



Understanding Semanggi Traditional Food as An Attraction of Culinary Tourism in Surabaya City

¹ Rindawati, ¹Sri Murtini, ¹Agus Sutedjo, ¹Mawar Setya

State University of Surabaya, Surabaya, East Java, 60231, Indonesia

rindawati@unesa.ac.id

Abstract. The development of the tourism industry can provide opportunities for tourism products including culinary delights in the city of Surabaya. The high development of the tourism industry gives the community great opportunities to participate in the development of culinary tourism. This paper aims to describe the traditional food as a local cuisine with various clovers as a tourist attraction in Surabaya. A descriptive qualitative research method is used, using Damanik and Weber's theory, which explains that tourist attraction can be created through uniqueness, originality, authenticity and diversity. Data collection is done through observation and interviews. Survey of Kampung Semanggi Benowo, Swarabaya. The informants deliberately identified as many as 9 persons according to the criteria. The results showed that clover culinary is a type of traditional food that attracts tourists. This clover culinary tourist attraction has uniqueness, originality, authenticity, and diversity. The uniqueness can be seen from the distinctive taste, as well as appearance; originality is certain to be original from the city of Surabaya; clover's authenticity persists today; diversity is very clearly reflected in the materials used as well as their appearance and existence. Thus it can be concluded that clover Surabaya traditional food has great potential as a culinary tour.

Keywords: Traditional Food, Culinary *Semanggi*, Unique, Originality

1 Introduction

According to the decision of the revitalization workshop of the Center for Traditional Food Studies in Yogyakarta in 2013, the definition of traditional food is food made from ingredients produced in the local area and then processed in ways and technologies mastered by the local community. This statement is also supported by Rindawati's research [1. Traditional food products have appearance, taste, and aroma that are well known and liked and even missed by the local community. In fact, traditional food has become the identity of the group of people from which food originates and can be used as a means of unifying the nation and building a sense of love for the motherland. According to Symons as quoted in, local culinary delights originating from each region are fundamental elements/components of the attributes of a destination, and can be used as a variety of tourist attractions from the areas visited [2]. This can also offer the overall experience that tourists will get during their visit, just by trying these foods. Culinary characteristics like these are not only used

© The Author(s) 2023

A. Mustofa et al. (eds.), *Proceedings of the International Joint Conference on Arts and Humanities 2023 (IJCAH 2023)*, Advances in Social Science, Education and Humanities Research 785,

https://doi.org/10.2991/978-2-38476-152-4_164

by humans in an individual scheme to fulfill physiological needs, but far more than that, as a means in a social scheme to become a variety of cultural authenticity. The criteria or characteristics of traditional food are the use of endogenous ingredients used in cooking, namely the presence of unique and local specialties. Because the ingredients and seasonings are unique, the flavors and aromas they produce are also unique. Local and traditional essences are culinary practices based on certain methods and skills in order to survive and be protected from the onslaught of the global industry or technological developments. Culinary tourism for traditional food functions to increase people's income and absorb labor so that preservation is needed by maintaining, utilizing and developing it [3].

Apart from its main role, traditional food seems to be underestimated by the community. Instead, locals prefer cuisine from mass-marketed international food products, such as McDonalds and other global food chains. Traditional Indonesian food is very diverse, with many cultures and ethnicities. The diversity of traditional culinary arts is also influenced by the variety of local products available in each region. Traditional food has a great opportunity to be offered to tourists who care about local culture and heritage, traditional food can be one of the best ways to know local culture and heritage [4].

The term cooking (culinary) is part/sub-core of gastronomy. Culinary traditional has a meaning that is synonymous with the term cooking. Various menu choices, both traditional and modern, are presented by grocery stores to restaurants and cafes with special nuances. Culinary tourism is part of many types of tourism, namely gastronomic tourism. Gastronomic tourism is a new generation in the world of tourism. Gastronomy is the art or pursuit of good food, including the selection, preparation, service, and enjoyment of food, as well as the cultural evolution or cooking. Culinary tourism is a type of travel that uses food and environmental places as a tourist attraction. The culinary industry as a business engaged in the provision of food and beverages is growing rapidly. The reason is, now tourists can go around tourist areas to see or hunt a special area.

The city of Surabaya as an area with great potential for tourism, especially in traditional culinary, requires a special strategy to support tourism in this city which is nicknamed INDAMARDI. Surabaya's tourism sector also cannot be separated from the culinary it has. One of the culinary icons is clover. Its uniqueness is able to attract tourists visiting Surabaya to taste this traditional food made from clover leaves. On holidays this traditional food is the target of local tourists to enjoy it. Many spots in Surabaya's public facilities are found by clover traders.

