

Role of Business Law School in the Development of Indigenous Culinary Tourism

Hendra Nurtjahjo^{1,*} Amirudin²

^{1,2} Universitas Pancasila

*Corresponding author. Email: hendranurtjahjo@univpancasila.ac.id

ABSTRACT

Each indigenous community has local wisdom related to art, food (culinary), specific rituals (ceremonies), cultural products. Regional food culture products have been widely developed as a form of culinary tourism. The role of business law schools in developing culinary tourism in indigenous communities is essential to be involved. Based on this thought, this article would like to describe community service activities for the Master of Law Program, Concentration of Business Law in developing culinary tourism, and its various aspects in Bogor City. Role theory in sociology is used in this article. Field studies are used to answer the question of what role the concentration of business law can play in the development of culinary tourism as part of local wisdom in an area. This research shows that developing aspects of legal culture and mentoring economic and business law schools in culinary business incubators is essential to each region's attention.

Keywords: *Culinary Tourism, Indigenous Peoples, Small and Medium Enterprises (UMKM), School of Economics and Business Law.*

1. INTRODUCTION

Universities and postgraduate schools in Indonesia have a mandate to develop education, research, and community service. Business law education also requires further research to develop legal science and business practice by legal norms. In the end, the results of this education and research can be applied in real life in society. Thus, business law knowledge and research can be realized directly in community service activities.

The Master's Program in Business Law at the University of Pancasila carried out community service activities in the form of "legal counseling on Entrepreneurship and Intellectual Property Rights for Small and Medium Enterprises in Bogor City," in 2018.³ This legal counseling activity is a tangible manifestation of the Postgraduate School's social contribution to empowering indigenous peoples who are socio-economically incorporated in the Small and Medium Enterprises group. Empowerment of knowledge about business law is needed by those who are direct actors of trading activities and business transactions.

The theme of providing knowledge about entrepreneurship and the legal aspects of intellectual

property was chosen from the real needs of the local community. The Postgraduate School also held discussions and coordination with the Bogor City Culture and Tourism Office. The legal counseling materials presented in the community service activities are as follows: 1). Knowledge of Entrepreneurship and SMEs 2). Knowledge of simple business contracts and how to avoid legal disputes 3). Knowledge of intellectual property rights: how to obtain and register trademarks, copyrights, patents, industrial designs, and geographical indications⁴.

According to participants, this material is essential for them to know. The participants seemed enthusiastic in following the simple explanations from the lecturers who were the speakers at this counseling activity. The 35 participants are micro and small business actors who are also partly representatives of indigenous peoples. They are the owners and direct actors of the craft, food (culinary) business, and art performers (artists)⁵.

People who have grown up in the modern world are still not easy to let go of their customs and attachments to the procession and spiritual life surrounding them. Local customs or customs of indigenous peoples that have strengthened into law in kinship even though they live in

suburban areas still show the existence of local wisdom in their daily lives, and some even make it their livelihood (work). In this context, the role of modern law in the form of national law must accommodate local wisdom in the form of a culinary business developed locally to become productive culinary tourism.

The role of graduate schools with a concentration in business law is essential in empowering indigenous peoples who are members of the micro and small businesses who are still vulnerable in terms of knowledge of contract law in terms of assets and turnover. Empowerment through counseling legal knowledge, entrepreneurial strategies, and intellectual property rights is an important step to protect them from legal disputes that may occur.

The subject that will be discussed in this simple research is how business law schools can provide knowledge in various forms of activities such as counseling, mentoring, social assistance, coordinating institutions, and advisory in culinary business development. This culinary business activity is carried out by members of the orthodox law community who run micro and small businesses and medium-sized businesses that require assistance to empower entrepreneurial abilities.

2. LEGAL PROBLEMS AND METHODS

What forms of legal protection, including avoiding legal disputes, is an important question that must be answered in the development of culinary tourism. Culinary as local wisdom in the environment of indigenous peoples (local customs) needs to pay attention to the legal aspects of business that continue to grow. The answer to this question requires research data from the official website and direct understanding from the community (field study).⁶ Notes on the meaning of legal counseling participants (respondents) become essential data to be analyzed and produce conclusions that can be recommendations for follow-up.

