

Preference Traditional Beverages in Gianyar, Bali

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Abstract: Gianyar is one of the regencies in Bali, besides popular with the Balinese culture such as statue, dance, carving. Gianyar also have many traditional culinary especially for traditional beverages made from herbs commonly found around the environment. Traditional beverages are drinks made from herbal ingredients and the manufacturing process is still using traditional methods. Traditional drinks can be interpreted as a beverage owned by a custom or an area inherited from generation to generation. In Gianyar regency, there are 7 districts that have a variety of traditional drinks. Traditional drinks will be easily found in markets or street vendors located on the roadside or in the village square. Based on the results of a survey conducted in 2009 by the Center for Traditional Food Studies (PKMT) of Udayana University reported by Suter, et al. (2009), in Gianyar regency has 12 type of traditional beverages. Not all traditional beverage are enjoyed by the community, especially by the younger generation. Surely there are drinks that are most enjoy doing and there are also drinks that are not so favored and are rarely found in markets or stalls. The purpose of this research is to explore about traditional beverage and to find out which traditional beverage is the most preference in Gianyar regency and to be able to bring out one of the uniqueness of Bali, especially in the field of drinks, so that local Balinese geniuses have an active role in the era globalization and to improve the economic conditions of local communities. This research was conducted in 7 district at Gianyar regency using simple quantitative descriptive analysis method, the theory used in this study is the theory of traditional drinks and a test of preference for consumer assessment. The results of this study stated that Daluman which has become a favorite one for traditional beverage in Gianyar regencies.

1 INTRODUCTION

Bali is one of the tourism destinations in Indonesia which is well known to the international world. Bali is known as the island of a thousand temples because as a place of worship of Hindus and the many temples in Bali and Bali is also dubbed as a paradise island because of its extraordinary natural beauty. Bali is known to have a variety of good tourism destinations in the area of Kuta, Denpasar, Buleleng and Gianyar. In addition to tourists enjoying its natural beauty, tourists can also enjoy culinary tours that serve both food and beverage. Traditional drinks in the district of Gianyar are mostly made from herbs commonly found around the environment.

Traditional drinks are drinks made from herbal ingredients and the manufacturing process is still using traditional methods. According to the third edition of the Big Indonesian Dictionary in 2005, a drink means a drink. While traditional means as something that is hereditary according to the

customs of an area or region. So traditional drinks can be interpreted as a beverage owned by a custom or an area inherited from generation to generation.

The development of culinary tourism has begun to be much in demand by domestic and international tourists. Tourists who come to Bali have started to glance at their traditional culinary because it is incomplete if visiting an area without enjoying its traditional culinary, especially in the Gianyar Regencies, selling many typical dishes from various regions in Bali both food and traditional drinks.

Gianyar regency has 7 districts that have a variety of traditional drinks. Traditional drinks will be easily found in markets or street vendors located on the roadside or in the village square.

Based on the results of a survey conducted in 2009 by the Center for Traditional Food Studies (PKMT) of Udayana University reported by Suter, et al. (2009), in Gianyar regency has 12 type of traditional beverages.

Table 1: Types of traditional drinks that exist in each district in Gianyar Regency.

NO	District	Traditional Beverage
1	Blahbatuh	Loloh tibah, loloh don kayumanis, loloh cemcem
2	Gianyar	Loloh don kayu manis, loloh beluntas, loloh tibah, loloh don temen, loloh don sembung
3	Payangan	-
4	Sukawati	Brem dan daluman
5	Tampaksiring	Loloh don kayu manis, loloh don dapid, loloh beluntas, loloh temu, loloh kunyit, loloh tempoh
6	Tegelalang	-
7	Ubud	Daluman

Sumber: Pusat Kajian Makanan Tradisional (PKMT) Universitas Udayana. Suter, *et al.* (2009)

From the table above, there are traditional drinks in each of the districts in Gianyar Regency. The object of research will be traditional drinks in the district of Gianyar. Of all types of drinks that are in the district of Gianyar, not all traditional drinks are enjoyed by the community, of course there are those that are not so liked or even unknown. Especially the younger generation prefers packaged drinks sold in stores rather than traditional drinks sold by traders who sell on the roadside. In terms of the efficacy of traditional drinks have properties that are far better than the packaged drinks sold in stores.

