

# The Local Culinary Potential to Support Tourism in Perean Village Bali

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**Abstract**—Culinary plays an important role in human life, because culinary itself cannot be separated from cultural, social, and economic elements. Tourists visiting a tourist spot will like to do culinary tours, especially every time they visit one area. Local cuisine can be a reinforcement of the tourism theme in tourist destinations. Local specialties culinary that provide a distinctive taste can remind tourists to return to a tourist area. Perean Village is currently starting to stretch to prepare itself as a tourist village. It has many culinary products that can be sold both to tourists and the local community. Local cuisine has a unique and distinctive taste, has an important role in serving food and beverages for tourists. The distinctive taste of the food can be an attraction for tourists to taste the food.

The purpose of this study can be described as follows: (1) to identify the potential of local specialties for food and beverages as tourism supporter in Perean village, Bali. (2) to modify standard local recipes into innovative recipes to suit the tastes of tourists visiting the village so that it can provide income for the community? The location of this research is Perean village which is preparing itself as a tourist village. Data collection methods are interview methods, participatory observation methods, documentation methods and FGD. In modifying the recipe is used experiment methods. Furthermore, in analyzing data using qualitative analysis techniques namely data collection, data reduction, data display and the last step is drawing conclusions and verification. The result of the research is that es rujak is a traditional drink has a distinctive taste but has not been used to optimally so that modifications can be made to standard recipes to suit the tastes of tourists by reducing the spicy and sour taste and adding sweetness.

**Keywords**— Potential, Local Culinary, Modificatio

## I. INTRODUCTION

Bali is a world-famous tourist destination for its arts and culture spread across nearly nine regencies. So far, tourists only know southern Bali, especially Badung area with its beach charms and Ubud with its culture. However, the Tabanan area is no less interesting with the beautiful natural scenery of rice fields. Tabanan Regency has rice fields and mountain views that are identified as tourist attractions in the Tabanan area. With this potential, the surrounding community took the initiative to develop a food or beverage business to support tourism in Tabanan.

Previously, Tabanan Regency was known as Bali's rice granary because the majority of its population had extensive rice fields and terraces. In addition, there are many other natural attractions and charms on offer, such as the beautiful Lake of Beratan Bedugul, a number of waterfalls that are attractive tourist destinations and also the presence of a number of natural hot spring baths in this area.

With the many potential tourist attractions in Tabanan, a number of surrounding villages have also been developed into tourist villages that can provide a choice of tourist destinations in the region. Those who are bored with the natural atmosphere of the beach, can now find recreational areas and tourist attractions in Tabanan Regency. This tourist village in Tabanan Regency, utilizes the natural potential that exists and raises local cultural wisdom by a group of people independently with government support to improve tourism and is expected to improve the economic level of the local community.

Perean Village is a village located in Baturiti District, Tabanan Regency, Bali Province. The population of Perean Village is heterogeneous where the majority of the population is Hindu and there are

also other religions such as Islam and Confucianism. This village, which belongs to the Tabanan Regency area, has the potential to be used as a tourist village, because this village can display beautiful panoramas, such as: rice fields, bathing places (for melukat), and temples for spiritual tourism. This village has also developed the arts and culture of its traditional village. The people of Peraan Village are very supportive of the development of this village as a tourist village. This can be seen from the community's efforts to organize the environment and places that have attractiveness in this village as well as efforts to increase income by developing unique culinary they have while waiting for a decree from the local government to designated as a tourist village.

Tourism Village is a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions [1]. A tourist village is a rural area that offers an overall atmosphere that reflects the authenticity of the village itself starting from socio-culture, customs, daily life, building architecture and typical village spatial architecture and socio-economic life or economic activities that are unique and interesting and have potential to develop various components of tourism such as attractions, accommodation, food and beverages, souvenirs, and other tourist needs. In this study, the authors focus on local specialties and drinks as a support for tourism in Tabanan Regency because local cuisine is a local cultural identity for the local community.

Cultural identity is described as the existence of similarities both in terms of history and cultural codes so that a group of people can become one [2]. One form of culture is local food. Local food somewhere has been around for a long time and is sometimes used as a recipe for generations and kept secret. The recipes used are also passed down from generation to generation and still use old recipes to maintain the quality of the taste of the food. Because they are part of the local community, these foods are easy to find in the area and sometimes become an icon for the area.