3. RESULT AND DISCUSSION

Five descriptive data are essential for us to know before finding legal problems in the field—first, data on culinary variety in the Bogor area. Second, data on indigenous peoples in the Bogor area. Third, data on the number of small and medium enterprises, and fourth, data on law schools and economics and business faculties in the Bogor area. Fifth, data on the growing Business Incubator in the City of Bogor. The correlation of these five data needs to be understood. Indigenous peoples are included in the category of vulnerable groups who are entitled to special protection. The experience so far is that indigenous peoples are in a weak position when faced with the power of prominent entrepreneurs, both economically, socially, and politically.⁷

In the socio-economic context, indigenous peoples often fall into the category of small and medium enterprises. This situation requires assistance from various directions. Mentoring and counseling from universities such as postgraduate schools that concentrate on business law are very suitable to empower indigenous peoples who are often in a marginal position. The role of many business law schools is significant for efforts to empower indigenous peoples who are members of the small and medium business category in developing their culinary tourism business.

The city of Bogor has many unique foods that can be developed into culinary tourism. Souvenirs typical of Bogor in food, pickles, and various fried foods are financial products that can become a business area for the community. Of course, this culinary business area can be the primary source of livelihood and income for the community members involved.

3.1 Data About Culinary Variety in Bogor Region Wilayah

Looking at the Bogor City Profile Digital site, there are 69 (sixty-nine) culinary specialties in Bogor.⁸The typical food in Bogor, among others, can be mentioned 20 of the most famous types, among others. 1. Fried Toge, 2. Nutmeg Ice. 3. Doclang Typical Bogor. 4. Pinch. 5. Patong. 6. Ngo Hiang. 7. Grilled Pickled Corn. 8. Laksa Bogor. 9. Soto Mie Bogor. 10. Pickled Bogor. 11. Pepes. 12. Sago. 13. Bogor Layer Sponge Cake. 13. Baked Macaroni (MP). 14. Pia Apple-Pie Bogor. 15. Beans Bogor Palace. 16. Bika Bogor Talubi. 17. Unyil Bread. 18. Typical Sundanese Bajigur of West Java. 19. Kotjok Bogor Ice Beer. 20. Encek Martabak. 21. Suryakencana Wet Spring Rolls. 22. Bogor Yellow Soto.⁹

3.2 Data on Indigenous Peoples in the Bogor Region

a. The Kasepuhan Community of Banten Kidul

Kasepuhan Banten Kidul is a group of Sundanese sub-ethnic indigenous people who live around Mount Halimun, especially in the West Sukabumi Regency to Lebak Regency and the north to Bogor Regency. Kasepuhan (Sd. sepuh, old) refers to old customs that are still maintained in everyday life.¹⁰

The Kasepuhan community of Banten Kidul includes several traditional and semi-traditional villages, which still recognize local adat leadership. There are several Kasepuhan including Kasepuhan Ciptagelar, Kasepuhan Cisungsang, Kasepuhan Csitu, Kasepuhan Cicarucub, Kasepuhan Citorek, and Kasepuhan Cibedug. Kasepuhan Ciptagelar itself includes two other Kasepuhan, namely Kasepuhan Ciptamulya and Kasepuhan Sirnaresmi.¹¹

The traditional leaders in each Kasepuhan are called Abah, who in the daily activities of customary Government are assisted by customary officials called rows kolot (Sd. kolot, parents; kokolot, elders). Kasepuhan Ciptagelar is now led by Abah Ugi, who

inherited it from his father, Abah Anom, who died in 2007. The area of influence of this kasepuhan includes the villages of Sirnaresmi and Sirnarasa in Sukabumi. Meanwhile, Kasepuhan Cisungsang is located in Cisungsang Village, Lebak area, led by Abah Usep.¹²