In terms of packaging drinks that have a brand is indeed more attractive appearance than traditional drinks which are usually only packaged in plastic but there are already traditional drinks that have been packaged in the form of bottles. Gradually, traditional drinks will erode and start to be abandoned by the Balinese people themselves, especially the younger generation who choose outside brand drinks instead of traditional Balinese drinks.

With the development of culinary tourism, traditional drinks are needed as one of the attractions and identities for an area. With this Bali not only has natural beauty, tradition, but Bali also has a variety of traditional drinks that are served in various places. From the foregoing, efforts should be made to dig up information about traditional drinks in every region in Bali to be inventoried and documented which can later be preserved and introduced to the world as one

of the assets and tourist attractions in Indonesia, especially Bali.

This effort was carried out for the initial steps in preserving traditional Balinese drinks especially in the Gianyar regencies. This research is an initial stage of exploration conducted in the district of Gianyar regencies. This exploration will go through an inventory stage of which types and traditional drinks are most popular in Gianyar regencies with the method of collecting data by interview, observation, documentation, questionnaires to find out the level of liking and for distributing questionnaires by purposive sampling method.

2 LITERATURE REVIEW

Kruger (2014) mentions that traditional drinks that have survived for hundreds of years until now use brown sugar and spices. The use of spices has been used for centuries in spices to give different flavors. Likewise, the use of traditional medicines. Drinks or spices from Indonesian culture. Traditional drinks have distinguishing characteristics from other drinks are the spices and herbs that contain bioflavonoids, which are active substances that play a role in strengthening the immune system seen from its nature that has sensory characteristics, nutritious, and has physiological properties that are nutritious for health.

According to Babie 1989: 80 exploratory research is the exploration of a problem / topic to understand the problem or topic. Exploratory research is related to efforts to determine whether a phenomenon exists or does not exist. Exploratory research is used to answer the question form "Are there / not ?". For example, simple research in the social sciences. Do women or men have a tendency to sit in the front row of the class or not? If between one party or both have these tendencies, then a phenomenon is obtained that will encourage a further study. Exploratory research can also be very complex. Usually, researchers choose exploration objectives because of 3 kinds of intentions such as: satisfying the initial curiosity and later wanting to understand more, assessing the feasibility of conducting studies / research that will be more in-depth, the methods used in more in-depth research will be developed later. The results of exploratory research are often considered unsatisfactory because they are exploratory research. The dissatisfaction of the results of this study is usually related to the problem of representativeness / sampling. But we need to realize that exploration really means

"opening the road" so that after the door is opened wide it requires more advanced and focused research there is a portion of the space behind the open door.

3 THEORY STUDIES

Drinks are "Is a liquid which is specifically prepared for human consumption. In addition to filling a basic human need, links from part of the culture of human society ". From this opinion can be interpreted, "Drinks are special liquids prepared for human consumption. In addition to meeting basic human needs, drinks are part of the culture of the community.

According to the third edition of the Big Indonesian Dictionary in 2005, a drink means a drink.

According to the above understanding, it can be concluded that drinks are anything that contains liquids which in general can eliminate thirst and are safe for consumption by humans by mouth, except for drugs, soups, and harmful liquids.

Katsigris (2006: 59), Beverages is a liquid which is specifically prepared for human consumption. In addition to felling a basic human need, beverages from part of the culture of human society.

According to Imtima: 2007 the traditional meaning is a habit that originated from an ancestor which was passed down from generation to generation and is widely practiced by society today.

M Abed Al Jabri 2000 Traditional definition is anything that is inherited by a child from his parents, be it position, inheritance or nobility.