Local cuisine is a food product that is often consumed by a local community or served in celebrations and at a certain time, passed down from generation to generation, made in recipes from generation to generation, made without / with little engineering, and has certain characteristics that distinguish it from other regional cuisines [3]. Mountain communities with food sources from natural mountain animal food sources which are usually insects and their products (honey) also have special food preparations. Meanwhile, coastal communities who have sources of food from marine products will

tend to process and consume seafood cooked with certain cooking techniques and unique presentation methods. Utilization of natural resources in Tabanan looks good and has the potential to support tourism in the Tabanan area.

Potential means ability that has the possibility to develop, strength, and power [4]. Peraan Village has natural resources that can be developed into products so that they have a high selling value. When the community is able to develop and improve the surrounding natural resources, this will become the potential of the village in improving community welfare [5].

There are at least three things needed in identifying local potential, namely: 1) identifying the needs of local communities which from time to time always experience developments and changes in line with community changes and developments. 2) identify potentials, resources and opportunities that are always developing without these activities, the existing potentials and resources will remain latent and not actualized for needs. 3) Processes and efforts to find more profitable ways to utilize existing potential and resources [6].

In supporting tourism, the Peraan village community can develop a culinary business by utilizing the potential available around the village so that culinary tourism can be created. This culinary will be the second destination of tourists to visit the area besides the main function of the food to satisfy hunger. In order that local specialties can be accepted by tourists, the steps that can be taken are to modify both in terms of taste and presentation so that they can satisfy the taste of tourists. Based on this, the objectives of this research are

1. To identify the potential of local specialties as tourism supporter in Peraan Village, Bali
2. To modify standard local recipe into innovative recipes to suit the tastes of tourists visiting the village, that it can improve the quality of food and drink and community income.

## II. METHODOLOGY

### 2.1. Research Design

This research is a qualitative research using descriptive method. The purpose of descriptive research is to describe a phenomenon and its characteristics in detail and clearly how and why [7]. In this study, the data analysis technique used is descriptive qualitative, which means that the data collected from interviews, observations, Focuss Group Discussion and experiments are described in full and in detail so that they can describe the types of local specialties and modifications that can be made. The number of respondents used in this study

were 20 people who were determined by purposive sampling, which is a sampling technique with special considerations so that it is worthy of being a sample [8] Respondents who became subjects in this study were people who were considered to know about the types of local specialties and the recipes used, namely the Perean village community who had been involved in the manufacture and sale of food totaling 19 people and one respondent, a former bartender who had experience in serving many tourists.

## 2.2. Data Collection

### Method

The types of data used in this research are quantitative and qualitative data. Quantitative data is data in the form of numbers [9] as in presenting local specialties product in the form of percentages and dosages of recipes. As well as qualitative data, namely data in the form of words, schemes and pictures. In this study, it is used to present the results of the identification of typical foods and beverages of Perean village and village profiles. The data collection techniques used are interviews, observation and documentation. FGD was also used in obtaining an agreement to determine the food or drink to be developed and then followed by experimental methods. The experimental method is used to conduct experiment to modify the standard recipe so that it suits the tastes of tourists.

## 2.3. Data Analysis

### Method

Data analysis metode is an analytical technique to process data to become information that is easy to understand. In this study, the data analysis technique used is descriptive qualitative, which means that the data collected from interviews and observations are described in full and in detail so that it can be describe the types of local specialties and modifications that can be made. In conducting data analysis, the activities carried out are (1) Collecting data through interviews, observation, documentation, group discussions and experiment. (2) Data reduction is done by selecting important things according to the research focus and coded so that it is easy to categorize the data such as types of traditional specialties in Perean village, standard recipes and the result of recipe modification so that it can provide a clearer picture. (3) Data presentation can be done in a narrative manner to clarify the information obtained. (4) Withdrawal of Conclusions and verification. Drawing this conclusion aims to answer all the problem formulations. Conclusions can be drawn after being supported by strong evidence [9].

