



Moeslim-Friendly Tourism of Tionghoa Gastronomy in Bogor City, Indonesia

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Abstract: In Indonesia, as a Muslim country, halal food and the Muslim faith are inseparable. However, not all of Tionghoa's food is halal in Bogor City, Indonesia. Nevertheless, there is a potential of halal gastronomic tourism destination for Tionghoa food acculturation in this city, especially in the Suryakencana area. Currently, halal gastronomy travel routes are not available to facilitate tourists visiting Bogor City. The primary objective of this research is to establish a halal gastronomy tour route that showcases the acculturation of Tionghoa cuisine in Suryakencana, Bogor City. The research methodology employed is qualitative-description. The research focuses on the various components of halal Tionghoa gastronomic food found in Suryakencana City, Bogor, including Asinan, Toge Goreng, Laksa, Soto Kuning, and Soto Mie. The subjects of the study are the stakeholders involved in the production and distribution of these foods. Based on the research findings, a walking route in Suryakencana has been devised, centered around halal Tionghoa acculturation restaurants. The tour covers a distance of approximately 1-2 km. It starts from Teras Surken, leading to Cakwe Mila, Mie Ayam Pangsit Surken, Toge Goreng Pak Raisan, Cungkkring Pak Jum'at, Sate Sumsum Pak OO, Soto Kuning Pak Yusup, and culminating with Laksa Gang Aut Mang Wahyu. This route aims to provide a comprehensive and enjoyable experience for tourists interested in exploring the Halal Tionghoa culinary culture in Bogor City.

Keywords: Tionghoa, Halal, Food, Gastronomy, Tourism.

1. Introduction

Food and religion are two things that are interrelated and cannot be separated (C. Winesti & C. Ningsih, 2019; Sagala, et al, 2019; Secinaro & Calandra, 2021; Riano, et al, 2021; K. Stevan, et al, 2022). Therefore, not all of the halal Tionghoa food dishes that we meet at Suryakencana, Bogor City, are halal because the majority of Chinese people are non-Muslims. Four factors can attract the attention of Muslim tourists, namely easy access to destinations, internal and external communications provided by destinations, destination environments, and services provided by these destinations (Global Muslim Travel Index, 2021). Of these four factors, the one that has the most important role is service, as much as 40% and halal food services are the most important for a destination to have. The existence of services in accordance with Muslim recommendations is very important to enable Muslim tourists to travel freely while still paying attention to the regulations of their religion (Wildan et al., 2021; C. Ningsih, 2021).

Muslim tourists will feel safe and comfortable if they eat food at restaurants that have been proven halal for these products. Marzuki, Hall, and Ballantine, in 2012, researched that the existence of products that have been proven halal will increase visitor confidence to visit a tourist area, buy halal products, and increase trust (Khan & Callanan, 2017). As in the city of Bogor, tourists are sure to come because they believe in the existence of halal products or tourism. Several halal gastronomic dishes in Indonesia originate from Tionghoa (Chinese) acculturation in Bogor City. Bogor City, or known as the City of Rain, is one of the areas in Indonesia that has a variety of special foods and is a culinary tourism destination that has great potential as a tourist attraction. This is reinforced by previous research, which states that halal services and food or products can attract tourists to visit an area (Khan & Callanan, 2017). Halal local food in Bogor city originating from Chinese acculturation includes Asinan Bogor, Cungkkring, Toge Goreng, Laksa, Soto Kuning Bogor, and Soto Mie Bogor. Even though the food comes from Chinese acculturation, the gastronomic food is halal for consumption.

According to Basoeki in 2016, tourist travel routes are aspects that influence tourists in making travel decisions, in the form of a structure of various travel options between destinations, equipped with information such as tourist facilities, activities, and services (Liyushiana, 2019; Turgarini et. al, 2021; Lesmana et al, 2021). Facilities play a role in meeting the needs of tourists while carrying out tourism activities for some time at tourist destinations. This can be a driving force for tourists because it can make it easier for tourists when traveling (Hermawan, 2017; OR Ridwan & C. Ningsih, 2021). The Suryakencana area can become a gastronomic tourist destination for halal Chinese acculturation in Bogor City. However, there are currently no available travel routes

to make it easier for tourists, especially Muslim tourists who come to Bogor. Therefore, researchers are interested in making a travel route for halal Tionghoa acculturation gastronomy tours in Suryakencana, Bogor.

