

CULINARY TOURISM DEVELOPMENT IN PALEMBANG CITY: A CASE STUDY BEBEK GENDUT RESTAURANT AS AN ECONOMIC DRIVER IN THE TRADITIONAL HALAL FOOD

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Abstract

In writing this report, the writer obtains data from the object research its Bebek Gendut Restaurant Palembang which addressed at Nyoman Ratu street No.1771 Palembang. The purpose of this research is to find out how Bebek Gendut Restaurant serves customers who visit and ensure customers are satisfied with the menu that is served so that it becomes one of the culinary tourism attractions in the city of Palembang. The method used in analysing data is a qualitative method. The results of this research are about the taste of the food, the procedures for promotion, the services used, and the obstacles that often occur during the sales process and how the role Bebek Gendut Restaurant as one of the culinary tourism attractions in the city of Palembang. Bebek Gendut Restaurant quite an important role in the presentation of Javanese cuisine in the city of Palembang, but due to the lack of attention from the management, Bebek Gendut Restaurant not widely known in the city of Palembang. The lack of maintenance and expansion of sales branches is a factor that is less developed culinary industry. This is very influential in increasing revenue turnover and less attractive to visitors.

Keywords: *Cuisine, Tourist Attraction, Culinary Tour*

Abstrak

Dalam penulisan laporan ini, penulis memperoleh data dari obyek penelitian yaitu Rumah Makan Bebek Gendut Palembang yang beralamat di jalan Nyoman Ratu No.1771 Palembang. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana Rumah Makan Bebek Gendut melayani pelanggan yang berkunjung dan memastikan pelanggan puas dengan menu yang disajikan sehingga menjadi salah satu daya tarik wisata kuliner di kota Palembang. Metode

yang digunakan dalam menganalisis data adalah metode kualitatif. Hasil dari penelitian ini adalah tentang cita rasa makanan, tata cara promosi, pelayanan yang digunakan, dan kendala yang sering terjadi selama proses penjualan serta bagaimana peran Rumah Makan Bebek Gendut sebagai salah satu daya tarik wisata kuliner di kota Bandung. Palembang. Rumah Makan Bebek Gendut cukup berperan penting dalam penyajian masakan Jawa di kota Palembang, namun karena kurangnya perhatian dari pihak manajemen, Rumah Makan Bebek Gendut belum banyak dikenal di kota Palembang. Kurangnya pemeliharaan dan perluasan cabang penjualan merupakan faktor industri kuliner yang kurang berkembang. Hal ini sangat berpengaruh dalam meningkatkan omzet pendapatan dan kurang diminati pengunjung.

Kata Kunci: *Kuliner, Atraksi Wisata, Wisata Kuliner*

INTRODUCTION

Tourism plays an important role in supporting the regional economy while preserving cultural values. From this activity, there are several things that need attention in tourism development. One of them is creating and managing new tourism destinations, which must be supported by the development of a sustainable tourism sector. Furthermore, as a form of shared responsibility, this activity should be used to build a spirit of solidarity and togetherness in order to build a better tourism industry. Furthermore, public appreciation of the important role of the tourism industry in developing the regional economy through self-awareness to always explore, grow, and preserve regional cultural values is an important aspect of developing tourism (Kusluvan et al., 2010). Of course, Indonesia's rapid economic development has had a significant impact on the industrial world, and one of the industries that are currently developing is the culinary industry. In terms of cuisine, Indonesia has various types of culinary preparations. Each province has its own special food, and food is presented in a variety of ways to attract consumer interest, ranging from restaurants to classy restaurants, each with its own concept of serving the food they sell.

The tourism sector is an advantage for each region; this is because the tourism sector is one of the sectors that contribute to the country's foreign exchange. Given these circumstances, the government must engage in tourism development planning and development capable of compiling and planning to map the potential of a tourism object and develop a tourism development model. The development aims to increase tourist attraction to superior tourist objects and increase income from the tourism sector. In 2019, the tourism sector is expected to be the main source of revenue, with USD 24

billion in 20 exceed exceeding the oil and gas and non-oil and gas sectors. This is because the tourism sector is able to become one of the driving sectors of the country's economy and accelerate economic growth in other sectors.