So according to the above understanding it can be concluded that traditionally is everything that was passed down by the ancestors from generation to generation in the form of recipes, things. dance, song, position, treasure and nobility that we can also bequeath to the next generation

Sunaryo (2015) explains that according to the experience of the ancestors from the ancestors, the use of all types of plants in the environment to maintain health. Ancestors since ancient times have mixed various leaves, roots, flowers, wood, to the tubers of spice plants to maintain physical fitness and cure various health complaints. Of the various natural materials are processed in such a way as to be able to maintain health.

In https://id.m.wikipedia.org/wiki/ek_exploration (accessed on 18 May 2018), it is explained that exploration is also called exploration or searching, exploration is the act of searching or exploring with the aim of finding something, for example unknown

areas, including space (space exploration), petroleum, natural gas, coal, minerals, water or information. Although exploration has occurred since the beginning of human existence, exploration is considered to have reached its peak at the time of the colonial era, when European seafarers roamed all over the world to discover new areas and cultures.

According to Koesoemandinata, 2000 "exploration is a scientific technical activity to find out areas, regions, conditions, spaces previously unknown in their contents. Scientific exploration will contribute to the treasury of science. Exploration is not only carried out in an area, it can also be in the depths of the sea that has never been explored at all, space, even insight of the mind (exploration of the mind). , aerial photography, satellite imagery and indirect survey methods identify prospective anomalous areas for further investigation (2) general prospecting, this stage is intended to narrow the area to be used as a place of exploration.

Bompard and Kostemans (1985) state that exploration is carried out in stages by relying on sources, both directly from the primary information giver and from library data. Thus, in connection with this research, this exploration can be interpreted as a source of a thorough investigation and exploration of traditional Balinese drinks in order to find, collect, document and types sourced from the main information providers and literature for scientific purposes

So from the above understanding in terms of exploration is also called explorative, which is one of the three forms of research objectives, while the other objectives are depiction (descriptive) and explanation (explanatory). In this case, exploration or exploratory is an attempt to form a general and initial understanding of something. Exploration consists of an initial exploration stage and an advanced exploration phase where the exploration aims to obtain more detailed data from the initial exploration.

The preference test is also called the hedonic test. Panelists were asked their personal responses about likes or dislikes. Besides the panelists expressing their happy, like or reverse responses, they also expressed their liking. These favorite levels are called the hedonic scale. For example, in terms of "like" it can have a hedonic scale such as: very, very like, very like, like, rather like. Conversely, if the response is "dislike", it can have a hedonic scale such as like and rather like, there is a response that is referred to as neutral, ie neither like nor dislike.

According to Lumanauw (2000: 6) said that drinks are divided into 2 (two) main parts, namely non-Alcoholic Drink and Alcoholic Drink.

Non alcoholic beverage (drinks without alcohol content) can be classified again into several parts, namely:

- a Fruit juices, are solely juice / juice, which is taken by squeezing fresh fruit.
- b Milk, milk is almost a food that is categorized as complementary foods. Milk contains protein, fat, sugar, salt, and vitamins
- c Syrup is a solution of sugar and water or a solution of fruit juice, sugar, coloring and flavoring
- d Squash is a beverage consisting of fruit juice with small slices of fruit (fruit flesh)
- e Natural mineral water, mineral water is pure water with a high mineral content. Mineral water can be divided into two, namely: pure mineral water that is mineral water that is tasteless, odorless, and colorless.
- f Artificial mineral water, which is water that comes from a mixture of mineral materials into fresh water and is added to carbon dioxide and the aroma of fruits. like: lemon drink, ginger ale.
- g Coffe is a type of drink that comes from coffee beans should be ground before brewing.
- h Tea is a beverage that is processed from pure tea leaves, or mixed with tangakai and flowers
- i Chocholate, made from cocoa beans or fruit, adding this sugar is also called "slab chocholate".

