

Cirebon Culinary Travel Pattern

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Abstract: Cirebon area is one of the regions in West Java Province that has a variety of tourism potentials. Supported by a strategic location and good access, Cirebon become a new tourism development area in West Java Province. As one of the regions that has potential in the tourism sector, especially culinary tourism, Cirebon area should have a travel pattern of culinary tourism. The purpose of this research is to identify the actual condition of culinary and tourist attractions, and also to measure the time required for traveling in Cirebon area. We are using a qualitative method and observation, interview, and literature review as data collection techniques. The results of this research are Cirebon area has a lot of variety of places that are very interesting for tourists to visit. As for the conditions of travel time needed by tourists during the visit, it is considered quite good, where the distance between the culinary attraction locations are close to each other and this thing is one of the most important key factors. In conclusion, we create a Cirebon culinary travel pattern, which can be used as a reference for making tour packages and is expected to be useful for the regional government and all related tourism stakeholders in Cirebon area and West Java Province.

1 INTRODUCTION

Tourism has been designated as one of the leading national development sectors by the President of Indonesia, Mr. Joko Widodo. In terms of achieving this, the government has planned several programs that can support the achievement of the target number of foreign tourist arrivals of 20 million by 2019. Based on data from the Ministry of Tourism, 40 percent of tourists spend money on culinary shopping when visiting a tourist attraction (Kompas.com, 2016). This makes culinary as a tourism sector that supports the increase in income of the tourism industry, especially in the food sector.

In this global era, it cannot be denied that the competition of cities is increasingly fierce. The cities are competing with each other for attention, investment, visitors, buyers, and events. Existing competitors even come from other parts of the world. To be able to deal with globalization, it is important for a city to have a brand as the direction of development of the city in a global context, not just a local context.

West Java is one of the provinces in Indonesia that has a growing tourism sector because it has a

high-value tourist attraction. In West Java, there are several famous and interesting tourist attractions, such as in the capital city of West Java Province namely Bandung City with Gedung Sate as its icon, both of north and south Bandung Regency with natural tourist attractions in the highlands where Mount Tangkuban Parahu in the north and the White Crater in the south as the main tourist attractions that must be visited by tourists.

Cirebon City and Cirebon Regency (hereinafter referred to as the Cirebon region) with their status as the National Activity Center in West Java Province which has their own characteristics and uniqueness. The geographical location of the Cirebon region makes it easy for tourists to visit worthy visiting destinations. It can be reached by land as far as 130 km from the City of Bandung and 258 km from the City of Jakarta, besides, there is the Cipali Toll Road (Cikopo-Palimanan), a toll road that connects the regions around West Java and DKI Jakarta which aims to facilitate accessibility of tourists who will visit the Cirebon region.

According to the Ministry of Tourism represented by the Secretary-General of the Ministry of Tourism Ukus Kuswara; 2015 "Cirebon is an area

of the nine cities planned to be included in the agenda of developing leading tourism destinations."

Based on data obtained from the Central Statistics Agency of the City & Regency of Cirebon, it was found that the number of tourist visits was 2,523,613 people in 2018. Where 1,080,544 were those who visited the city of Cirebon and 1,443,069 visited the Cirebon District. The tourists were dominated by locals.

People mainly visit Cirebon to visit tourist attractions, such as Kasepuhan Palace, Kanoman Palace, Kacirebonan Palace, Sunan Gunung Jati Tomb, Sunyaragi Cave, Batik Trusmi-a one-stop batik center which is famous for its Mega Mendung motifs. Besides these, culinary tourism can be an alternative in developing the Cirebon Tourism Industry. Culinary tourism lately is increasingly popular with tourists, this is due not only to the influence of promotions conducted through TV alone but also by food vloggers. A variety of food menus, especially regional specialties, has become popular. Even menus that were previously rare or never known suddenly became the one that many people seek. This is becoming an opportunity to develop culinary tourism in Indonesia because it has a diversity of tribes and cultures which of course has an impact on the variety of culinary in one area.

The potential of Cirebon culinary tourism is no less important than the potential of existing arts and cultural tourism. This culinary potential becomes the main attraction for tourists. Typical cuisine is known as traditional food (Eva et al., 2015). Traditional food is food that is consumed by people in certain regions and ethnicities and is made from local ingredients according to the tastes of the community for generations including complete food, snacks, and drinks (Astawan, 2013).

Culinary tourism is an alternative in supporting the potential of natural, cultural and man-made tourism. Culinary tourism can be a complement to a tourist product in a destination.