## III. RESULT OF STUDY

Based on the results of research conducted on respondents, which amounted to 19 people, all of whom are residents of Perean village who have businesses in the manufacture and sale of food and beverages, then it can be identified the types of food and beverages that are the respondents' businesses as can be seen in table 1.

Table 1. Local Specialties Product

No	Type of product	Total	Percentage
1	Peanut brittle and ladrang chips	7 people	36.8%
2	Ceremonial snacks	2 people	10.5%
3	Banana and cassava chips	3 people	15.8%
4	Balinese Snacks	2 people	10.5%
5	Shredded	1 person	5.3%
7	Cake dan Cookies	1 person	5.3%
8	Betutu	1 person	5.3%
8	Tradisional drinks	2 people	10.5%
	Total	9 people	100 %

Table 1 shows that the type of products of the respondents varied from the peanut brittle and Ladrang chips totaling 7 respondents or 36.8%, then the respondents making Balinese snacks for ceremony totaled 2 respondents or 10.5%, the respondents making banana and cassava chips were 3 respondents or 15.8%, respondents making Balinese snacks as many as 2 respondents or 10.5%, respondents making shredded 1 respondent or 5.3%, respondents making cakes and cookies totaling 1 person or 5.3% and making Betutu respondents as many as 1 person or 5.3%, and beverage makers as much as 2 people or 10.5%.

### 3.1 Identification of the Potential for Local Specialty of Food and Drinks in Perean Village in Supporting Tourism

Based on Table 1, it can be seen that the culinary product businesses that have been managed by the 19 respondents are peanut brittle, ladrang chips, banana and cassava chips, traditional Balinese cakes, cake for ceremony, shredded, betutu, cakes and cookies. Of all these products, they can be categorized into staple food products and side foods / snacks [10]. The staple food includes shredded and Betutu dan side food includes drinks, snacks, rujak and chips. Both kinds of food can be used as souvenirs for tourists visiting Perean Village.

Balinese food is in a good category as an effort to preserve Balinese culinary arts [11]. According to them, Balinese side dishes such as Urutan Be Celeng, Red Lawar, White Lawar, Tum ayam, Pesan Cakep, Ayam betutu, Tum Be Celeng, and Sate are in the good category as an effort to preserve Balinese cuisine. In addition, there are also typical Balinese snacks such as jaja Bantal, jaja sumping waluh and klepon which are in the good category. This shows that traditional Balinese side dishes and snacks in Perean Village are included where the intended products are shredded and betutu which are included in the category of side dishes. Furthermore, peanut brittle and ladrang chips, banana and cassava chips, Balinese snacks and traditional Balinese drinks are included as side food or Snacks. Traditional drinks that have been identified include es Kuud, es Daluman, and Loloh Tibah / Mengkudu or often called es rujak Tibah / Mengkudu. In addition to Tibah or Noni fruit, soursop and Kuud or young coconut can also be used as es Rujak.

From the results of interviews conducted with 19 respondents consisting of the women who have the food and beverage business in Perean village, it can be identified that the main product of the business that have been carried out by the Perean village community, especially the housewives, are side food or snacks. The types of side food are ladrang chips, peanut brittle, cassava chips, banana chips. These four types of food are not included in the main meal but foods that can temporarily relieve hunger. For the types of traditional beverage businesses that are usually produced and sold in Perean Village are es rujak Tibah/ noni, es rujak soursop, es kuud, and es daluman. The ingredients used in making food and beverages for these businesses are mostly produced in Perean village such as rice, coconut, sticky rice, especially for making Balinese snacks, bananas, cassava and taro for making chips, while other materials are needed although not much is produced in the Perean village but easily available in the market at an affordable price.

From the results of interviews with 19 respondents who have a side business, it can be known that 10 respondents (52.6%) stated that the materials used were not available in the village, which means they bought them from other areas,

such as peanuts, but 7 respondents (36.8%) ) stated that they use materials that are mostly produced in the village such as: rice, coconut, sticky rice, especially for making snacks for ceremony and Balinese snacks, bananas and cassava for making banana and cassava chips, and cassava leaves as complement of betutu. Most of the village's produce is cassava and banana leaves. Meanwhile, 2 respondents (10.5%) stated that few of the materials needed were produced in Perean village. However, although the food ingredients needed are not produced in the village, it is not a problem for the community because many of these ingredients can be purchased in the market at affordable prices, considering that road access and transportation that connect Perean Village with Denpasar City and Singaraja City are quite smooth. Noni fruit, soursop, young coconut and daluman leaves are used for making drinks. Noni and coconut are fruits that are widely available in this village, while soursop and daluman are usually grown in people's homes but can also be easily purchased in the market.