Alcoholic beverage (alcoholic drinks), can also be classified into several types, namely:

- a Beer, can be interpreted as an alcoholic drink containing carbon dioxide, and made from: barley, hops, sugar, water and distributed with yeast, and added with finings.
- b Spirit, which is an alcoholic drink made by distilling a fermented liquid. Types of spirits: Whiskey, Brandy, Rum, Gin, Vodka.
- c Liqueurs, in principle, liqueurs are made by mixing a spirit with one or several scents (flavors) and sweetening, taste, aroma, and color of various types of liqueurs are obtained from the types of fruits and plants used as mixers. There are two types of liqueurs namely Under Propierty Brand and Under Generaal Brand.
- d Wine, is an alcoholic beverage produced from the fermentation of grapes.

According to Atmodjo (2004: 36) there are several methods in making mixed drinks, namely:

- a Shaking is making drinks by shaking the ingredients in a shaker filtered directly and poured into a glass.
- b Stiring, namely making drinks by stirring the drinks in a glass.
- c Mixing is a beverage by stirring the drink in a mixing glass with a long bar spoonlau filtered with a strainer.
- d Blending makes drinks by using an electric blender to stir and pour into a glass
- e Preparing is making drinks by pouring drinks directly into the glass in front of guests.
- f Floating is making drinks by pouring the beverage ingredients one at a time into the glass to form a layer

Mainstay of Making Traditional Drinks

Sunaryo (2015) explains that according to the experience of the ancestors from their ancestors, the use of all kinds of plants in their environment to maintain health. Ancestors since ancient times have mixed various leaves, roots, flowers, wood, to the tubers of spice plants to maintain physical fitness and cure various health complaints. Of the various natural materials are processed in such a way as to be able to maintain health.

From Sunaryo explanation of the ingredients used in maintaining bodily health and the understanding of traditional drinks according to Kruger can be interpreted that long ago ancestors had used herbal ingredients to maintain a healthy body by drinking a mixture of these spices with added sweeteners (sugar)

The basic ingredients of making traditional drinks include:

- Fruit
- Roots
- Flower
- Bulbs
- Woods
- Foliage
- Sweetener Agent

The processing methods used in making traditional beverage are vary, where in making some traditional drinks, the ingredients are cooked first and then the ingredients are prepared directly in front of the buyer and presented. Then, for some traditional drinks the ingredients used are mixed where the ingredients used are fresh and only the water is taken immediately packaged in bottles such as loloh / herbal medicine.

Judging from the basic ingredients used and the results of interviews conducted traditional drinks can

not last long because it uses natural ingredients in its manufacture, traditional drinks last a day for ice daluman and rice cendol ice for the use of coconut milk on this drink, whereas for drink rujak tibah, loloh turmeric, loloh base / betel, and loloh sambiloto can last two or three days if stored in the refrigerator.

4 RESEARCH METHODS

Gianyar Regency is a district in the province of Bali, Indonesia. The capital is Gianyar. This area is the center of carving culture in Bali. Astronomically located in the Coordinates: 8 ° 18'48 "-8 ° 38'58" LS and 115 ° 22'23 "East. Gianyar borders Denpasar City in the southwest, Badung Regency in the west, Bangli Regency in the east and Klungkung Regency in the southeast.

Gianyar Regency has 7 districts, 6 villages and 64 villages. The population is 492,757, with an area of 368,00 km².

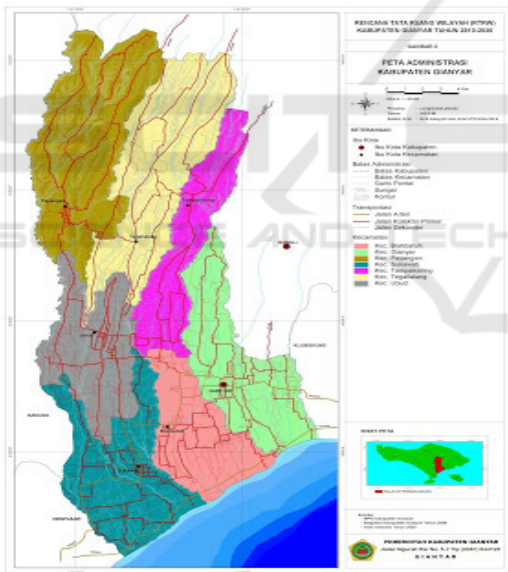


Figure 1: Maps of Gianyar Regencies

This research was conducted at 7 district market in Gianyar regencies with a total of 90 respondents with purposive sampling method. This is a simple quantitative descriptive study, namely problem solving techniques by systematically collecting data using a mean which is the sum of all data divided by the amount of data described in a language that is easy to understand and compare with reality faced in the field with existing theories, so that in the end they can draw conclusions by giving logical reasons.