Cirebon community culture is a collaboration between Sundanese and Javanese culture. Where within the region, the culture is divided into harbor culture and agriculture. More than just meeting the two cultures, the culture of Cirebon has other distinctions due to the integration of Hindu, Chinese, and Islamic Cultural elements. The existing food culture is affected by these conditions (Gusni, 2015).

Culinary tourism itself is a tourism that is influenced by the desire to visit a place where food is made, food festivals, restaurants, or a place to try food (Hall et al., 2003).

To support the development of culinary tourism in Cirebon, we need to plan travel patterns. According to the Guidelines for the implementation of the preparation of the Travel Pattern of the Ministry of Tourism

(2010) The pattern of travel itself has several objectives, namely:

1. Increase tourist visits both inbound and outbound.
2. Increase the length-of-stay of tourists.
3. Distribute tourist visits to existing attractions.
4. Creating competitiveness of tourism products through diversification of travel patterns contained in tour packages.
5. Facilitate and assist tourism actors in compiling and selling tour packages by following market needs.

The purpose of this study is to make a recommendation for existing travel patterns in Cirebon, by first identifying accessibility, culinary attractions, amenities and travel time. from the emergence of this issue, it is expected that culinary travel pattern can be used and utilized by the government, tourism industry players, the community of the City & Regency of Cirebon, and the employees in companies who want to entertain their guests when they come to visit Cirebon.

The travel pattern that will be made is for domestic tourists F.I.T (Free Individual Traveler) with age segmentation included in the millennial category, which is born between 1980 and 2000.

Millennials are relatively braver when they travel compared to previous generations. They look for unique, new, authentic, and personal experiences. Millennials don't give in to economic problems, they are happy to do everything themselves. One of the unique things of the millennial generation is that they prefer to allocate income for a trip rather than having to buy a house, branded goods (fashion), and gadgets. The size of the income does not break the desire of millennials to travel (Parhusip & Arida, 2018). Millennial tourists will continue to grow and become a major market for Indonesian tourism in the future, so whoever wins it will be the winner in the future (Yahya, 2019). Through making this culinary tour pattern, it is also hoped that it can simultaneously introduce the cultural diversity of Indonesia to millennial tourists.

Millennials generate traveling as a top priority. Based on a survey conducted by booking.com, it is found that 65% of millennials make traveling as their main priority for spending money in the next 5 years.

Based on preliminary data obtained by the research team, the results show that so far, the average length of stay in Cirebon is 1.49 days for domestic tourists. This is one of the reasons why the research team conducted this research, how the preparation of this travel pattern can be used to increase the length of stay of tourists.

2 LITERATURE REVIEW


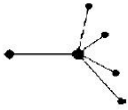
2.1 Culinary Tourism


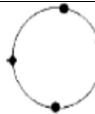

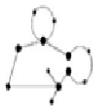
Culinary tourism itself is a tour that is influenced by the desire to visit a place where food is made, food festivals, restaurants, or a place to try food (Hall et al., 2003).

2.2 Travel Pattern

According to Rahim (2012), Travel Pattern is a pattern compiled through the identification and mapping of diversity of tourist attractions, supporting facilities and infrastructure, accessibility, duration of visit times, and the distance to tourist attractions. From this diversity, patterns are formed that can be studied or examined by geographical study. The use of spatial pattern type classification on travel patterns can represent and provide an explanation that is quite easy to apply in this study. These are the following forms of travel patterns according to (Lew and McKercher, 2006):

Table 1: Types of Travel Patterns

No	Name	Travel Pattern	Descriptions
1	<i>Single Point</i>		Travel to another destination and place of origin using the same route
2	<i>Base Site</i>		A travel pattern that resembles a beam with a central point.

3	<i>Stop Over</i>		Travel that goes to one main destination point where visiting other destination points (secondary) in its movement.
4	<i>Chaining Loop</i>		Travel with a rotating type such as a ring that connects two or more destination points and no repeat routes occur.
5	<i>Destination Region Loop</i>		Tourist trips that begin with a route around other destinations.
6	<i>Complex neighbourhood</i>		a combination of two or more travel patterns mentioned above.

Source: Lew and McKercher (2006)

3 METHODOLOGY

3.1 Research Design

The research method used in this study is exploratory - qualitative descriptive, by exploring the culinary tourism potential of the Cirebon area. The data collection process is carried out through the observation process and also the interview process conducted by the researcher to the parties concerned.