The traditional culinary industry is usually carried out by small entrepreneurs or home industries. The way of making it is easy and made from materials that are around, making this small industry easy to find. However, traditional food has not fully taken over in the city of Surabaya. Preliminary observations show that young people are still not familiar with clover culinary. Abundant raw materials, traditional food production, and a promising market share should make the richness of traditional food a valuable tourist attraction. This is not impossible considering that many countries deliberately introduce their tourism through traditional food which is the specialty of the country concerned. Food as one of the cultural aspects of a nation can

characterize the identity of that nation. The central and regional governments need to preserve traditional food by improving product quality so that they are able to compete and satisfy tourists.

In another aspect, the aim of this writing is to describe how clover local culinary activities are a tourist attraction in the city of Surabaya. Another thing is that consumption is a lifestyle, including consumption of food [5]. Consumption of food, "at the moment", has become part of the process of creating new, interesting experiences in life for most of humanity. Through food, humans can reduce stress (even temporarily), besides being able to fulfill its function as a hunger quencher.

Cooking is a type of tourism that is important for local food, which has an important role and will be a new experience for tourists. New knowledge can be obtained from tourists in the form of special perfumes, the use of traditional spices, working methods and packaging. The supply of food and drink cannot be separated from the needs of tourists as part of the tourism product. With the reason of wanting to provide satisfaction to the tourists, making the businessmen who are involved in providing food and drink make many efforts to provide a variety of dishes according to "taste" of the tourists who come [6]. Then what is the potential of clover as culinary tourism in the city of Surabaya which is the purpose of this paper.

2 Literature Review

2.1 Food

Food is a tradition, because in the beginning, food played a role in many rituals and ceremonies and eventually it was passed down from generation to generation, so go prepare the food. Food is not just food, but a way to build relationships between people and God or the spirits of ancestors, friends and nature. Food can also be seen as a combination of more than one culture. In addition, the traditional foods are foods and drinks commonly consumed by other people, or different tastes accepted by society. In the production of traditional food, the role of culture is very important, as it expresses skills, art, creativity, tradition and taste. The higher the culture of the community, the wider the variety of food and the complexity of how it is made and cooked.

The diversity of traditional food really supports the realization of traditional food as a culinary tourism attraction. The potential for culinary tourism is supported by the existence of tourist attractions in an area. Culinary tourism is something that is exclusive luxury. Culinary tourism emphasizes unique and emphasized gastronomic experiences, not the luxury of restaurants or the completeness of the types of food and drinks available [7].

The traditional food found in the city of Surabaya is the first food in the city of Surabaya. A lot of food with a lot of variety comes from different places, which Surabaya city is very rich in. With the development of traditional food, it is hoped that it will give an opportunity for food to compete in the free market era, including supporting the city of Surabaya as a destination. The city of Surabaya is a tourist destination with many restaurants. The diversity of traditional food is encouraged in

the culinary tour. In this research, what is said about clover food is the use of local raw materials, the ambicolano and the terminación with local ingredients, the products of the local people, local businesses and the property of the local people.

2.2 Culinary Tourism

According to Putra, et al, culinary tourism is an activity for tourists who want different food and drinks. In other words, Culinary tourism is not only the desire to enjoy delicious food, but the most important thing is the unique and memories that occur after enjoying the food. Culinary Tourism is currently a growing part of the tourism industry and is often associated with many cultural activities [8]. From this definition it can be said that Culinary art is an art that studies food and drinks and many things related to food and drinks, from their preparation, processing, presentation and storage. The art of Surabaya is an art that studies food and drinks with unique characteristics from dishes in all parts of the city of Surabaya. From the kitchen was born the most popular name today, which is Culinary tourism. "Culinary tourism is not a luxury product. Culinary tourism means a unique and recognized quality of food, not expensive products. Most of the restaurants or the whole range of food and drinks are available [9].

The International Culinary Tourism Association (ICTA) said that this food is not a new thing, it is related to tourism, but it focuses on how much food and drinks can attract tourists. A kitchen can inspire a unique and memorable dining experience. In retrospect, culinary tourism is a table.