The tourism sector is one of the sectors that has various including being a profitable medium for foreign exchange for countries receiving income from foreign exchange. The existence of this foreign exchange creates a surplus in the trade balance, as well as encourages the local economy, investment in tourism, and increased capital services that encourage an increase in the standard of living of the local community. Another benefit is that we can know the culture that exists in other places and participate in preserving the existing culture. Expanding employment opportunities, modernizing, and opening people's views of a region and/or other countries also include benefits from the tourism sector

The uniqueness of culinary tourism in Indonesia, according to (Purwanto, 2021) is not only from the aspect of food but also from the arts and culture." This is what makes it special when you can sell art and culture through food in each region. In this case, culinary tourism can grow very positively. The culinary world is inextricably linked to specific areas or places, as well as the identity and culture of each of these regions. Efforts to make the promotion of all aspects of food in a destination require creativity in product development, process, marketing, and creating experiences with food

In the culinary industry, to meet customer needs, a good service system is needed, the food served must be delicious and kept clean, services must be speedy, and prices must be affordable to various groups. This is an important point, considering that the culinary industry is a developing industry, and this development certainly creates intense competition among culinary industry providers. Positive impressions from customers who rate it will add value and determine whether the culinary business will develop into an industry in the future. (Nikpour, 2017) The restaurant industry is a culinary industry that is in demand by various groups. The restaurant provides a variety of dishes, but there is one favourite menu that is the hallmark of the restaurant.

According to (Hariyati & Sovianti, 2021) a restaurant is a profit-making food service operation in which the main base of income is the sale of food and beverages to individuals and guests in small groups. The city of Palembang is a big city on the island

of Sumatra. In this city, the culinary industry of restaurants is developing very rapidly, and competition is getting tougher. Culinary industry providers must think smart and be precise if they want to open a culinary business. To create a culinary business that can attract people's interest, in a restaurant with the concept of processed duck, is something that is still common and not widely known to some people, even though food made from processed duck can be made into delicious food that is very appetizing, of course, the price can be accessible to various groups. In the city of Palembang, there are several restaurants that have a processed duck menu concept and have successfully reaped profits from the culinary industry, one of which is Bebek Gendut Restaurant.

The author conducted research at Bebek Gendut Restaurant to make observations by providing good service for customers and serving delicious food so that the processed duck menu at this restaurant can be known, accepted, and used as a favourite food by the people of Palembang who come to visit Bebek Gendut Restaurant.

LITERATURE REVIEW

1. Strategic Management

In general, the scope of strategic management studies is very broad, both internally and externally. However, in general, (DeCenzo et al., 2016) the scope of management review moves on the basis of the following understanding, namely:

- a. Review and analyse the impact of implementing strategic management on the company's internal, especially improvements that are sustainable (progressive).
- b. Placing strategic management construction as the foundation of the company's foundation in deciding every decision, especially decisions related to profit and company expansion. This means that the focus of work is achieving both sides. refers to the construction of strategic management
- c. Making knowledge a base thinking in building various plans including production, marketing, personnel, and financial plans.

The strategy defines strategic management as the art and knowledge of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals. Strategic management focuses on efforts to integrate management, marketing, finance and accounting, production and operations, research

and development, and computer information systems to achieve organizational success (Edison et al., 2017).

2. Tourism Development

According to research (Riyanti & Edison, 2016) "the local cuisine reflects the history and culture of an area and can be an attraction for many tourists." "Efforts should be made, in addition to providing good quality food for tourists, to promote any unique dishes to the area, which most tourists enjoy at least trying"

According to Edward Inskeep, local cuisine can reflect the history and culture of the region and can be used as a tourist attraction. With the condition that the food served is of high quality for tourists and visitors, the food produced must be uniquely different from other regions, and most tourists enjoy or at least try local cuisine (Atmoko, 2018).

Tourism development is an attempt to develop or advance these tourist objects to make them better and more attractive in terms of places and objects. To get or attract visitors to visit it (Kusluvan et al., 2010)

3. Culinary Tourism in Palembang City

Palembang City is a major city on the island of Sumatra, in terms of culinary tourism, the city of Palembang continues to develop a variety of culinary delights, ranging from the latest culinary variations to modifications of old culinary delights into modern culinary delights . Palembang itself, as a city that is rapidly developing its tourism potential, also has very diverse specialties, which are of course delicious. It is not complete if tourists visit Palembang City without tasting the typical food from Palembang City. The most famous typical food from the city of Palembang is definitely pempek, which is a food made from processed fish, tourists visit Palembang, of course, the first thing they want to taste is pempek, But not all tourists who visit bring a lot of money, so when choosing a culinary spot, consider their main is the price that must fit in their pockets. Apart from pempek as its typical food, the city of Palembang also has a variety of culinary tours, ranging from regional specialties, and contemporary modern food, to processed foods from abroad.

4. Culinary Tourism as a Tourist Attraction on the Economic Side and Tourism Development Travel

Trends are growing as more and more information is offered by tourist destinations, as well as promotions from travel agents with attractive tour packages. The number of tourists coming to visit Indonesia has grown by more than 30 percent in the last five years. Based on BPS data, the number of foreign tourists registered to enter Indonesia reached more than 9 million people (2014), the majority of whom came from Asia, so the target of 20 million tourists in 2019 is not just a figment of the imagination.

