

# Social Change of the Maranggi Village Community - Plered, Purwakarta Regency (Before and After Studies Becoming a Culinary Tourism Area)

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**Abstract.** The purpose of research is to know social transformation Maranggi Village Purwakarta District, West Java Province. Before and after becomes culinary tourism area. Many societies familiar within Sate Maranggi's culinary. Traditional food which uses tomato seasoning and cayenne paper which is smoothed have a unique taste. The name of food from village named the majority society sell this food now becomes famous and empowered as special culinary tourism area in Purwakarta District. Method used in this research is a Qualitative description with secondary data documentation within strengthened interview result on Maranggi's society. The result has shown society's social transformation maranggi village before and after become culinary tourism area. In conclusion, that when maranggi village changed and empowered to be culinary tourism area, occur society social transformation that present in the middle this village's society. Now, food lovers will be come to eat sate maranggi when they visit West Java.

**Keywords:** Maranggi Satay, Social Transformation, Tourist Area.

## 1. INTRODUCTION

Food and beverage are the primary needs to ensure life sustainability. Food and beverage has its own unique taste as a continuation of assembly these essential needs. Taste of the food is the major thing over time. This condition allows for an additional element of taste that will erode the old taste that has been around for a long time. Even though the "old" taste tastes good, what is new and popular is its fundamental attraction. An example is the rise of instant food, or junk food, which is currently spread in every corner of the country. It is very ironic, because Indonesia has a variety of uniqueness

both in terms of taste, presentation and method of manufacture contained in various food menus. One regency that has a typical culinary that is well-known to foreign countries is Purwakarta which is famous for its maranggi satay. Maranggi satay is a typical Purwakarta culinary delicacy made of diced meat about 1 cm in size. The four pieces of meat are put together parallel by sticking them into a sharp bamboo measuring about 20 cm. after that, given the grilled satay seasoning until the maranggi satay is cooked.[1]

Plered Subdistrict development to become a culinary tourism village certainly makes the community follow developments because humans have an important role in

the occurrence of changes in society. Change occurs under the nature of humans who always want to make changes, because humans are always dissatisfied their achievement, want to find something new to change things to make it better according to their needs. [2]

The reputation of this cuisine has made most Purwakarta people experience social changes in their livelihoods and daily behavior. Social change is any change in the social system in a society that affects the social system, including values, attitudes, and patterns between various groups in society [3]. This article aims to explore the social changes before and after the people of Maranggi Village became a culinary tourism area. The research location as mentioned in the title above is Balai Sate Maranggi in Plered District.

## **2. METHODS**

This study uses a qualitative descriptive method and completes a supporting data file while receiving interviews with the Maranggi village community. Qualitative research aims to define situations or phenomena as they are. According to qualitative research, research is used to describe and analyze phenomena, events, social activities, attitudes, beliefs, opinions, and individuals or groups. The characteristics of the qualitative research conducted by Bogdan and Biklen are as follows: 1) I carry it out in natural (not experimental) conditions, points directly to the data source, and the researcher is the key tool. 2) Qualitative research is more descriptive. The collected data is displayed in the form of text or images, so that it does not emphasize the numbers. 3) Qualitative research emphasizes the process rather than the product (outcome). 4) Qualitative research for inductive data analysis. 5) Qualitative research pays more attention to meaning (observing data backwards).[4]

## **3. RESULT AND DISCUSSION**

### **3.1. The Social-Community Condition of Maranggi Village Before Becoming a Phenomenal Culinary Tourism Area:**

The dynamics of human civilization in its history have always grown and developed in line with the changes that have occurred in every history of human life itself [5]. Everything that occurs in social change, especially in social life, is not a process that occurs suddenly in the circle of life. Social change will occur because of a movement regarding plans for social change, so that social change will occur rapidly in community activities. Not only that, in social change occurs because of the development of new ideas in society to achieve success.

Social change in society occurs because people are creative and active in creating new things and developing ideas. In this way, individuals as agents of change plays a very important role in the development and change of everyday life. The individual is one goal of social change, or another role here is an agent of social change that affects everyday life. Personal plans, the creation and development of ideas or ideas that are solely for achieving personal goals[6].

Before becoming a tourist area, Maranggi Village was not widely understood by the community, especially Maranggi satay which is one of the legendary culinary delights of the area. Because people still use the travel system from one place to another in selling maranggi satay this shows that the area has not undergone major changes so it cannot yet become a culinary tourism area. Because the system in the sales process is still in motion, this makes maranggi satay less well known to many people. Of course, a place that will be a culinary tourism area must meet certain requirements, especially the uniqueness, characteristics and behavior of its people.

Before becoming a culinary tourism village, Maranggi village community still followed local practices, many people made their living as coolies. It is the same as the maranggi satay trader who explained during the interview on 19 November 2020 by Mrs. Iyet; the situation was still very minimal, the facilities for selling were still lacking, it was often rainy and hot and could not entertain guests who came as much as possible. The maranggi area has its own uniqueness and characteristics, especially in the culinary sector because this area has a unique culinary delicacy, namely maranggi satay, this maranggi satay is typical regional food that has maintained its longstanding taste and quality image.