The business carried out by the women of Perean village is a side business that has been carried out for years. The food or drink will be made when there is an order. Each has a subscription. The food made will be delivered or will be picked up directly by the customers. Buyers usually come from outside the village. This is not a difficult thing because access to Perean Village is very good and easy.

### 3.2 Modification of local standard recipes into innovative recipes to characterize Perean Village specialties

The word modification is defined as changing, that is, changing to be more attractive. By emphasizing the taste, and highlighting the uniqueness of a food, it can also be used as souvenirs from Perean Village which are unique and have a higher selling value.

The results of the Focuss Group Discussion conducted with the women of the Perean village, the food or drink that will be displayed is a local food or drink that can be a village marker and has not been developed to its full potential. As a first step in supporting the development of tourist villages in Perean Village, only one of the foods or beverages will be selected to develop. The criteria for the selected food or drink are: it is a traditional food or drink, namely food and drink that has been there for generations, the ingredients are mostly produced in the village or easily obtained in the market, easy to make and durable. Based on this, from the types of food and drinks that have been identified, it is obtained that Es

Rujak is a traditional drink that will be modified to be served for visiting tourists. This is because Es Rujak is a type of drink to quench thirst that can be served to tourists after traveling. Es Rujak is a traditional drink that are known well by the local people. Materials are widely produced or easy to buy in the market, and easy to make. Es Rujak is a unique drink because it has ingredients like rujak but has a liquid form. Es Rujak can characterize a village and still rarely produced for sale.

Ice rujak has a delicious, fresh taste and it is easy to produce by local people so it can be a home industry. However, in serving drinks for tourists, it is necessary to adjust to the taste of international tourists. Es Rujak which is usually produced and sold uses noni fruit or soursop and sometimes kuud. However, this type of drink does not last long, either because of the type of fruit or because of the way it is made. Traditional food processing for tourists needs to be adjusted to the tastes of tourists. This applies to the manufacture of food and drinks for tourists.

Based on the results of field visits, Perean Village produces many coconut trees, which means that they can be used as staples in producing a product ranging from young coconut leaves or busung can be used as canang sari, then coconut fruit can be processed into various processed side dishes to the traditional cakes, then coconut tree trunks can be a building material. Based on the potential that exists in the Perean village, it was decided to process young coconuts as a culinary support for tourism in the Perean village. Young coconuts can be processed into Balinese drinks such as es rujak kuud. The standard Es Rujak drink recipe is as shown in Table 2.