3.2 Research Participants

The participants in this study were determined using non-probability sampling techniques with the type of purposive sampling. The chosen informants as participants in making this culinary tourism pattern are the Education, Youth, Sport, and Tourism office of the City of Cirebon.

3.3 Data Analysis Techniques.

The technical analysis of culinary travel patterns was carried out through four stages namely the process of data collection, data reduction, data presentation, and decision making. The four stages were implemented to analyze the data obtained from the results of field research and obtain conclusions about the research conducted. The data analysis technique used is the Miles & Huberman model in Fuad&Nugroho (2014), with the following descriptions:

- a. Data Reduction is the process of sorting and selecting, simplifying data related to research interests, abstraction, and transformation of rough data from the field.
- b. Data Display is a brief description, charts, flowcharts and the like. This stage can help researchers to understand what is happening, plan further analysis based on what was previously understood.
- c. Conclusion / Verifying is the final step in data analysis. Data validity test is carried out through a triangulation approach to test whether the research data collected have differences or not so that the data can be considered valid or invalid.

In this study two triangulation techniques were conducted according to Fuad & Nugroho (2014) as follows:

- a. Source Triangulation
Done by checking the data that has been obtained from various sources. Data from various sources are then sorted and selected and presented in the form of a matrix table. Data from different sources are described, categorized to find out which views are the

same, which are different and which are the most specific.

- b. Technical Triangulation
Done by checking data from various data collection techniques. For example, by using in-depth interview techniques and documentation, the two techniques will then be compared to see the consequences.

4 EMPIRICAL RESULTS AND DISCUSSIONS

4.1 Accesibility

The tourists can go to Cirebon in various ways, including:

- a. Via air, through the Kertajati Airport in Majalengka which is only about 60 km to Cirebon, or 60 minutes travel time by car.
- b. Via land, for tourists who use private/rental cars, can use the Cikopo - Palimanan / Kanci Palimanan toll road for tourists who come from Bandung, which takes about 3 hours. An alternative land road that can be taken is through Jalan Bandung - Palimanan / Jl. Cirebon - Bandung, with a travel time of around 4 hours 30 minutes. Tourists from Jakarta can use the Jakarta - Cikampek and Cikopo Palimanan toll roads with a distance of about 3 hours. Another option that can be done is by using the train transportation mode. Tourists from Bandung can use Ciremai Train. The train services depart twice a day and operate every day. The journey takes approximately 4 hours. Tourists from Jakarta can use Argo Cheribon, Argo Muria, Argo Dwipangga, Argo Bromo Anggrek, Bangunkarta, Argo Sindoro, Bima, Gajayana, Sembrani, Argo Lawu, and Taksaka with an average travel time of 3 hours. In addition, tourists can also use public buses that will arrive at the Harjamukti Terminal which serves Jakarta, West Java, Central Java, and East Java routes as well as areas around Cirebon.

4.2 Culinary Attraction

4.2.1 Bogana Rize

Originally meant potluck rice, it was a typical thanksgiving rice in Cirebon. Derived from Sundanese language, which means *sabogana* or

saayana, which means perfunctory. Often encountered during the implementation of traditional ceremonies. Bogana rice consists of yellow rice with some side dishes on its side, such as tofu, tempeh, chicken eggs, and yellow seasoned chicken. Usually, the yellow rice is shaped like a cone. Cone-shaped rice symbolizes unity with God, while yellow symbolizes majesty. Tourists can try to taste the Bogana rice at Pawon Bogana, a restaurant inside the Kacirebonan Palace. The Sultan of Kecirebonan, Abdul Ghani did an innovation by introducing this traditional dish in a culinary tourism concept that was not only for-profit purposes but to support and attract tourists to come to Kecirebonan Palace. He also has a mission to preserve the cultural uniqueness of the Kacirebonan Palace.

4.2.2 Empal Gentong

Empal in Cirebon's language means meat, while *Gentong* is the name of an empal cooking container made of clay or earthenware. Empal Gentong resembles curry. Usually, beef is used as a basic ingredient and eaten using rice or Indonesian rice cake. Some famous restaurants that specialized in Empal Gentong are Empal Gentong Mang Darma, Empal Gentong Krucuk, and Empal Gentong H. Apud.