Tourism, along with infrastructure, food, energy, and maritime, has been identified as a priority sector for national development. a contribution of USD 1 million and a GDP of USD 1.7 million, or 170%. If drawn to the percentage growth in foreign exchange earnings, tourism shows the most encouraging growth. The percentage of growth is the highest, reaching 13%. much higher than the agriculture, automotive manufacturing, and mining industries so that it can be predicted as Indonesia's mainstay sector. For Indonesia, tourism as a contributor to GDP, foreign exchange, and employment accounts for 9.8 million jobs, or 8.4% of the national total, and ranks 4th among all industrial sectors, which are the easiest and cheapest. When viewed from the country of origin, tourists from China have the highest growth rate (97.45 percent) compared to other countries. The average length of stay for foreign tourists is 7.66 days (2014). The average expenditure of tourists per visit in Indonesia (2014) was US\$1,183.43, mostly for accommodation and food and drink (64.15 percent). The longer tourists stay and spend, the more the economy of the area visited grows.

Based on this, tourism is indeed the most attractive sector to be used as a *core business*. In many countries, tourism remains the primary industry. Even though global crises have occurred several times, the number of international tourist trips continues to show positive growth. From 25 million (1950), 278 million (1980), 528 million (1995), and 1.14 billion (2014), we reached 1.18 billion (2015). Apart from that, the domino effect of tourism also feels powerful and very significant in the economy, namely when it is linked to the food industry (culinary tourism) and the agricultural industry (agro-tourism).

RESEARCH METHOD

In this study, the authors used a qualitative research method. Qualitative research aims to reveal qualitative information so that it places more emphasis on process and meaning issues by describing a problem. (Sugiyono, 2019) The research conducted is descriptive in nature to find out or describe the reality of the events studied or research conducted on independent or single variables, namely without making comparisons or connecting with other variables (Kesumawati & Aridanu, 2017)

1. Procedures

Research this is *field research* that has the following stages; planning, implementation, observation, and reflection. (Suharsimi, 2010).

2. Planning Stage (*Planning*)

- Identifying problems
- Analyse and formulate problems
- Discuss the improvement of Service Operational Standards (SOP) with the *manager* the Planning of employee tasks.

3. Stage of action (*Action*)

- Carry out the steps according to the plan
- Implement service operational standards that have been improved in accordance with what has been discussed with the *manager*.
- Observing each step of the activity according to the plan obstacles by making solutions when encountering them during the action stage.

4. Stage observing (*Observation*)

- Conduct discussions with colleagues for observation plans.
- Observing the implementation of the new operational standards by employees.
- Conduct discussions with the *staff* about the weaknesses and deficiencies that the researchers identified and provide suggestions for improvement for subsequent learning.

5. Phase reflection (*Reflection*)

- Analyzing the findings during the implementation of the observation
- Analyze employee weaknesses and successes when new service operational standards are implemented.
- Reflect on incoming customers.

The sample was determined using deliberately purposive sampling, in which the target sample under study already had the specified characteristics, making it impossible to take other samples that did not meet the predetermined characteristics (Hardani, Ustiawaty, 2020). The main goal is to produce a sample that can logically be considered representative of the population (Marshall & Rossman, 2014). from informants totalling seven respondents who are believed to be able to provide information on the internal and external factors of the management of culinary tourism at Bebek Gendut Restaurant.

6. Data Collection Methods Data

Collection techniques in this study were carried out in several ways, namely: interviews, a way of collecting data by asking questions directly to respondents with the aim of obtaining correct information. 2). Direct observation was carried out by going to the location of the culinary Palembang research and identifying the strategy for developing the object. 3). Documentation is done by collecting written data based on notes, archives, or pictures at the research location.

7. Methods of Data Analysis

The nature of analysis in qualitative research is the description of what phenomena occur (descriptive), accompanied by an interpretation of the meaning contained behind the appearance (interpretive) (Fraenkle et al., 2012). The data analysis used in this research is descriptive analysis, where the purpose of this analysis is to describe the facts and the relationship between the phenomena investigated systematically, factually, and accurately. The analysis was carried out after the data needed in this study was collected.

RESULT AND DISCUSSION

Indonesia is a country consisting of various ethnic groups, which have a variety of processed dishes that are characteristic of the region or often called regional specialties. Regional specialties are foods that are commonly consumed in an area. The character of the cuisine in an area usually reflects the character of the people. In mountainous areas, because the mountain climate is cold and produces food in the form of vegetables, generally processed dishes based on vegetables are served hot with a spicy taste, with the aim of warming up the body.