To find out the traditional drinks that are popular in Gianyar Regencies, the steps are:

Questionnaire distribution

On this occasion the questionnaire used was a favorite test questionnaire where each answer to the questionnaire had a weight or score value with a Likert scale that is the answer that the value was 4, the answer liked the value was 3, the usual answer value was 2, the answer did not like the value was 1.

Data tabulation

Data that has been collected then the answer is entered into a table so it is easy to find the mean value.

Look for the mean value

to analyze the frequency of occurrence of all events based on the scale of research the formula used based on the theory of Sudarmayanti and Syarifudin (2002: 182) is:

$$Mean = \frac{\sum(F1 \times 1 + F2 \times 2 + F3 \times 3 + F4 \times 4 + F5 \times 5)}{F1 + F2 + F3 + F4 + F5}$$

Note :

F1×1 is the number of results of the middle value at times with frequency

F1 is the number of frequency

Analyzing the indicators

The categories used in this study are derived from the numerical value of the hedonic test which can be interpreted as 3 dislikes, 5 ordinary, 7 likes, 9 Very likes

5 DISCUSSION

By distributing 120 questionnaires and 90 complete ones or 75 percent of the questionnaires distributed. The following is a recapitulation of the results of the questionnaire on traditional beverages in 7 market in Gianyar Regencies that were distributed during July 2019.

Characteristics of Respondents

Characteristics of 90 respondents who have visited the market and enjoyed traditional beverages based on sex as much as 56.67% are female and 43.33% male, so it can be assumed that the majority who enjoy traditional beverages is female.

Data analysis

Based on the results of the calculation of questionnaire data and guided by the indicators of traditional beverage in Gianyar Regencies. Here are the results of the rating of traditional beverage which enjoyed in Gianyar Regencies.

Table 2: The average value of drinks enjoyed in Gianyar Regencies

NO	Traditional Beverages	Data Amount	Mean	Category
1	Brem	270	3	Dislike
2	Daluman	770	8.5	Like
3	Loloh beluntas	283	3.1	Dislike
4	Loloh don kayumanis	432	4.8	Dislike
5	Loloh don temen	292	3.2	Dislike
6	Loloh don sembung	282	3.1	Dislike
7	Loloh tibah	288	3.2	Dislike
8	Loloh cemcem	484	5.3	Ordinary
9	Loloh kunyit	248	2.7	Dislike
10	Loloh tempoh	280	3.1	Like
11	Loloh temu	248	2.7	Dislike
12	Loloh don dadap	374	4.1	Like

From the table above it can be seen that the drinks that have the highest value among other drinks, from the 12 traditional drinks that are popular in Gianyar regency, are daluman and those that have the lowest or disliked value are loloh kunyit, loloh temu and brem. These three drinks have the lowest average value.

6 CONCLUSION

Based on the analysis of the data conveyed in the discussion, it can be concluded that from the results of exploration found 12 traditional drinks that are commonly sold in Gianyar Regencies.

Most popular traditional beverage is Daluman and traditional beverage that are not like it are loloh temu, loloh kunyit and brem. And from the results of interviews and questionnaires of traditional beverage are still there but more come from among the elderly. Traditional beverage that are very popular with all people from the young generation to the elderly tend to have a sweet taste because of the provision of liquid sugar in daluman drinks. In order for other traditional drinks to be enjoyed and known by the community, especially the younger generation, it is necessary to preserve traditional drinks so that traditional drinks do not lose their existence in the community, especially the younger

generation. There needs to be an understanding of how to make traditional drinks, good ingredients to be used as traditional drinks and also the properties produced from each of the traditional drinks.

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