4.2.3 Sega Jamblang or Jamblang Rice

The characteristic of this food is the usage of teak as a pack of rice leaves. The dish is served via a buffet. Segga Jamblang was originally intended for forced laborers who built the Anyer - Panarukan road. Teak leaves are chosen because when the rice is wrapped in these leaves, the rice will taste fluffier and more durable. Usually, Jamblang rice will be eaten with some side dishes such as fried chicken, fish stew, tempeh, tofu, potato satay, sambal, etc. Some famous restaurants that provide this menu are Nasi Jamblang Dul, Nasi Jamblang Bu Nur, Nasi Jamblang Pelabuhan, etc.

4.2.4 Lengko Rice

Derived from the word "rare", in the Cirebon dialect means none or rarely. The side dishes of Lengko rice is very simple, such as tofu, tempeh, bean sprouts, chives, peanut sauce, cucumber, and soy sauce. Because the rice and side dishes are stirred together, some people think the naming of Lengko rice comes from the word "lekoh" (thick). Even in its development, there are also those who synchronize it with "complete and economical"

because of its simplicity. Some famous restaurants that provide this menu of Lengko rice are H. Barno, Bahagia, H.M. Sadi, Ibu Suniah, Bu Ros, Mbok Temu, Warung Lengko 29 dan Ibu Hj. Raminah. In 2018, the Cirebon city government held an event by eating Lengko rice together to break a new record in Original Record Indonesia (ORI), which was attended by approximately 3000 residents of Cirebon City.

4.2.5 Docang

Is a typical food that consists of *uraban* (mixture) of various food ingredients, namely cassava leaves, crackers, rice cake, *sambal*, and spices. It served in thick vegetable sauce called *dage*. This food has a distinctive savory flavor and usually served warm for breakfast, lunch, and dinner. Docang comes from the word "*godongan* beans" which means most of the sauce consists of many kinds of beans, such as *dage* (*oncom* in Sundanese), bean sprouts, coconut, and leaves (papaya's or cassava's) mixed with grated coconut. This dish was invented in 15 agricultural areas that are very rich in pea and leaves. Some of these areas are Kaliwadas Village, Tegalsari, Megu, Weru District, and Cirebon Regency. At every Prophet Muhammad's birthday celebration in the square of Kanoman or Kasepuhan, Docang is served when people are sitting on traditional mats. Today, authentic Docang is rarely found even in Cirebon. There is only one place that serves it, and it is located on Gg Rattan Karanggetas.

4.2.6 Tahu Gejrot or Gejrot tofu

Tahu Gejrot or Gejrot tofu is a typical food made from tofu and other seasonings. Tahu Gejrot consists of *tahu pong*, a type of hollow *tahu goreng* (fried tofu) cut into small pieces. It is served with a thin and watery dressing that is made by blending palm sugar, vinegar, and sweet soy sauce. It is usually served in a small earthenware bowl or clay plate, with ground garlic, pounded shallot and hot bird's eye chili cut into pieces to add spiciness. Gejrot tofu is also a typical snack in the area of Cirebon which is popular among children and adults, because of its distinctive taste sensation. The way to eat Tahu Gejrot is also unique. A small thin bamboo stick is used instead of a regular fork. Today, this food has spread to many areas in Indonesia such as Jakarta, Malang, Depok, Surabaya, and several other major cities.

4.2.7 Mie Koclok

Mie koclok (lit: "shaken noodle"), is an Indonesian chicken noodle soup, a specialty of Cirebon city, West Java. Mie Koclok stands for "*Mie Khasnya Orang Cirebon yang Lebih Okay*" which means "Cirebon People's Special Noodles that are Better than any others" created by Mr. Edy, an owner of fried noodles shop in 1945. The noodles come with a white-colored extra-thick porridge-like soup, made of chicken broth and coconut milk soup, which is coagulated with corn starch or tapioca. Other ingredients include shredded chicken breast, cabbage, bean sprouts, hard-boiled egg, kaffir lime juice, and sprinkled with sliced fresh celery, spring onion, and fried shallot. Some famous restaurants that provide this menu are Mas Edi, Pak Rasita, Panjunan, Mang Sam, and Abah Gaul.

4.3 Amenities

4.3.1 Hotel

Based on available data, Cirebon has 93 hotel options that can be selected for tourists to stay in Cirebon. Tourists can choose based on their preferences to stay in star-rated or non-star-rated hotels, according to their budget.