In the South Bogor area, they live around the Cigudeg sub-district, precisely in the villages of Urug, Pabuaran and Cipatat Kolot in the Kiara Pandak village area. In the South Sukabumi area they are scattered around the interior of the Cisolok District and along the Cibareno Girang river (Adimihardja, 1992). The rest are areas occupied by native Sundanese people, not Kasepuhan and Baduy (local people).¹³

b. There are two traditional villages/villages in Bogor City:

- i. Kampung Urug is located in Kiara Pandak Village, Sukajaya District, Bogor Regency¹⁴

- ii. Sindang Barang Cultural Village, The location of this Sindang Barang Cultural Village is on Jalan E Sumawijaya, Pasir Eurih Village, Tamansari District, Bogor Regency.¹⁵

The village is located in Pasir Eurih Village, Tamansari District, Bogor, West Java. Currently, Sindang Barang has been used as one of the Sundanese cultural tourism destinations, the remnants of the glory of the Sunda Kingdom in the 12th century. As quoted from [tourismindonesia. id](http://tourismindonesia.id), currently in Sindang Barang Village, there are 22 traditional houses with their original shapes and different functions, such as for storing rice, residents' residences, halls, and several traditional houses for lodging.¹⁶

3.3 Data on Small and Medium Enterprises in the Region Bogor:17

TABEL PELAKU USAHA UMKM DI KOTA BOGOR

NO.	URAIAN	JUMLAH	KETERANGAN
1.	Pelaku Usaha Formal	12,047	Mikro
2.	Pelaku Usaha Formal	2,664	Kecil
3.	Pelaku Usaha Formal	747	Menengah
4.	Pelaku Usaha Informal	4,129	PKL
5.	Pelaku Usaha Dalam Pasar	3,569	PD, PPJ
6.	Pelaku Usaha Dalam Pasar	550	PROPINDO
JUMLAH		23,706	

Sumber : Dinas Koperasi dan UMKM Kota Bogor

Adapun Pembagian Jenis Komoditi dari usaha Mikro, Kecil dan Menengah yang ada di Kota Bogor sesuai dengan tabel berikut :

NO	KOMODITI	PERSENTASE	MIKRO	KECIL	MENENGAH
1	Jasa	15 %	7 %	5 %	3 %
2	Perdagangan	35 %	20 %	10 %	5 %
3	Tekstil	12 %	7 %	3 %	2 %
4	Makanan Minuman	28 %	15 %	8 %	5 %
5	Industri	10 %	5 %	3 %	2 %

Sumber : Dinas Koperasi dan UMKM Kota Bogor

3.4 Data on the Law School and the Faculty of Economics-Business in Kota Bogor:18

- a. Andhiga. Dharma Law College¹⁹
- b. Pakuan University Faculty of Law
Pakuan University (Unpak) is a campus that was established in 1980. The campus is located on Jl. Pakuan, RT.02/RW.06, Tegallega, Central Bogor District, has 3 study programs, namely Vocational School, Undergraduate Program, and Graduate School.²⁰
- c. Faculty of Law, Ibn Khaldun University, Bogor
Ibn Khaldun University, often known as UIKA, is an Islamic campus founded by

national leaders and scholars, KH Sholeh Iskandar. Established in 1961 under the auspices of the Ibn Khaldun Bogor Islamic Education Foundation. UIKA has six faculties, 1 Postgraduate School with four levels of education, 22 study programs, and many concentration options, as well as 16 self-development units for students.²¹

- d. Faculty of Law, University of Djuanda
Djuanda University (Unida), famous for its Bertauhid Campus, was established on March 21, 1987. The Unida campus is located in Ciawi, Bogor Regency, with a relaxed and comfortable atmosphere because it is located in a highland. Unida has a

Bachelor Program (S1) with 7 Faculties and 16 Study Programs as well as a Masters Program (S2) in Law, Public Administration and Food Technology.²²

e. Tazkia Institut Institute

The Tazkia campus, which used to be called STIE Tazkian, has now become the Tazkia Institute at 18. Tazkia Institute is famous for its Sharia Economics Campus. Even Tazkia was awarded as Center of Excellent Sharia Economics Campus (Kemenag RI). The Tazkia Institute has three faculties, namely the Faculty of Economics and Islamic Business, the Faculty of Law/Sharia and the Faculty of Education/Tarbiyah, and one Postgraduate school with the study program of Sharia Economics.²³

3.5 Data About Business Incubators that are Growing in the Bogor Region

Since its establishment in 1963, Bogor Agricultural University (IPB) has always conducted development programs for various organizations with the Institute for Community Service. The program for community service consists of training, technology transfer, management consulting, and joint services with various government agencies (Depdiknas, Ministry of Agriculture, Depkop and PPK, Ministry of Industry and Trade, BULOG, BKKBN, Ministry of Manpower, Ministry of Health, Ditransmigration and PPH), private sector and international institutions .

