

Balinese Fusion Food as Local Culinary Tourism Products

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ABSTRACT

The purpose of this research is to make Bali fusion food as a local culinary product for tourist. Data obtained from the Vocational School teachers and chef from the hotels on the results of student practice, then discussed to obtain an assessment according to certain criteria. These criteria, including local food ingredients; basa genap (spices) consisting of wet and dry herbs, fragrances, and parcels. While the processing procedures include the use of equipment, quality ingredients, pieces of material, clean broth, boneless meat and hieGINE sanitation processes. The meaning of culinary tradition, (a) Balinese culture is based on a dualistic concept. This concept is manifested through culinary facilities for religious ceremonies called sukla and surudan which are foods that have been used in religious ceremonies. (b) Spices as a gift of gods with six flavors: dharma wiku, bima korda, jayeng satru, nyunyur and galang kangin. The results of this study (a) use local ingredients, but the amount of spices is reduced. (b) using standard processing procedures in hotel kitchens. (c) Balinese cuisine can be served as an appetizer, soup, main course and dessert. Bali fusion food can achieve criteria with good predicate. Thus the local culinary of Bali is suitable to be used as a local culinary tourism product through a fusion food approach.

Keywords: *Balinese, culinary, fusion, tourism*

I. INTRODUCTION

The island of Bali as a major tourist destination in Indonesia has started frequently visited by foreigners since the 1930s, and that is when the people of Bali began to recognize foreign cultures. Culinary is a reflection of the culture and traditions of local communities, so that culinary should be preserved to provide economic, social and cultural benefits for the community. The attraction of tourists with various things related to food and beverages led to a form of tourism that is closely related to food is better known as a culinary tourism. The term culinary comes from cuisine or products related to cooking and gastronomy. Culinary tourism puts food as subject and media, for tourism development. A culinary tourism is more than just tasting or enjoying the new food. But the consumption of food in this tourist activity requires all the five senses that we have such as taste, aroma, and touch and vision. Kim and Eves's research (2014) shows that both groups of tourists (British and Korean) show the same desire to consume local food, so the presence of culinary tourism is a priority to support the development of tourism. More than 50 of Balinese cooking class in 2016 is one form of culinary tourism. This cooking class is a sensational attraction for tourists, includes preparation, processing and presentation, as well as local eating style. This local Balinese cuisine is served

as an appetizer, soup, main course and dessert. This local culinary potency is an important expression of Balinese culture.

When Balinese people receive tourist visits, that is when local culture began to adapt culture of tourists, including local culinary. Local culinary can be categorized as one of the cultural products of economic value, because it uses local ingredients, processed and presented locally, and through creative ideas make it as a tourist product. Culinary growth that occurs in various places is an interesting thing to be studied and observed, given the many local Balinese culinary that has not been known, but with creative ideas can be packed into culinary tourism products. Culinary tourism has an important role, some of which include: (1) almost all tourists eat out during tourism activities; (2) eating activity is a favorite activity of tourists; (3) tourist bills are likely to be spent on food and drink (4) tourists are very happy to participate in outdoor recreation activities; (5) interest in culinary tourism reaches out to all age groups; (6) local cuisine is one of the drivers in choosing a tourist destination. (Trisna, 2013). But current generation prefers instant foods according to research on the "McDonaldization" process and the many fast-food chains that occur in many countries, resulting in a shift in the diet of young people that greatly affects consumptive culture, health, prosperity

(Zaman, 2013; Best, 2014). This also happens to the people of Bali who prefer fast food than local food, given the current variety of instant food has invaded the community so that the local culinary is forgotten. For example, based on direct interviews with some Balinese people, moran rice is rarely consumed today, because there is a negative impression consuming such rice and consumed only in difficult times (Margi, 2014). This negative view is one of the causes of local culinary loss, because it requires in- depth study and creative ideas as a combining fusion food in order to become a product of culinary tourism in Bali.

