

Tour Packaging based on Local Culinary Products in Cireundeu Traditional Village

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Abstract: Packaging tour for a destination is very important. This is an effort to provide facilities for tourists in their tourism activities in enjoying a destination. Incorporating culinary aspects into tour packages is still not a priority in making tour packages so far. Cireundeu traditional village with typical local products like Rasi (cassava Rice) is an interesting part and can be introduced to tourists. This study aims to analyze local culinary products that can be used as tour packages in Cireundeu City of Cimahi. Tour Packaging can be done among other with activities such as the introduction of local food with the community, educational activities for making local food, as well as examining typical foods in terms of philosophy and history. The method used in this research is a qualitative approach through interviews, observation and documentation studies. The results of the study show that the packaging of tour packages based on local culinary products can enrich the insights of tourists in addition to being able to enjoy nature, art and other cultures

1 INTRODUCTION

The development of business sectors in Indonesia specifically in the form of providing good products from companies included in the business class, tourism objects and tourism businesses, one of which is a travel company that forms a travel agency. The main role of the travel agency according to Desky (2001: 3) is to connect between tourists and companies which providing travel facilities needed by tourists to reach the destination of travel.

Moreover, according to Indonesian Law No. 10 of 2009 concerning tourism that the Travel Bureau or tour operator has an important role in advancing the development of tourism because its main function is making tour package products for tourists. For this reason, the innovations of the types of tour packages

made by a tour and travel agency company need to be improved, apart from tour packages for natural destinations, religious destinations, game destinations, it is also necessary to develop developments in terms of cultural tourism packages of a village or customary community. One of the activities of an indigenous community or village that

can be developed in a tour package is its traditional culinary processing.

A village in the middle of the Cimahi City metropolitan namely Cireundeu Village is one of the locations located in Leuwi Gajah Village, South Cimahi District, Cimahi City. This is based on Law No. 1 of 2001 concerning the formation of the City of Cimahi. Cireundeu Village is located on the border of Cimahi City and West Bandung Regency, precisely with Batujajar District. The distance from Cireundeu Village to Leuwi Gajah Village \pm 2 km to South Cimahi District, and 6 km to the City or Cimahi City Government, with a flat topography, bumpy to hilly.

With all the potential, the uniqueness and local wisdom that is owned is a special attraction with its unusual characteristics like other communities, namely making cassava as its main foodstuff, among others for snacks and processed staple foods such as rice or better known as Rasi, In addition, Rasi is food made from cassava produced by the people of Kampung Cireundeu include cassava opak, sampeu skin jerky (denkusam), egg roll, rangining, gendu tape, peyeum, cassava chips, aci flour, cassava spices and can be enjoyed and denkusam), egg roll, rangining, gendu tape, peyeum, cassava chips, aci flour, cassava spices and cassava chips can be

enjoyed and see firsthand the manufacturing process in the village of Cireundeu.

One of the development of tour packages that can be done by business travel companies in the field of packing tour packages is the local culinary tour package of the Cireundeu traditional village.

2 LITERATURE REVIEW

2.1 Tour Package

According to the WATA (World Association of Travel Agent) provisions, tourism is a trip for more than three days, organized by a travel office in the city and the event includes browsing in various places or cities both inside and outside the country.

Meanwhile, according to Government Legislation number 10, year 2009 concerning tourism: tourism is a journey carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or studying the tourist attractions that he visits in a temporary period.

Another opinion is from Hornby AS in Suyitno, 2001, tour is journey in which a short stays are made at a number of places, and the traveler finally returns to his or her own place. (Travel is a journey where someone is in the trip temporarily stopped in several places and finally returned to the original place where he began to travel.)

Referring to the above definitions, it can be concluded that the notion of tourism emphasizes more on activities carried out by tourists in a tourism journey. In a tourist trip, tourists visit a historical tourist spot so that tourists can be said to have carried out historical tourism activities. In the sense that activity is done is to enjoy historical objects. This is an illustration of activities in a tourism trip. Where activities in tourism are very much determined by the interest of tourists themselves. Not only determined by tourists' interests but based on available tourism resources. Therefore there are many historical tourism terms, cultural wista, natural tourism, educational tourism, sports tourism and other types of tourism.

While the types of tourism in terms of activities or activities according to Kesrul, (39-40: 2003) consist of; Pleasure Tourism, Recreation tourism, cultur tourism, adventure tourism, business tourism and Sport tourism, or sports, namely tourism activities with scheduled events as the main visit to visit regional or international sports events.

In tourist activities, dining tour packages become a very important part. Tour Packages according to Nuriata (2014: 11) are defined as a tourist trip with one or more visit destinations arranged from certain travel facilities in a fixed travel event, and sold as a single price that concerns all components of the tour.