In coastal areas, the food uses a lot of seafood. And in urban areas, regional specialties are sold commercially and served in restaurants, making it easier for people to taste typical food from various regions. After doing research at Bebek Gendut Restaurant, the author obtained information about ways to attract consumers to visit Bebek Gendut Restaurant through promotions; *including personal selling, online marketing, and word of mouth*. The methods used to attract consumer interest in the Bebek Gendut Restaurant are as follows: the food that is produced and sold is of good quality so that it can satisfy consumers. Provide the best possible service to consumers so that they feel comfortable and are served well. Providing discount coupons to customers who often buy at Bebek Gendut Restaurant increases promotion so that the products marketed will increase sales. From the results of this promotion, it was indicated that it was quite effective in increasing revenue turnover at Bebek Gendut Restaurant Palembang. Various visitors who are customers at Bebek Gendut Restaurant admit that they are quite satisfied with the food sold; even from several service offices, companies, and private offices in Palembang, they become regular customers and trust Bebek Gendut Restaurant to provide catering services for the agency.

DISCUSSION

From the description of the results of the research above, the author will discuss Javanese special food (fried duck) as one of the attractions of culinary tourism at Bebek Gendut Restaurant. The obstacles and obstacles that often occur at Bebek Gendut Restaurant are;

1. Individual

Barriers encountered between staff employees while doing work result in missed communication due to differences in each individual's perceptions.

2. Mechanical

Barriers The obstacles encountered by *waiter staff* were when the *waiter* explained the guest's order and there was an error in the order that was recorded.

3. Physical

Barriers The obstacles encountered by the *kitchen staff* when making guest orders, and at the same time there was damage to cooking utensils such as stoves that were damaged suddenly, thus slowing down the process of making orders. From the results of research on Bebek Gendut Restaurant, the author obtains sales turnover data from August 2018 to April 2019 which is contained in the following table;

**SALES TURNOVER DATA ON BEBEK GENDUT RESTAURANT
IN PALEMBANG CITY AUGUST 2018 SD APRIL 2019**

Month	Daily Turnover	Monthly Turnover
August 2018	Rp. 3.000.000-Rp. 4.150.000	Rp. 97.780.000
September 2018	Rp. 2.700.000-Rp. 4.200.000	Rp. 90.540.000
October 2018	Rp. 3.100.000-Rp. 4.700.000	Rp.115.730.000
November 2018	Rp. 3.000.000-Rp. 4.300.000	Rp.103.390.000
December 2018	Rp.3.400.000–Rp. 6.900.000	Rp.123.683.000
January 2019	Rp.3.400.000–Rp. 5.500.000	Rp.118.212.000
February 2019	Rp. 3.900.000- Rp.5.290.000	Rp.105.119.000
March 2019	Rp. 4.300.000-Rp. 5.300.000	Rp.121.374.000
April 2019	Rp. 2.800.000-Rp. 6.600.000	Rp.129.730.000

Source: - *Recapitulation of RM Bebek Fat Sales Report*

From the results of research conducted by the author and sourced from Bebek Gendut Restaurant in the city of Palembang there was an increase in sales turnover from December 2018 to April 2019. Based on the question and answer session with

management at Bebek Gendut Restaurant there are several factors that affect the ups and downs of its turnover, namely; The service system at Bebek Gendut Restaurant includes; service to consumers, consistency of food sold, cleanliness of restaurants, and so on. Because the majority of customers are office employees, from the time of the new year until before fasting, the turnover will increase (Ahmady et al., 2016). The competition is tight because in the city of Palembang there are several restaurants that also provide processed duck products.

CONCLUSION

From the visit data obtained from *management*, Bebek Gendut Restaurant city concluded that the lowest turnover point in September is Rp. 90,540,000. The conclusions that can be obtained from this study are as follows; Service in Bebek Gendut Restaurant greatly affects sales turnover, because if the service is good, the visitors who come will feel satisfied and enjoy the food served. Obstacles that often occur at Bebek Gendut Restaurant are individual barriers, mechanical barriers, and physical barriers. Apart from the source of income coming from eating on the spot, the biggest income can also be obtained *online*, which is ordered by *take away online*. Promotion is an important step and determines sales revenue at Bebek Gendut Restaurant. In addition, promotions can also increase restaurant's existence. Bebek Gendut as a culinary tour in the city of Palembang.

SUGGESTION

This research must provide something that is useful for the development of science, both for government agencies, the private sector, and even the general public. Therefore, in the research conducted regarding the strategy for developing culinary tourism in culinary Palembang. Researchers submit suggestions as follows:

1. Further research is needed regarding factors that influence the number of visits before and after development.
2. To increase the attractiveness of the community, the government pays more attention to culinary tourism

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