On August 3rd, 1994, IPB established the Incubator, as the start of new era in the small programs that run for three months of incubation per small and medium enterprise. The IPB incubator is the Center for Agribusiness and Agroindustry Incubator (IAA-IPB Center) and gives special services for small businesses in the sector of agricultural.

In the development, PIAA-IPB developed into a Center for Research and Entrepreneurship Development (P3K) in 2005 and was further expanded into Center for Business Incubator and Entrepreneurship Development (incuBie) in 2011 based on the Rector's Decree no. 211/I3/OT/2011 dated December 6th, 2011.²⁷

INCUBIE IPB is the incubation institution for entrepreneurs who want to develop into a more substantial company (agribusiness and agroindustry) but lack of capital, knowledge, and the other skills. INCUBIE IPB makes the incubation process through daily consultations so that tenants become stronger, independent, and competitive. The consultations refer to technology transfer, business management, business plans, products, and capital. Incubator tenants buy low-rent business space; entrepreneurship consulting; technology and business management; business plan preparation; access to financial institutions (business buyers) and prospective buyers (buyers) and facilitation of business licensing and certification of product.

The existence of indigenous peoples, the number of micros, small, and also medium enterprises, the number of business economics law schools, and the development of business incubators, the co-existence of each entity has meaningful relationship for the development of culinary tourism and supporting the institutions. The school of economics and business law refer to the institution that has the potential to encourage the birth of productive and high-profit culinary tourism for the perpetrators, like entrepreneurs from micro and small businesses who are part of the indigenous community groups in the Bogor area.

Knowledge of contract law (written agreements), entrepreneurial strategies, marketing networks, legal protection of intellectual property, geographical indication products, and other legal aspects related to culinary tourism development. This knowledge is impossible for them to get from the formal education they have taken. Practical and economic knowledge that is helpful or empowering will benefit micro, small and medium enterprises. Thus, the culinary business field is no longer a place to maintain life but is a step forward to achieve a prosperous life.

Based on the data and community service activities, the Pancasila University Business Law Masters Program in Bogor City has three essential roles that business law schools can play. These three essential things were carried out based on Friedman's modified approach to the completeness theory of the legal system. The implementation of these three roles will be able to develop healthy culinary tourism and protect the interests of indigenous peoples:

1. The role of introducing and participating in improving the legal and regulatory structure related to micro, small and medium enterprises (MSMEs) involving indigenous groups. Business law schools (in a broad sense) must ensure that laws and regulations related to MSMEs and Indigenous Peoples must be accommodative, fair, and protective (cultural conservation). Legal relations and interactions and business activities must be in a position not to ignore the rights of indigenous peoples.
2. The role of liaison between government institutions (legal apparatus), non-governmental organizations, and traditional institutions. A liaison (mediator) in law and business activities for micro, small and medium enterprises is a sine qua non condition for developing a culinary tourism business that involves indigenous peoples as MSME actors. Business law schools must carry out their role as liaisons to empower and protect the rights of micro, small and medium enterprises, which primarily involve members of indigenous and tribal communities. Turning on the culinary business incubator is part of a collaborative effort

driven by lecturers/experts from the business law school.

3. The role of fostering the legal culture of indigenous peoples in running a culinary business that protects all customary interests. The School of Business Law can carry out the role of fostering legal culture because it has inter-faculty knowledge and can involve experts in anthropological and sociological approaches. The role of business law schools is essential to be involved as supervisors and mediators in legal conflicts in the culinary business involving indigenous peoples.