Damardjati in Suyitno (2001: 67) defines a package tour as a tour plan or event that has been arranged in a fixed manner, with a certain price that includes costs for transfer/transportation, accommodation/hotel facilities, and sightseeing in the city, these attractions will be cheaper to fall compared to specially planned tours or request

Whereas according to Desky (2001: 23) The tour package is a combination of several tourism products, a minimum of two products, which are packaged into a single price that cannot be separated from each other,

Based on the above experts' definitions about tour packages, the authors conclude that tour package is a travel product that is planned and organized by a travel agency where the travel program has one or several visit destinations that involve certain travel facilities that have a single price concerning all components of a tour.

The types of tour packages include:

- a. According to Suyitno (2001: 69) in terms of its arrangement, package tours can be divided into two, namely Ready Made Tour and Tailor Made Tour.
 - Ready Made Tour
Is a tour package prepared by the tour operator without waiting for requests from prospective participants. In other words, the preparation of the product is entirely on the initiative of the tour operator.
 - Tailor Made Tour
A tour package that has been prepared after a request from prospective participants.
- b. Definition of tour packages in terms of the origin of tourists
 - According to the Desky (2001: 23), Inbound is a tour package designed for the consumption of foreign tourists with the aim of traveling domestically. While Outbound is a tour package designed for consumption of domestic tourists, with the of traveling abroad. In addition Yoeti (2010: 75) inbound tourism is tourism that specifically attracts or brings in foreign tourists (foreign tourists) into the country in order to increase foreign exchange

earnings from the tourism sector. This type of tourism will succeed, if domestic tourism can be developed properly.

2.2 Itinerary

Itinerary according to Suyitno (2001) in a travel planning book gives an understanding "A document that can be used to illustrate the implementation of a tour or become a shadow product that will be accepted by consumers". Meanwhile, according to Robert T Reilly is still in Suyitno, giving a definition; "A day by day schedule of travel plans and arrangements on a specific tour"

According to M. Kesrul (2003: 41), the itinerary or tour program is: "A document that contains a travel program, from the departure to the destination to return to the place of origin with an explanation of the travel time, the object of the visit and the place to eat.

2.3 Cullinary

Culinary in English means kitchen matters relating to cooking skills. A culinary center is a place to eat with many food stands. Visitors are free to choose, both food and eating places. The interior layout of the Culinary Center is equivalent to the food court. Food court is a place to eat with counters consisting of various food vendors and a public area is provided for self-serve dining. (Chambers-Essential English Dictionary. Chambers Harrap Publishers

From various books including Larousse Gastronomique's book The World's Greatest Cookerry Encyclopedia, there is no precise meaning of Culinaire or Culinary. Culinary is also called the art of cuisine. Textbooks on culinary books are used by professionals so that they can control the restaurant kitchen in terms of cooking techniques. The basic theories of cooking skills include management, selection of ingredients, preparation of ingredients before processing, storage of ingredients, menu settings, food processing, utilization of leftovers, utilization of cooking utensils, food appearance, and workforce management (Soenardi, 2013).

3 METHODS

The methodology used was qualitative approach. The itinerary and design analysis of Cireundeu leader community, Chief of kompepar in Cireundeu and coordinator of local cullinary processing. Whilst

data collection was conducted by interview techniques and literature studies

4 RESULT AND DISCUSSION

Based on the results of the research that has been done, the following findings are obtained The formula of packaging processing local cullinary in Cireunde as the product of tour package.

4.1 Culinary Potency

4.1.1 Making Rasi from Cassava

The first thing to make Rasi is to pull out the cassava first after that it is peeled and paruded (a and b) until smooth and washed thoroughly (c) and squeezed (d) after being squeezed in the aci drying until a day after dry, lifted and crushed until powdered and soft after sifting and then made into a dough and steamed until cooked for a maximum of five minutes (e and f)



Figure 1: Process of Making Rasi

Source: KKN STIEPAR 2019

4.1.2 Eggroll

Eggrolls are made with ingredients including eggs, butter, sugar, constipation, cassava flour, and flour. With the manufacturing flow as follows:

- a. Eggs washed
- b. Mixing ingredients: eggs, sugar, developer (in the mixer) with cassava flour, flour, milk and butter
- c. After that the ingredients are mixed into a mixture
- d. Then enter the printing stage
- e. After that enter the packaging stage
- f. Finally, Eggroll products are labeled, production code and shelf life



Figure 2: Egg Roll

Source KKN, 2019

4.1.3 Cireng

Cireng made with ingredients including cassava flour, leeks, salt, flavoring, pepper and hot water.