II. MATERIALS AND METHODS

1.1. Local Culinary

Culinary is the result of culture. Defined in Indonesian Online Dictionary, culture is a work that is created with extraordinary skill. The existence of cultural values in this culinary makes food is no longer just serves as the fundamentals of basic needs, but also a work of art and lifestyle. Culture is an integral part of society, because society plays a role in constructing culture, i.e art-culture or art itself. While culinary means all that is related to kitchen or cuisine. Culinary is a work of art produced by someone with food-related skills (Setiawan, 2015). Culinary as a tourism product consists of; tangible product when the food can be felt significantly from the taste, the form of the dish, the color settings, the appropriate texture and the aroma that raises the taste for tourists. And intangible product that is felt through the sensation of processing, how to serve, and the service that makes fantastic culinary (Widiastini, 2014). The properties of this tourism product should not be ignored to create satisfaction to tourist. An important issue in tourism in Bali is how local culinary can be displayed into culinary tourism products. Local culinary is all kinds of food/beverages made and processed by local people, using local food material, with simple processing, and have local characteristics (Ariani, 2017). Local culinary is defined as an artwork on food that has unique specifications as per tradition, as well as various things related to food consumption, starting from the selection of local foodstuffs (including spices), processing, equipment used, presentation and storage methods, as well as eating procedures. Culinary in a region has differences with other regions, this gives rise to its own characteristics that developed into a local culinary.

1.2. Culinary has Local Values

Bali is one of the provinces in Indonesia that has been appointed as one tourist destination, a way of life with unique customs and cultures derived from the teachings of Hinduism as a religion for most of the population. This potential is the attraction for tourists from various countries, of course, must be maintained and preserved continuously. Suci et al. (1986), argues

that Balinese culture is based on a dualistic concept, meaning that the opposite concept becomes two different things, but they all come from the same source. This concept is manifested in a culinary classification of religious ceremonial means called sukla and the food already used in religious ceremonies is called surudan. As for the guests provided food called petamon.

Food has the meaning of tradition as a means of religious ceremonies (Suandra, 1990), in the book "Dharma Caruban" as ngebat guide, or the term of food processing, are grouped as follows: (a) dried preparations included in this preparation are various types of satay. In Bali, there are many types of satay, each type of satay use different wooden prick or different katik. Popular satay includes sate lilit, sate lembat, sate empol, sate kablet, sate asem and sate pusut. In addition, gegorengan is meat is cut into pieces, then soak the spices complete and fried. Urutan, a local Balinese sausage that is chopped meat and spices complete as content, then dried and fried. (b) moisted food such as lawar with the main ingredients of quality meat, shredded coconut, a bit of vegetables, and complete seasonings. All ingredients and spices are chopped until smooth, mixed and given lime juice. Lawar barak are given fresh blood so the color is reddish, but lawar putih does not use blood. And there is tum is made from minced meat mixed with grated coconut and spices, wrapped in banana leaves form a triangle and then steamed. (c) Liquid preparation is a juicy dish like jukut ares. The material ares or banana tree trunks, sliced and squeezed. Next meat broth, ares and spices are completely boiled.

The complete processing of local Balinese food intact such as beguling. Processing beguling in a state intact, meaning all parts without the innards. then the stomach stuffed with complete and baked spices. Roasting poultry is called betutu, with spices, then boiled or steamed. In Puri Bangli, the betutu is wrapped in a walnut leaf, then cooked in ash, also known *besiap keren*.

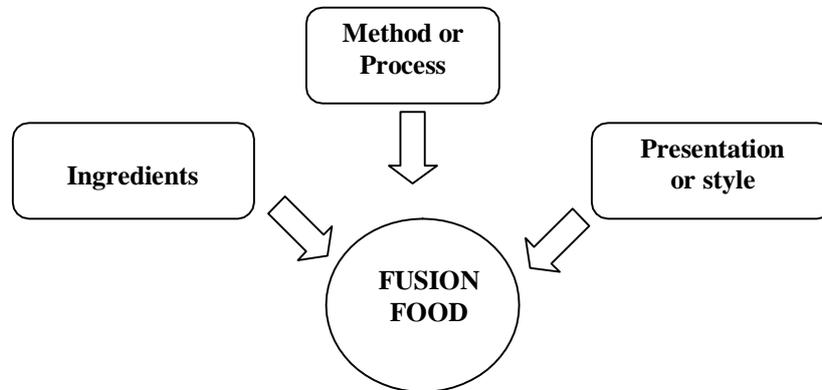
Covarrubias traveling around Bali saw the complex of preparation and presentation of cuisine made by Balinese people. Local Balinese culinary processing is very complex, not only in taste but also from the way of processing, the way of presentation, the way to eat and the amount of time to process certain foods (Covarrubias, 2013).