There are two types of meat used as the main ingredient in making maranggi satay. The Wanayasa area uses the basic ingredients of lamb as meat in making satay while the Plered area uses the main ingredients of beef and buffalo. However, from a historical perspective, the basic ingredient of lamb, which is the new menu of maranggi satay, has an ingredient that characterizes the community as a social pattern as a farmer, namely by using buffalo or beef. So that in the social conditions the local people worked as farmers.

Not only that, the role of the government is also very much needed to carry out a strategy to introduce the potential of the region so that many tourists know the potential they have. That way, areas that have potential such as in Maranggi Village - Plered, Purwakarta Regency which have culinary potential, especially maranggi satay, can attract foreign tourists to visit and develop a culinary tourism area.

### **3.2. Changes in Social-Community Conditions After Becoming a Culinary Tourism Area:**

The word culinary tourism comes from a foreign language, namely *voyages culinaires* (French) or culinary travel (English) which means a tour related to cooking. According to the International Culinary Tourism Association (ICTA), culinary tourism is a unique eating and drinking activity carried out by every traveling traveler[7].

In the changing era of globalization, there are lots of competitions, we can use culinary tourism as a very effective opportunity in bringing regional specialty foods and drinks in Indonesia to the international world as a tourist attraction. Because Indonesian is very diverse, of course, has a variety of characteristics, especially in food and beverages that come from all corners of Indonesia, which have their own characteristics. Therefore, the government should make a breakthrough to make culinary tourism an attraction and to preserve regional specialty foods and drinks in Indonesia.

Culinary tourism is not only to make you full by eating all kinds of dishes characteristic of each tourist destination, but with culinary tours also to get an interesting experience by eating and cooking from a variety of specialties from each region of Indonesia. Culinary tourism will be a very rapid attraction in development so it can increase the potential of Indonesian regions which have various characteristics of regional cuisine.

Social change is a variation of the accepted way of life, cultural changes, or diffusion or new discoveries. The social conditions of the people of Kampung Maranggi have changed little and they continue to maintain Sundanese culture.

The lifestyle has not changed, but the Indonesian language is more frequent because of the large number of tourists who come, so that indirectly the use of the mother tongue decreases. The people of Maranggi Village also care more about the environment, in order to maintain consumer trust, for example, such as being more disciplined in disposing of garbage. Maranggi satay traders maintain ethics and courtesy and obey the applicable rules.

Social change in society, especially in structure, has a role in social change. First, there is a change in the individual, this is of course related to changes in the role

of the individual in society. Second, there is a change in the social structure in an interconnected society, this change is related to the workflow in society in making changes during the progression period. For example, the community has used very sophisticated tools in their daily activities. Third, there is a change in the new structure in society with changes in society, for example, the behavior of the community has changed and only related institutions act.

After becoming a culinary tourism area, maranggi satay is better known by the wider community even to foreign countries. The word "maranggi" is taken from the name of a satay seller named Mak Anggi who has been selling since the 1960s. He sells the famous maranggi satay around the Cianting area. Because people used to like this satay and ordered it to Mak Anggi. Finally, Mak Anggi's satay is added with the letter "R" to make it easier to pronounce the traditional culinary name. Finally, the name of the satay is called maranggi satay which is now very famous and has become an attraction for tourists to visit the area. In this culinary place that provides maranggi satay, there are 60 huts with details of block 1 totaling 24 huts, block 2 totaling 24 huts, and block 3 totaling 12 huts.

From the merchant's point of view, the facilities at the Maranggi satay food stall were improved so that they can serve guests who come to the maximum. With so many guests coming, their daily income increased so that the formation of this culinary tourism area improved the welfare of the people around Maranggi Village. This is also under Mrs. Iyet said in an interview on November 19, 2020, "Lifestyle does not change as many consumers come, they remain Sundanese, but increase the quality and quantity of maranggi satay products. As a person, Purwakarta is very proud because Purwakarta's culinary delights can be famous and loved by the public. "

After making observations in Plered District, the cultural roots of the local community have not changed, the community also maintains the taste of maranggi satay itself, namely soy sauce and peanut sauce, but the way of serving changes to improve quality. "Competition between traders is evenly distributed, competing fairly. If the profits are large, from the increased income, they also increase the price from Rp. 1000 to Rp. 2000, changing the income of the maranggi community for the better. If there is no loss so far, Alhamdulillah. "Mrs.Iyet explained in an interview on November 19, 2020.