2.3 Culinary Tourism Attraction

According to Yanti, a tourist attraction is anything that can attract tourists, such as tourist attractions, natural scenery, beaches, climate, and differences from other places, traditions, such as history, legends, religion, and special arts and crafts, festivals, relationships, lifestyle, indigenous peoples, languages, architecture, modern architecture, monuments, parks, and water tourism [10]. Damanik and Weber said that tourist attraction is related to four factors, namely diversity, originality, originality and variety [11] Uniqueness is defined as a combination of rarity and uniqueness with respect to tourists. Originality refers to truth or purity, i.e. to what extent the product is not polluted or does not differ from its original value. Authenticity refers to the truth. Unlike originality, authenticity is often associated with the level of beauty or cultural exoticism as a tourist attraction. Authenticity is a treasure chest of natural, exotic and discreet treasures characteristics. In addition, according to Cooper said that there are four things that tourists must have, namely attractiveness, such as beautiful nature, the attractiveness of traditional areas and arts; accessibility such as the availability of local and airport transportation; facilities such as accommodation, restaurants, and travel agents; ancillary services, namely the needs of tourism organizations for tourism services such as business management organizations, offices and visitors [12]. Miner explains that efforts to create tourist attractions are part of food modifications in the production or design of restaurant menus that must

be started or ended according to customer needs, the key is how to achieve customer needs [13].

3 Method

The research stage begins determination of the research object, i.e. the notion of a culinary village as a tourist attraction, followed by the determination of the problem formulation according to the problem indicated in the instructions, i.e. how. describes the local food of Semanggi and how to interpret Semanggi as a local food suitable for tourists in Surabaya city. In accordance with the objectives of these objectives, it was decided that the research used was well described according to the theoretical research of Damanik and Weber [11], who explained that the quality of tourism is related to four factors, such as uniqueness, originality, authenticity and diversity. In the context of this study, local food that has uniqueness, originality, authenticity and diversity is the food that attracts tourists. Another theory that supports this research is the theory of gastronomy which is the art or science of enjoying food and drink [14]. Informants were selected purposively, that is, they were aged between 18-30 years, visited and bought culinary clover, at least 2 times during the research. The selected informants were 9 people who met these criteria, the research location was in Semanggi Village, Benowo, Surabaya City.

4 Results and Discussion

Semanggi is a food originating from Surabaya, East Java. This dish is made from clover leaves which are processed into delicious food that must be consumed while in Surabaya. This typical Surabaya clover consists of clover leaves, bean sprouts or sprouts, water spinach, uli crackers, and cassava-based seasoning mixed with chili sauce. This food is usually served with a banana leaf base.

Quoting from the Travelicious Book [15], finding clover culinary is not so easy, so it can be said to be rare. This typical Surabaya clover culinary is very popular among the City of Heroes. This culinary is the main attraction for tourists who come.

Clover culinary is a typical Surabaya icon. Usually clover is served with added pecel seasoning made from a mixture of sweet potatoes, chilies, shrimp paste, and brown sugar. This traditional food is an attraction for tourists who want to visit the city of Surabaya. This is a photo of traditional food from Semanggi and Kampong Semanggi which has the potential to become a culinary tour for the city of Surabaya, which can be seen in Figures 1 and 2 below.

Figure 1 is pictures of Semanggi Village and the traditional clover food that the author visited and can use for tourists, especially the local people for cooking. drinking at the same time can see the garden.



Fig. 1. Semanggi Village and the traditional clover food

Effective behavior supports the concept presented by Cooper [12], which is one of the four requirements for a brand including that it should be attractive and useful. beautiful, Semanggi become a product, also a place to visit, which is Kampung Semanggi has a unique. interesting and artistic. The price of art, beauty, in Semanggi, which is part of the manager's efforts to bring this product closer to the imagination of its buyers is based on the needs mentioned by Miner the change of food products or food production. it should start or end according to customer's requirement. Semanggi's artistic value cannot be separated from the arts used by its leaders, namely that cooking is an art that studies food and drink and various light matters related to food, starting from preparation, processing, presentation and conservation [13]. This means that these important objects have become part of the maximum effort that has been made, so that they can attract tourists and enjoy them, as stated by the International Culinary Tourism Association (ICTA) that cooking is nothing new. Speaking of agritourism, but more focused on how the food or drink can attract tourists to enjoy it.

Differentiation of Semanggi, explained by different types of vegetables, which are clover and bean sprouts, as well as spices which are used as toppings according to taste, spicy, medium or not spicy, and the addition of Wide pulley crackers are a characteristic of this cuisine, as shown in Figure 2. This is described by Damanik and Weber as a tourist attraction, on in terms of diversity and uniqueness. It is true that the beauty of tourists is related to four factors, such as the attraction of uniqueness, originality, authenticity, and diversity. In terms of Semanggi diversity, according to 9 people, there are characteristics that make it different from other foods. Meanwhile, in terms of uniqueness, it is reflected in the appearance of the toppings that are different from others. Toppings explain the difference in taste, spicy, medium or not spicy. According to 9 informants, it is a special food.