1.3. Fusion Food

The era of globalization causes social changes that occur in society, it also affects the rapidly changing culinary trend, therefore it is important to support the development of tourism through fusion food. Various social changes caused by technological developments, industrialization and urbanisation. These changes affect culinary trends and eating habits, leading to an increase in culinary innovation in gastronomy. Sarioglan (2014) explains that fusion cuisine carries

the meaning of the mix and combination of various countries' cooking techniques and ingredients to mix and combine on the same plate deliberately. Fusion food combines culinary from different regions in one plate to something that is not only consumed, but to enjoy its taste and is an innovation culinary art, because it gives a sensation of culinary pleasure. Sanusi (2014) writes in The Jakarta Post newspaper,

regarding fusion food according to David Farbacher, a fusion food examiner from Pittsburgh, US, points to three main types of culinary fusion. First is a combining of one particular food from one region with the style from another region. Second is mixing two different styles of cuisine to create a new version of a dish. The third type of culinary fusion is blending cuisine and culture into one pot.



Source: Syarbini, 2015

Figure 1. Combining fusion food

Creative ideas to combine different types of food by combining ingredients and the method of cooking between two or more foods from different countries. But in the end, the concept of fusion gave birth to new innovations in food and beverage, the emergence of restaurant that presents a variety of new menus that offer a new experience in the enjoyment of food, with the taste of the ingredients used, of course how to cook (method of cooking) and appearance (presentation) by combining various cultures as shown in this figure 1. Overall, food processing and serving refer to the principle of fusion food emphasizes the artistic element of appearance by combining unique ingredients and processing techniques to provide an exclusive sensation.

1.4. Methods

Data obtained from teachers of Tourism Vocational School, hotel as stakeholders and school policy makers during focus group discussions. Balinese fusion food for tourist products, is a unique Balinese local cuisine, through combining fusion food approach; first, the culinary is observed using local foodstuffs and spices and simple processing techniques (using local tools). Second, culinary has local values, mean that the culinary has been known from generation to generation in that area. Although currently some culinary is not known by the younger generation, because of other cultural influences brought by foreigner living in Bali. Third, combining fusion food as follows: (a) observe the use of local

foodstuffs and spices. (b) observe the processing technique used. (c) observe the local culinary presentation of Balinese Fusion Food as a tourism product.

Its application, this local culinary tourism product is practiced by 57 students of vocational schools in Bali. Further assessed by senior culinary teachers, senior chefs and tourism instructors using standard evaluation instruments (from Indonesian Ministry of Education and Culture)

III. RESULTS

Appropriate fusion food approach to make Balinese culinary as local culinary tourism product based on FGD and observations with following results; First as tangible products, includes (a) locally grown food ingredients, as a result of agriculture, livestock products and fishery products that exist only in Bali. (b) The basic ingredients for local Balinese culinary are called basa genap, made of various wet and dry seasoning. The use of basa genap is reduced so that the local culinary can be consumed by tourists. While the intangible product includes (a) the use of local equipment in the presentation to display local sensations, but processing tools are adjusted. (b) local culinary processing is according to standard, taking into account: selection of good material quality, interesting material cuts, clean broth, no bones in the jukut (soup) and

maintaining sanitary hygiene. Second, local culinary have local values and meanings, among others (1) Balinese culture is based on a dualistic concept, meaning that the opposite concept becomes two different things, but they all come from the same source. This concept is manifested in a culinary classification of religious ceremonial means called sukla and the food already used in religious ceremonies is called surudan. As for the guests provided food called petamon. (2) the use of a complete spice which is considered given by God is called the basa genap or basa gede, has six flavors 6, namely dharma wiku (salty taste), bima korda (spicy flavor), jayeng satru (sepat taste, like young banana), gagang mayang (bitter taste), nyunyur (sweet taste), and galang kangin (sour taste).