4.3.2 Souvenir Shop

For tourists who want to visit Cirebon, it would not be complete if they do not shop for some souvenirs. Several souvenir shops can be used as references, such as the Trusmi Batik Area, Daud Shop, Pangestu Shop, Kanoman Market, and Morning Market. The tourists can shop anything from Megamendung motifs batik to crackers, shrimp paste, jeniper, spices to make empal gentong, sweet snacks, salted shredded shrimp, shrimp jerky, petis, rambak crackers, campolay syrup, and melarat crackers.

4.3.3 Tour Guide

Tourists who need the services of tour guides can also contact DPC HPI Cirebon. There are 18 certified-tour-guides who can escort tourists to have a better understanding of the diversity of culture and history in Cirebon.

4.3.4 Tourist Attraction

Based on the collected data, Cirebon has several tourist attractions that are included in the Cultural and Heritage Tourism, namely: Kasepuhan Palace,

Kanoman Palace, Kacirebonan Palace, Sunyaragi Cave, Trusmi Batik Region, Sunan Gunung Djati Tombs, Arab Village, Panjunan Red Mosque, BAT Factory, Dewi Welas Asih Temple, Zero Kilometer Monument, BI Building, etc.

4.3.5 Transportation

Cirebon already has several options that can be used by tourists, from public transportation, car rental, taxis, *beca*, to online transportation. A variety of transportation choices in Cirebon are expected to be able to meet the preferences of tourists who are doing tourism activities in Cirebon.

4.3.6 Travel Time

The diversity of culinary attractions in Cirebon is influenced by the length of the borderlines. This caused by some of the culinary attractions that are not entirely located in the city of Cirebon, but the Cirebon Regency. However, it does not become a significant problem because the distance from one tourist attraction to another is not that far-off. So, it would not take much time.

5 CONCLUSION

5.1 Conclusion

The conclusions based on the results of data analysis are as follows:

- a. In terms of Cirebon's accessibility, the study confirms that tourists can choose the transportation mode that suits their preferences, due to the variety of transportation options.
- b. The study results proved that tourists are spoiled for choice by a multitude of options in Culinary. Cirebon's diverse culinary is expected to trigger an increase in tourists' length of stay.
- c. Based on the finding data, it can be concluded that in terms of amenities, Cirebon already has complete tourist facilities needed by tourists to do tourism activities in Cirebon.
- d. The study results provide information that the travel time needed to visit between one tourist attraction to another doesn't take much time since the Cirebon region is not too large. It is easier for tourists to visit many tourist attractions in one visit.

5.2 Suggestions

Based on the findings and analysis consisting of aspects of Accessibility, Culinary Attraction, Amenities, and Travel Time, the authors try to make a culinary travel pattern in Cirebon that can be used as a recommendation for the local government and the community to increase the number of tourists and their length of stay. The Culinary Travel Patterns in Cirebon that the authors propose are as follows:

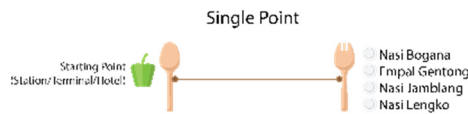


Figure 1: Single Point Model

This travel pattern model is designed to meet the needs of tourists who have limited time. The diversity of culinary attractions in Cirebon are expected for tourists to have a variety of places to visit. The time limitation is expected to be one of the triggers for tourists to re-visit Cirebon and try other culinary attractions.

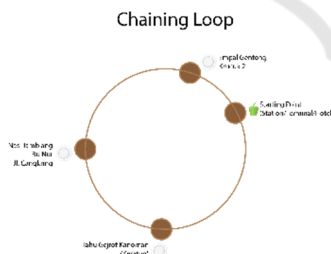


Figure 2: Model Chaining Loop

This travel pattern model is designed for tourists who have plenty of time to explore many culinary choices available in Cirebon. This pattern can be combined into existing tour packages to bring added value. But this travel pattern can be turned into an individual tour package and is expected to be sold by tourism industry players in Cirebon.

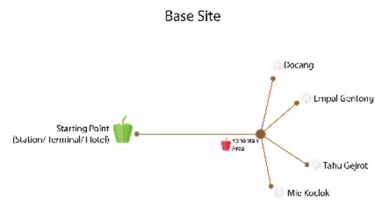


Figure 3: Base Site Model

This travel pattern model is designed for tourists who make a transit in Cirebon to do tourism activities. With this base site pattern, tourists spread out in their tourism activities in just one small area, and the area chosen is around the Kanoman Palace. This is because the area around Keraton Kanoman has a wide selection of Cirebon culinary attractions, from snacks to souvenirs.

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