2. Methodology

The research incorporates data triangulation through interviews with tourists who are or have visited the city of Bogor, local communities, local government, and traders of halal Chinese gastronomy who have been selling for decades. Data is also collected through document studies. The subject of this research is Halal Chinese gastronomic food in Suryakencana Bogor City, such as Asinan Bogor, Cungkring, Toge Goreng, Laksa, Soto Kuning Bogor, and Soto Mie Bogor. The research method used by the author is a qualitative-descriptive method. Qualitative data analysis aims to explain the phenomena that are happening. Subjects in qualitative research are matters relating to research activities. In this study, the subjects consisted of sources and research sites. These selected subjects are considered capable of mastering and understanding the problems being studied by researchers.

3. Results and Discussion

Gastronomy combined with tourism will produce a new product that is authentic and has benefits (Ningsih & Turgarini, 2020). This can be realized in the form of a tour map that the author made in the research, which will be explained in this section.

Table 1 Muslim Friendly Tourism of Tionghoa Acculturation Food in Suryakencana, Bogor City

No.	Food Name	Address
1.	Asinan Ahauw	Suryakencana Street No. 303b
2.	Asinan "Oh Good" Gedung Dalam	Suryakencana Street No. 138
3.	Laksa Aut MangWahyu	Suryakencana Street, GangAut
4.	Soto Kuning Pak Yusup	Suryakencana Street No. 327
5.	Soto Kuning Pak Salam	Siliwangi StreetNo. 298
6.	Soto Mie Pak Kumis	Suryakencana StreetNo.217
7.	Toge Goreng Mak Evon	Padasuka StreetNo.78
8.	Toge Goreng Pak Raisan	Suryakencana Street

Source: Data Observed (2022)

The process of cultural exchange, characterized by blending cultural elements from two distinct backgrounds, occurs when different cultural groups converge in the same location, as exemplified in Suryakencana, Bogor City (Angelline et al., 2021). As illustrated in Table 1, this phenomenon is evident in the fusion of local cuisine with Chinese culinary influences. The unique local dishes of Bogor City hold the potential to become a significant component of gastronomic tourism. To realize this potential, the development of tourist attractions must adhere to established principles, as articulated by Suryani (2017). This approach emphasizes the importance of creating a comprehensive tourism infrastructure, encompassing basic, complementary, supporting, and public facilities, as well as addressing the needs of the local community. By effectively implementing these strategies in Bogor City, especially along Jalan Suryakencana, we can enhance its appeal to tourists and contribute to its overall attractiveness as a destination.

Supporting facilities are also elements that can make tourists stay and enjoy attractions at destinations; these facilities are referred to as destination facilities (Suharto, 2016). In the tourism product component, destination facilities are referred to as "amenities." Cooper in 2005 outlined amenities, including lodging or accommodation businesses, food & beverages, transportation & infrastructure (Talib & Sunarti, 2020). In the Suryakencana area, there are Hotel 101 Suryakencana, Teras Surken, Cakwe Mila, Mie Ayam Pangsit Surken, Toge Goreng Pak Raisan, Cungkring Pak Jum'at, Sate Sumsum Pak OO, Soto Kuning Pak Yusup, and Laksa Aut Mang Wahyu. This can support the application of tourist travel routes that researchers will make.