Petamon dishes can be presented as daily local culinary that includes main dish, be (meat product) and jukut (vegetables), example moran rice is main dish of the local culinary of Balinese society, so culturally it is food acceptable to society, although currently, only few people want to consume it. Moran rice consists of a mixture of rice and non-rice food as a source of carbohydrates available in the vicinity. Non-rice foods are widely found in Bali such as corn, sweet potatoes, cassava, taro, suweg, banana and so on, can be used as a mixture of moran rice. Differences of moran rice of each banjar (village) is on the type of mixture of rice, the ratio of materials and the form of mixed materials, but the processing is almost the same. In parsnip moran, mixed with parsnip cut into cubed, or gobed (grated large), or roughly chopped. Third, local Balinese culinary changes through a combination of fusion food, are (a) keep using local food, only available in the surrounding area, hard to get in other area, such as undis beans, squat nuts, don paspasan, don kelor. However, it is necessary to change the sharpness of the dish by reducing the amount of spices (not the spice types) such as base genap, wewangen, and bungkilan. (b) changes to local cooking techniques, such as metambus and metunu using firewood on paon (local stove). This practice, using a standard kitchen in a school of tourism. (c)

Balinese fusion food combines local cuisine served with four turns, that is appetizer, soup, main course and the following dessert,

- a) Appetizer that serves to improve the taste, so

it is served in as first turn in small portions or one / two bites called bit size. For example, rujak kuah pindang that is sliced local fruits and fish sauce, chili marinade, vinegar, sugar, lemongrass, salt, giving a spicy sweet taste. Example, Rujak bulung kuah pindang with the main ingredient of seaweed species of Caulerpa, this is a Balinese seaweed that is healthy for the skin.

- b) Soup is a sauce dish derived from broth plus seasoning and flavor. For example, jukut undis is a typical North Bali soup containing undis nut. Other soup is jukut ares, made from banana stems with meat.
- c) The Main course is the main dish at lunch or dinner, also called main dish or groce piece. For example main course consists of chicken betutu with sambal matah, urap, corn moran rice and tum. Dessert served after the main course. Dessert usually has a sweet and refreshing taste, sometimes there is a salty taste. For example pisang rai, which is banana with rice flour and boiled, then drained and served with grated coconut. Local dessert drink is es tambring. Made from young coconut water with palm sugar and tamarind added.

For example in figure 2. presentation of local culinary in food stand, such as corn moran rice, chicken betutu with sambal matah, urab, tum and jukut ares, served at the same time, except dessert served lastly. In contrast to the serving of balinese fusion food, each dish is served in rotation, ie urap as appetizer, jukut ares as soup, main course consists of chicken betutu with sambal matah, moran rice and tum. Balinese fusion food for tourist products, is a unique Balinese local cuisine with certain peculiarities, with combining fusion food as follows: first, on the use of local food and spices. Selection of quality local materials, but the amount of ingredient is reduced (not the type of ingredients), which means reducing the sharpness of the flavor without eliminating the uniqueness of taste. Stage, there is no change in processing techniques, but changes in the use of standard kitchen at school. Third, the change in the presentation of local Balinese cuisine into Balinese Fusion Food as a tourism product



Figure 2. Presentation (a) Local Culinary and Balinese fusion food

So in selling culinary tourism products, must pay attention to the culinary of taste, shape, color, aroma and texture accordingly. It also gives psychological satisfaction. New culinary products offer a new experience in the enjoyment of food, with taste derived from ingredients local, of course, the method of cooking and presentation by combining various cultures of the world, this is the

trademark of local Balinese, not found in other. Its application to the practices by students of tourism schools in Bali, can reach the minimum completeness criteria according to the standard set by the Indonesian (Permendikbud No. 60. 2014). The assessment includes several indicators according to Figure 3. as follows.