With the manufacturing flow as follows:

- a. Leek washed and sliced
- b. All ingredients are mixed and kneaded
- c. After that the ingredients are mixed into a mixture
- d. Then enter the printing stage
- e. After that enter the frying stage
- f. Finally, Cireng products are neatly packaged



Figure 3: Cireng

4.1.4 Dendeng

Sampeu skin beef jerky is made with ingredients including cassava peel and catfish with galangal,

white ingredients, onion, coriander, brown sugar, white sugar, salt, pepper, flavoring and tamarind.

Production Process

- a. Cassava peels are washed, boiled, soaked and ground
- b. Then catfish in pilek and in milled
- c. After that galangal, onion, garlic and coriander washed and then blended
- d. Mix the ingredients and seasonings in a cook until evenly mixed and cooked
- e. After that the ingredients are mixed into a mixture
- f. Then enter the printing and baking stage
- g. After that enter the frying stage
- h. Finally, Sampeu Skin Dendeng products are neatly packaged



Figure 4: Dendeng

4.1.5 Kecipir

Kecipir is made with ingredients including cassava flour, eggs, butter, salt and flavoring.

Production Process:

- a. Eggs washed
- b. After that the ingredients are mixed into a mixture and knead
- c. Then enter the printing and frying stage
- d. Lastly, Tasting products are neatly packaged

in addition to products produced by Serba Singkong, there are also other products from Cireundeu Village that are no less interesting. The product is called Cassava Noodles or better known as Mikong which has been established since 2017 in Cireundeu Village based on a proposal from the Ministry of Agriculture of Bogor.

The process of making Mikong takes one to two days due to the heating process of cassava in the oven for 10 hours before finally being processed to the next stage. Mikong is not the same as instant noodles in general, which uses seasoning. Teapi, how to cook the same, only boiled and drained and then mixed with the spices that have been provided. The difference,

Mikong is instant noodles made from cassava which is marketed at a price of Rp 5,000 / pcs.



Figure 5: Mikong

4.2 Local Culinary Package

Based on the results of interviews with informants, among others, one of the Cireundeu indigenous elders, Abah Widi, obtained data information that the development of visitors who want to see the activities or activities of the Cireundeu community, especially seeing the processing of cassava-based food from time to time, there is an increase, especially on days holiday.

Meanwhile, the representative of the compepar, Mr. Ajat, also provided information that the Kompepar was continuing to work on developing cooperation with both the non-commercial community and travel companies to arrange a package of tourism packages, especially the local culinary tour of Cireunde.

The steps in the preparation of culinary tour packages based on information and data obtained are as follows:

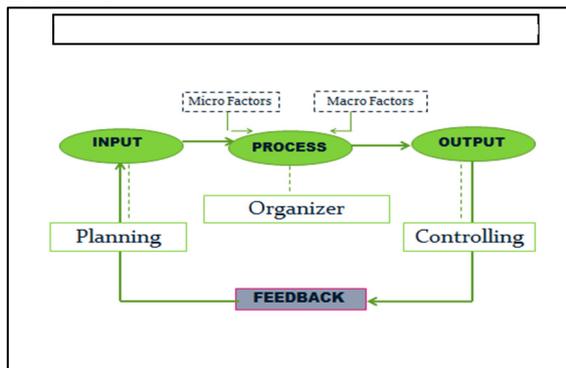


Figure 6: The Steps in The Preperation f Culinary Tour Packages

Source: Research Data Analysis

4.3 Macro Factors

- a. Human Resources
- b. Local Government Regulation
- c. Social and Culture
- d. Technology
- e. Geography
- f. The Economy
- g. Facilities and infrastructure

4.4 Micro Factors

- a. Prospective Travelers
- b. Visit Duration
- c. Fees charged
- d. Travel partners

4.5 Input

- a. Culinary attraction
- b. Local guide on culinary tourism
- c. Cost of culinary processing raw materialsiner

4.6 Process

- a. Compilation of culinary tourism programs (Itinerary)
- b. Calculation of selling prices for culinary tour packages
- c. Making a culinary tour package brochure

4.7 Output

- a. Product Information Culinary tour packages in the form of brochures
- b. Cireundeu people's skills in packaging culinary tour packages

4.8 Feedback

- a. Evaluation results after organizing a culinary tour package that has been prepared or packaged.
- b. Program improvement activities or prices of culinary tour packages.

5 CONCLUSION

Based on the results of the study, a conclusion can be made based on the identification of predetermined problems, namely:

- a. The indigenous people of Cireunde village have a lot of potential local traditional culinary tourism which can be developed into several types of traditional culinary tourism packages with the same basic ingredients namely cassava.
- b. The technique of packaging culinary tour packages in the indigenous community of Cireunde village can be done in 4 (Four) steps, namely: 1). Input, 2). Process, 3). Output, 4). Feedback or evaluation process. By paying attention to 2 factors, namely macro and micro factors.

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