Table 2 Travel Routes to Suryakencana Bogor City

Departure Point	Destination Point	Distance	Traveling time
Jagorawi Toll	Suryakencana	3 km	5 mnt
Exit Suryakencana	Hotel101Suryakencana	66 m	1 mnt

Source: Data Observed (2022)



Fig.1. Travel Routes to Suryakencana, Bogor City
 Source: Data Observed (2022)

Based on the illustration shown in Table 2 and Figure 1, the researchers obtained field observation data starting from the Jagorawi Toll Road because it is the closest Toll Road from Suryakencana and Hotel 101, which is the closest and most famous hotel in Suryakencana. The route is described as follows: (1) The route starts from the exit gate of the Bogor City Jagorawi Toll Gate (Point A) to Suryakencana (Point B) with a distance of three kilometers, with a travel time of 5 minutes; (2) Followed by heading to hotel 101 Suryakencana (Point C) as far as 60 meters from the Suryakencana gate. Tourists will rest at the hotel and continue their tour using the route walking tour.

Table 3. Itineraries for muslim friendly tourism of Tionghoa acculturation Food at Suryakencana, Bogor City

Departure Point	Destination Point	Distance	Traveling time
Hotel101Suryakencana	Teras Surken	550 m	5 mnt
Teras Surken	Cakwe Mila	36 m	1 mnt
Cakwe Mila	Mie Ayam Pangsit Surken	280 m	4 mnt
Mie Ayam Pangsit Surken	Toge Goreng Pak Raisan	140 m	2 mnt
Toge Goreng Pak Raisan	Cungkring Pak Jum'at Sate	450 m	6 mnt
Cungkring Pak Jum'at	Sumsum Pak OOSoto	260 m	3 mnt
Sate Sumsum Pak OO	Kuning Pak Yusup	270 m	3 mnt
Sate Sumsum Pak OO	Laksa Aut Mang Wahyu	120 m	1 mnt

Source: Researcher data (2022)

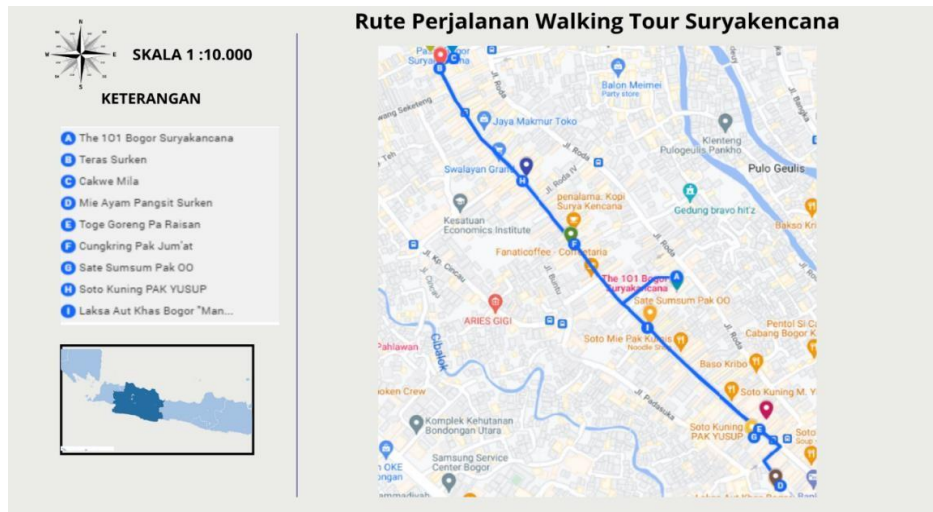


Fig.2. Travel Route Walking Tour Suryakencana Bogor City
(Source: Data Observed, 2022)

Based on our on-site observations, we have devised a travel route tailored to the Halal Chinese acculturation gastronomy tourism, as detailed in Table 3 and Figure 2. This route was developed due to the limitations of one-way roads in the Suryakencana area. Fortunately, the Suryakencana area is well-equipped to cater to tourists' needs. It boasts facilities such as mosques, souvenir shops, and accommodations. Interestingly, some visitors were unaware of the presence of a mosque in this residential area, as the most visible landmarks along Suryakencana Road are the Vihara and the Church. The average tourist typically spends 1 to 2 days exploring the culinary offerings in the Suryakencana area, with convenient lodging options available for those planning longer stays.