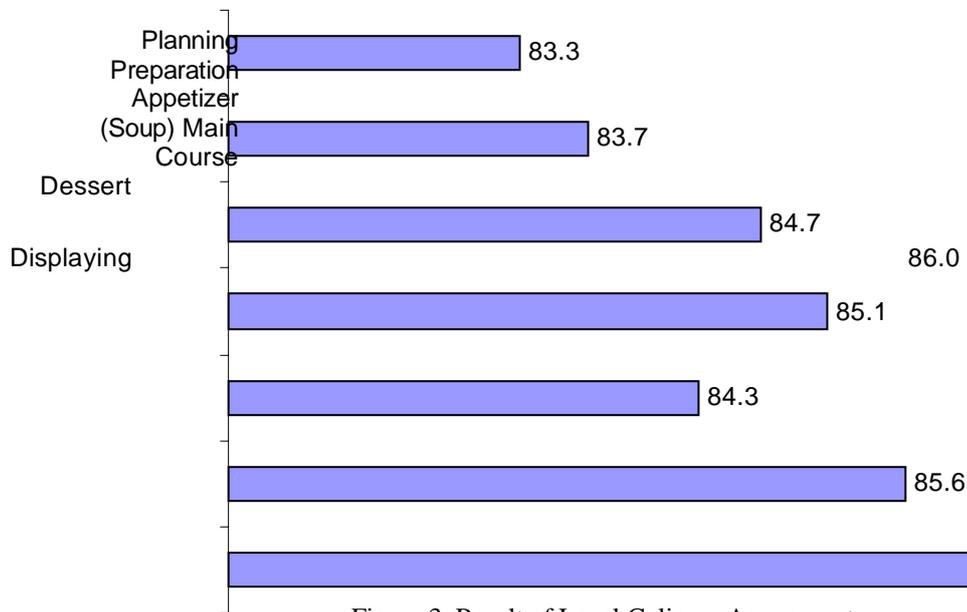


Figure 3. Result of Local Culinary Assessment

Practice planning and preparation includes preparation of equipment, materials and spices. While appetizer, soup, main course and dessert criteria include prepare, procedure, and garnish of dishes. The displays includes organizing, local features and final appearance. All rating predicates are good, and the best judgment is on display criteria. Thus the local culinary worthy of being used as a local product of culinary tourism through the approach of Balinese fusion food.

Furthermore, Balinese fusion food can be promoted as one

tourist attraction into a product of local culinary tourism. This should provide motivation for the community and local government to preserve and develop local Balinese cuisine. Do not close the possibility for the difference of each banjar (village), this means that culinary has its own uniqueness. Local recipes are obtained, combined to fusion food to suit the taste of tourists. Thus culinary can be enjoyed by everyone and leads to improving the economy of the local community.

IV. CONCLUSION

Local culinary can be a Balinese fusion food, first, (a) tangible product: local food (Bali); base genap, made from wet/dry seasoning, wewangunan, and bungkilan. For tourists, the amount of spicy flavor seasoning is reduced. (b) Intangible product: use of standard kitchen utensils; processing according to standard; quality materials, cuts of material, clean broth, no bones and maintain sanitary hygiene. Second, tradition meanings, (a) Balinese culture is based on a dualistic concept. This concept is manifested in a culinary classification of religious ceremonial means called sukla and the food already used in religious ceremonies is called surudan. (2) Spice as a gift of god has six flavors: dharma wiku, bima korda, jayeng satru, gagang mayang, nyunyur and galang kangin. Third, fusion food from local Balinese culinary, (a) the use of local food and spices. (b) no change in processing techniques, but changes in the use of standard kitchens in schools. can be served as an appetizer, soup, main course and dessert.

Its application through practice by tourism school students in Bali. The results of the assessment can reach the minimum completeness criteria according to government standard with good predicate. Thus the local culinary Bali worthy of being used as a local product of culinary tourism through the approach of fusion food.

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