FIGURE 1. (A) The front view of the village Maranggi Plered (photo by internet) (B) The situation from the front



FIGURE 2. The condition of maranggi satay hut shows the interaction between traders and buyers (photo by Silvy)



FIGURE 3. Maranggi satay, peanut sauce, and beef rib soup (photo by internet)

### 3.3. The role of the Purwakarta Regional Government in empowering culinary tourism villages:

The State of Indonesia has potential in each of its regions, especially areas that are very synonymous with tourism activities, both natural tourism, marine tourism, and culinary tourism. To optimize the potential of the region, there must be a role from the central government, especially the regional government, to develop the potential of the area so that local and foreign tourists know the potential owned in each region in Indonesia. According to Government Law Number 10 of 2009 concerning tourism, tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, government and local governments. Under Law No. 21 of 1999, it was reaffirmed by Law no. 32 of 2004 concerning regional regulations containing regional autonomy starting to explore the potential of the region it has. Regional

autonomy is an authority for local governments in determining their own policies in all implementation processes within the wheels of their regional governments, according to the aspirations of the community. That way, local government plays a very important role in increasing the potential of the region so it can develop regional potential and community potential. Therefore, the government's strategy is needed to exploit the potential that is owned so that the region can develop, especially in Indonesia, there are so many culinary potentials that are owned and these various things should be made strategies to create a typical Indonesian culinary tour, so that Indonesian specialties can compete with cuisine or culinary originating from abroad.

The role of government is very important to optimize the potential that exists in the area. The strategy initiated by the government to develop tourism areas is the city branding strategy in promoting tourism potential in the area, especially natural, marine, and culinary tourism so that many tourists are interested in

visiting to enjoy nature and the typical food of the area. In developing the potential of the Purwakarta area, the local government there formed and implemented a city branding strategy, namely by naming the area with “Special Purwakarta”. The Purwakarta area is an area known as the meeting point between three traffic corridors, namely Jakarta, Bandung and Cirebon. With a very strategic location, it is very easy for the Purwakarta area to be an area that is accessible to transportation from people outside the city. Purwakarta also has an attraction that has been built through a strategy implemented by the local government so that many tourists make the Purwakarta area a center for tourist destinations, especially culinary tours.

The Purwakarta area, which has a lot of potential that interests local and foreign tourists, uses the city branding “Special Purwakarta” because the area is unique and has potential so that the area is dubbed a very special area, including: typical food of the Purwakarta area namely maranggi satay because this food is one of the culinary delights for a long time, the Jatiluhur reservoir which is an artificial reservoir that was first made by the Indonesian people in 1957, and others[8].

City branding can be defined as a process of forming a city brand or an area to be recognized by the target market (investors, tourists, talents, events using icons, slogans, exhibitions, and good positioning in various forms of promotional media. A city branding is not just a promotional slogan or campaign, but an image of thoughts, feelings, associations and expectations that come from a person’s mind when that person sees or hears a name, logo, service product, event, or various symbols and designs that describe it[9]. By using a city branding strategy, local governments can contribute to optimizing the potential that exists in their regions. This strategy strengthens city identity and builds tourist attraction for tourism. Local governments must also implement other strategies to support them, also well known by the local tourists and international tourists. In applying city branding to a tourist destination in an area, it will have an influence on the attractiveness of tourists to visit these attractions. A city that has got branding will have its own image power for local and foreign tourists because it has its own potential and characteristics so it can provide its own memories that tourists can feel. In addition, the influence of implementing city branding is to increase tourist visits to tourism objects in the Purwakarta area. That way, with the application of city branding by the local government, a city image will be formed so that the area becomes a culinary tourism destination.

Local governments must also take other strategies to support the potential of their regions to be known by local tourists and international tourists. The strategy is

carried out using a city image strategy. City Image is an image of a city that is formed in the minds of the people because of the characteristics of the city. City image can also be interpreted as a brand image[10]. The Purwakarta government has made many efforts to improve existing facilities. The form of empowerment provided by the government includes maranggi satay traders who are given uniforms and it builds the entrance gate a typical Purwakarta gate. The role of the Purwakarta local government is good, improving culinary facilities, such as building maintenance, painting walls, facilitating kitchens to use roofs, clean water, hand washing stations, and road repairs.

#### **4. CONCLUSION**

Maranggi Satay is one of the culinary specialties and is a symbol of Purwakarta Regency. Since the Purwakarta Regional Government included Pelred Regency as a culinary tourism area, the people around Maranggi Village, Pelred Regency, have experienced social changes. Before becoming a culinary tourism area, some people in Maranggi Village lived with coolies, but since Pelred Regency was designated as a culinary tourism area, they saw an opportunity and people changed their livelihoods and become Maranggi satay traders. In addition, the frequency of use of the mother tongue is lower because traders use Indonesian to provide services to visitors.

Maranggi Village community also care more about the environment to maintain consumer confidence, for example, they must be disciplined when handling waste, and maranggi satay traders must be more ethical, polite and obey the applicable rules. In addition, the promotion of culinary tourism areas has also been endorsed by the local government, including giving uniforms to maranggi satay traders and entering gate beside the typical Purwakarta gate. The local government of Purwakarta has a very good role in improving cooking facilities, such as building maintenance, painting walls, smoothing kitchen roofs, clean water, hand washing stations and road maintenance.

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