Semanggi's uniqueness is reflected in its toppings; its originality, reflected in simple materials and design methods; its authenticity, value, appearance, and taste. Meanwhile, the difference is reflected in the variety of complementary vegetables with the wide toppings and crackers. These four factors are the supporters of the

success of Semanggi village cooking, so it is very close to the thoughts of its customers and has a tourist attraction, in Surabaya. As stated by Damanik and Weber that the attractiveness of tourists is related to four factors, such as diversity, originality, authenticity, and diversity. Tracing the four elements of Damanik and Weber can be linked when highlighting traditional clover food as one of Surabaya's culinary delights that is meaningful and has the potential for culinary tourism. According to the author is very fulfilling. This has also been conveyed by the 9 informants that clover culinary in Surabaya is a traditional food that is distinctive, unique and has high originality and authenticity. Thus the culinary tourism potential of Semanggi Surabaya is a tour of the people's appetite that should be preserved and popularized, especially the younger generation, so that it is increasingly recognized by all groups.

5 Conclusion

5.1 Conclusion

Based on the results of the study it can be concluded that clover culinary is a type of traditional Food that is useful, has the potential to become a tourist destination. Semanggi tourists are interested in its unique, unique, toppings as different from other foods, to enhance the taste, as a different type; its originality which is reflected by the uniqueness of the materials used and the design process; originality that comes from the local people of Surabaya, and the truth that is seen by its value, appearance, and existence.

5.2 Suggestion

The author's hope is that Surabaya's clover culinary delights can become traditional culinary delights that are more widely known to the public. It is hoped that the young generation and the Surabaya City Tourism Office can play a role in preserving and popularizing traditional clover food as an authentic culinary tourism attraction in the city of Surabaya

Acknowledgements

We would like to thank the institution of Surabaya State University, in this case LPPM Unesa, for giving the author the opportunity to complete this paper. It is hoped that this article will be useful in the development of social sciences, especially in Geography.

References

1. Prasiasa, Dewa Putu Oka. 2013. *Community-Based Tourism Destinations* Publisher: Salemba Humanika.
2. Syarifuddin, D. 2017. Cultural Values of Parahiyangan Tasik Batik as a West Java Tourist Attraction, *Journal of Resort and Leisure Management*. Volume 14, No.2, October 2017. Indonesian University of Education, Bandung
3. Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*.
4. Wilk, R. R. (1999). Real Belizean Food: Building Local Identity in the Transnational Caribbean. *American Anthropologist, New Series*, Vol. 101(2), 244-255.
5. Rindawati, Semanggi seller with carrying basket (Study of Economic Existence and Institution of Clover Sellers by carrying baskets in Surabaya City), *Research on Humanities and Social Sciences*, www.iiste.org ISSN (Paper) 2224-5766 ISSN (Online) 2225-0484 (Online) Vol.5, No.16, 2015.
6. Miner, John B. 1998. "Organizational Behavior: Performance And Productivity". First Edition, Random House Business Division, New York.
7. Suteja, I. W., & Wahyuningsih, S. (2019). Inovasi budaya kuliner melalui komodifikasi sebagai penunjang kegiatan pariwisata di kawasan wisata Mataram. *Media Bina Ilmiah*, 13(7), 1397-1404.
8. Marcin Staniewski & Katarzyna Awruk (2016) Start-up intentions of potential entrepreneurs – the contribution of hope to success, *Economic Research-Ekonomska Istraživanja*, 29:1, 233-249, DOI: 10.1080/1331677X.2016.1166345 To link to this article: <https://doi.org/10.1080/1331677X.2016.1166345>
9. Eric R. Wolf. Surabaya City Culture and Tourism Office, Year 2022. *Peasant War*. Insist Press Publisher.
10. Yoeti, Oka A. 2012. *Tourism Planning and Development*. Jakarta: Pradnya Paramita.
11. Damanik, Janianton and Helmut F. Weber. 2006. *Ecotourism Planning*. Yogyakarta: CV Andi Offset.
12. Cooper, DR And Emory, CW 1995. *Business Research Methods*, 5 th edition, Richard D. Irwin Inc.
13. International Culinary Tourism Association. *The World's Leading Authority on Culinary Travel. Marketing Outlook*, 2017.
14. Scarpato, Rosario. 2002b. "Gastronomy Studies in search of Hospitality" in *Journal of Hospitality and Tourism Management*, Vol. 9, No.2, June 2002, p.1- 36.
15. Aryanto, Faktor-Faktor Yang Berpengaruh Terhadap Kinerja UMKM di Tegal, 2019, *Journals of Accounting Research*, Monex
16. Roberto Chang., Catao, Luis. 2017, "Financial Frictions and Risk Sharing in Small Open Economies." Unpublished.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

