in tourism. Cooking technique divided into two categories, that is dry heat cooking and moist heat cooking. Dry heat cooking is method of cooking refers to any cooking technique using heat without using extra moisture, this include grilling, broiling, baking, roasting, frying. Moist heat cooking is cook using water or liquid to transfer heat to food, this include boiling, steaming, poaching, simmering, stewing. Based on the results of this study, frying method is mostly chosen by respondent. based on research [16] although they like fried food souvenirs, they hope that the product does not contain too much oil.

IV. CONCLUSION

The domestic tourist who bought food souvenirs in Malang mostly is adult people at the age of 25-39th, their educational background is a bachelor and already became worker, furthermore the respondents of this study dominated by women, but not all of them are worker a few of them is still being a student. The tourist who visited Malang come from Surabaya at most. This current study examines food souvenirs preferences using four food attributes (type, taste, texture and cooking processes) and the results are, food souvenirs preferences by domestic tourist in Malang is the majority of them chose type of food chips, base on food tastes the most wanted flavor is savory flavor, food souvenirs which have a crispy texture and processed by frying is more desirable. Tempe chips are one kind of food souvenirs that meets the study finding, it's had a savory flavor, which came from the main ingredient, tempeh which produced in Malang has a special characteristic, it has a dense density of soybean grains so it makes a tempe more savory. Tempe chips in Malang processed using deep frying method, no doubt that's why Tempe chips still being the most wanted food souvenir in Malang. Finally, because of the limitations of this research, it is expected that in the future there will be studies that complement the results of current research, relevant topics such as motivation or influencing factors shopping food souvenirs, strategy how to develop and promote food souvenirs, and impact of food souvenirs to a current destination.

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