Table 2. Standard Recipe for Es Rujak Kuud

<p>Material:</p> <ul style="list-style-type: none"> <li>- 100 gr brown Sugar</li> <li>- 100 gr granulated sugar</li> <li>- 75 gr Tamarind</li> <li>- 7 pcs cayenne pepper</li> <li>- 1 tbsp salt</li> <li>- ½ tsp grilled shrimp paste</li> <li>- 1 young coconut</li> <li>- 2.5 liter of water</li> </ul>
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<p>Steps:</p> <ol style="list-style-type: none"> <li>1. Tamarind fruit, salt, chili, grilled shrimp paste, brown sugar and granulated sugar are coarsely ground in a mortar or can be directly kneaded in a large bowl</li> <li>2. After the spices are pulverized roughly then poured into a large bowl while pouring boiled water little by little</li> <li>3. Stir evenly using a wooden spatula until it becomes a solution</li> <li>4. Add the young coconut scraps into it. Stir evenly again</li> <li>5. Make sure it tastes spicy and sour a little sweet</li> </ol>
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Based on Table 2. the ingredients for making Es Rujak Kuud can use local ingredients such as brown sugar, tamarind, cayenne pepper, salt, grilled shrimp paste, and young coconuts as the main ingredients. However, considering that this culinary product will be offered to foreign tourists, ingredients such as tamarind fruit will feel foreign to them, so it is necessary to modify the recipe to create Es Rujak Kuud that is suitable for the tastes of local and foreign tourists who will visit Perean village. Modifications to food recipes can be made to: 1) the food ingredients used, 2) the cooking process and 3) the number of servings [12]. Modifications of Es Rujak Kuud will be made to the ingredients and the cooking process. The same thing was conveyed by an expert respondent, namely a former bartender, Mr. Ida Bagus Putu Arwista, who has experience in serving many foreign tourists. He stated it is necessary to add lime to the drink so that it can arouse the taste of guests compared to drinks without lime. Then a reduction of 25 grams of Tamarind needs to be done. In the proses of cooking, modifications are also made specically to the process of kneading the spices where usually by using a mortar or just by using the hands in kneading (bejek) it is replaced with boiling and filtering techniques to produce clean and hygienic Es Rujak without reducing the taste (taste) of that ice Rujak. The results of the modified recipe for Es Rujak Kuud can be seen in Table 3 below:

Table 3. Modification of the Rujak Kuud Ice Drink Recipe

<p>Material:</p> <ul style="list-style-type: none"> <li>- 150gr brown Sugar</li> <li>- 100gr granulated sugar</li> <li>- 50gr Tamarind</li> <li>- 7 pcs cayenne pepper</li> <li>- 1 tbsp salt</li> <li>- 1 young coconut</li> <li>- 2 liter of water</li> <li>- 1 lime</li> </ul>
<p>Steps:</p> <ol style="list-style-type: none"> <li>1. The water is boiled</li> <li>2. Add brown sugar and tamarind fruit into the hot water until completely dissolved</li> <li>3. Next add sugar and salt while stirring so that the sugar dissolves quickly</li> <li>4. When the solution is boiling, turn off the stove and wait for the solution to cool then filter</li> <li>5. If you want a slightly spicy taste sensation, you can add chili that has been coarsely ground. Stir the solution well then strain once again</li> <li>6. The results of this filter are then added with young coconut shavings and lime juice so that it is smelled a refreshing citrus aroma</li> </ol>

Based on Table 3, there are additions and subtractions of ingredients, namely the addition of 50 grams of brown sugar and 1 lime. The reduction was made to 25 grams of tamarind. This aims to reduce the sour taste in the Es Rujak Kuud to suit the consumer's tongue and can arouse the taste buds because there is additional lime. This modified drink can last in the refrigerator for 3 days.

The modified Es Rujak Kuud is a development effort that has been carried out on the Es Rujak drink which is usually produced by some residents and this can become a typical drink of the Peraan village. The sale of this drink is not only to the people of the Peraan village, but can also target tourists who come to Peraan village or just pass through this village to go to other tourist attractions. This business can be cultivated by every household by taking place in front of their house, in stalls both in Peraan Village and in surrounding villages such as in Bedugul tourism objects or deposited in hotels and restaurants in the Peraan village area and Baturiti district.

**IV. CONCLUSION**

The results of analysis above can be concluded as follow:

The results of the identification of local specialties in Peraan village can be divided into two: staple

foods and side food or snacks. Staple foods include shredded and betutu, side food or snacks in the form of peanut brittle, ladrang chips, cassava chips, banana chips, traditional cakes, ceremonial snacks and traditional drinks such as es rujak Tibah / mengkudu, es rujak sirsak, es kuud, es Daluman. . From the results of group discussions with the women of the Peraan, it was found that modifications to Es Rujak were carried out on the ingredients and cooking process so that Es Rujak was obtained which was acceptable to the tongue of tourists, both local and international tourists and guaranteed cleanliness. Modification of ingredients is by reducing and adding such as reducing 25 grams of tamarind so that it can reduce the sour taste, as well as adding 50 grams of brown sugar so that the rujak ice tastes sweeter. Modification of local specialties besides being able to improve food quality can also increase income because it is produced for sale.

**ACKNOWLEDGMENT**

The authors thank the Bali State Polytechnic for the financial support so that this research can be carried out

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