Kiki and Yuda point out that Hotel 101 Suryakencana is centrally located in the Suryakencana area, providing a convenient accommodation option. Additionally, Redoorz and Hotel Amaroossa are just a short walk from Suryakencana, ensuring ample choices for tourists. Along Jalan Suryakencana, visitors can find souvenir shops offering items to take home, with some stores specializing in food products rather than traditional souvenirs. Despite the available amenities, it is worth noting that no established travel routes or agencies offer guided tours for those interested in exploring Halal Chinese gastronomy in Suryakencana, Bogor City. The existing infrastructure in Suryakencana is generally sufficient and easily accessible to tourists. The roads are well-maintained, paved with blocks, clean, and organized, as reported by Nia and Susan. However, it can become congested during the day, causing discomfort for pedestrians, according to Nahla and Alya. Inadequate parking space poses a challenge for tourists who bring private vehicles, forcing them to park along the roadside. Retno suggests that it is more convenient to use public transportation rather than relying on private vehicles.

The availability of public transportation in the Suryakencana area is a positive aspect for tourists, facilitating easy access to the area through buses, city transportation, and online motorcycle taxis. Furthermore, there are nearby pharmacies and hospitals, ensuring access to medical services. While the Police Station is slightly distant, Susan assures that police patrols provide security in the area. As Alya notes, tourists visiting Suryakencana can easily find bathrooms and electrical outlets, with numerous restaurants and minimarkets like Alfamart and Indomaret. Moreover, the cellular network coverage is robust, allowing tourists to stay connected with their loved ones and share updates on social media platforms. To bring all these aspects together, our research findings have been translated into a Halal Chinese acculturation gastronomy tour route in Suryakencana using Google My Maps, as depicted in Table 3.3 and Figure 2.

The tour itinerary is as follows: (1) Start at Hotel 101 (Point A) and proceed to Teras Surken (Point B), covering 550 meters in 6 minutes. Teras Surken is a curated food tourism attraction by the Bogor City government, offering a variety of local food vendors and picturesque photo spots; (2) Continue to the renowned Cakwe Mila (Point C) in Suryakencana, just 36 meters from Point B, reachable in 1 minute; (3) Enjoy lunch at Suryakencana Chicken Dumpling Noodles (Point D); (4) Explore Suryakencana's distinctive regional design with a Chinese ethnic atmosphere; (5) Sample snacks at Toge Goreng (Point E), a local specialty similar to Kupat Tahu; (6) Savor Sate Cungkring (Point F), a delightful snack, at a distance of 260 meters, taking 3 minutes on foot; (7) Stroll through various shops selling souvenirs and other goods along Jalan Suryakencana; (8) Enjoy the unique Sate Sumsum at Suryakencana (Point G), located 270 meters away, a 3-minute walk; (8) Relish Bogor's signature Soto Kuning, ideal for balancing the flavors of previous dishes, 270 meters away with a 3-minute walk; (9) Conclude the tour

with Laksa Bogor from Gang Aut, prepared by Wahyu. This exclusive laksa, unique to Bogor, offers a distinctive presentation and taste; (10) Return to Hotel 101 for a well-deserved rest to complete the journey.

This comprehensive route aims to provide tourists with an enriching experience as they explore the Halal Chinese gastronomy offerings in the vibrant Suryakencana area.

4. Conclusion

Based on the findings in the field, the researchers decided to make a walking tour route in Suryakencana, around halal food places of Chinese acculturation that are close to each other, because it would be challenging to tour around Suryakencana using a motorized vehicle. The distance traveled by tourists is around 1-2 km. Starting from walking at Lawang Suryakencana or Teras Surken, then to Cakwe Mila, Mie Ayam Pangsit Surken, Toge Goreng Pak Raisan, Cungkkring Pak Jum'at, Sate Sumsum Pak OO, Soto Kuning Pak Yusup, ending with Laksa Gang Aut Mang Wahyu.

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