4. CONCLUSION

The role of business law schools in business development/culinary tourism is something essential (important). Three essential roles that business law schools can play in participating in developing healthy culinary tourism and protecting the interests of indigenous peoples include 1). Improvement of legal and regulatory structures related to micro, small and medium enterprises (MSMEs) involving indigenous groups. 2). Liaison between government institutions (legal apparatus), non-governmental organizations, and traditional institutions to make collaborative efforts to empower the capacity of MSME business actors. 3). Supervision and mediation in the event of a legal conflict in the culinary business involving indigenous peoples.

The involvement of the role of business law schools in the development of culinary tourism can be realized through joint awareness efforts from the Association of Business Law Studies (in various forms) with the Government, in this case, the Ministry of Tourism. Empowerment and protection are critical words for efforts to raise the dignity of indigenous peoples in social life. Thus, the ideals of a united nation's life to strive for justice and prosperity can be realized.

REFERENCES

- [1] Ade Saptomo, *Principles of Pure Empirical Legal Research Methodology an Alternative*. Jakarta: Trisakti University Publisher. 2009.
- [2] Agustina, Ira. 2016. *Analysis of Segmentation and Consumer Preferences on Bogor Culinary Tourism*. Bogor: Bogor Agricultural University Graduate School.
- [3] Anselmus Bata, *Berita Satu, 2 Sundanese Villages that Must be Visited in Bogor* in <https://www.beritasatu.com/archive/233974/2-kampung-sunda-yang-mandatory-visited-di-bogor>
- [4] Suryaman Mustari. *Customary Law: In the past. Now, and to Come*. Jakarta: Prenadamedia Group. 2014.
- [5] Digital Profile of Bogor City, in <https://direktori.kotabogor.go.id/index.php/site/wisatakul>
- [6] Bogor City Investment and One Stop Integrated Service (DPMPTSP), Profile of Leading MSMEs in Bogor City, in <https://perizinan.kotabogor.go.id/assets/web/galeri/produk-umkm-bogor.pdf>
- [7] Google.com
- [8] Halimunsalak, in <https://halimunsalak.org/about-us/culture-society-adat/>
- [9] Hilmy Rosida and Bisariyadi. *Inventory and Protection of the Rights of Indigenous Peoples*. Jakarta: Komnas HAM, Constitutional Court, Ministry of Home Affairs. 2005
- [10] <https://katadata.co.id/padjar/infografik/5f8030631f92a/sebaran-Masyarakat-adat>
- [11] <https://opendata.jabarprov.go.id/id/dataset/sum-kampung-adat-berdasarkan-kabupatenkota-di-jawa-barat>
- [12] Incubie IPB, in <http://incubie.ipb.ac.id/en/171-2/>
- [13] Incubie IPB, in <http://incubie.ipb.ac.id/en/incubie-profile/>
- [14] Ministry of Education and Culture, in <https://reference.data.kemdikbud.go.id/index51.php?kode=026105&level=3>
- [15] Mohammad Mulyadi. *Practical Research Methods: Quantitative and Qualitative*. Jakarta: Publica Institute. 2019.
- [16] Nurul Diva Kautsar, Merdeka, Getting to Know Sindang Barang Village in Bogor, the Oldest Village in West Java, in <https://www.merdeka.com/jabar/menenal-kampung-sindang-barang-di-bogor-desa-yang-called-oldest-in-west-java.html?page=1>
- [17] Radar Bogor, in <https://www.radarbogor.id/2020/01/14/mau-siswa-di-bogor-berikut-12-kampus-terbaik-di-kota-hujan/>
- [18] Syarif, Mohar. 2017. "Kadiskop: There are 23 thousand SMEs in Bogor City" <https://www.neraca.co.id/article/92744/kadiskop-ada-23-ribu-ukm-di-kota-bogor>
- [19] Wikipedia, in https://id.wikipedia.org/wiki/Kasepuhan_Banten_Kidul_10
- [20] 2018. "MSME Actors in Bogor City Can Take Advantage of IUMK" https://kotabogor.go.id/index.php/show_post/detail/11127