Culinary Identification in the Banua Anyar Culinary Tourism Area; a Contribution for Tourism in Banjarmasin City

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Abstrak

Wisata kuliner merupakan satu bagian dari pariwisata. Beragam kuliner yang tersedia disetiap daerah dapat dikembangkan sebagai daya tarik wisata. Berbeda dengan jenis wisata lainnya, wisata kuliner mengunggulkan makanan, kepuasan rasa dan kekhasan suatu makanan maupun sajian. Di Kota Banjarmasin tersedia satu kawasan kuliner yang dikenal dengan sebutan kawasan kuliner Banua Anyar. Kawasan kuliner tersebut dikembangkan untuk mendukung pariwisata di Kota Banjarmasin. Penulisan artikel ini bertujuan untuk mengidentifikasi jenis kuliner yang tersedia di Kawasan Kuliner Banua Anyar. Pendekatan kualitatif dengan metode deskripstif digunakan pada penelitian. Pengumpulan data dilakukan dengan wawancara, observasi dan dokumentasi. Analisis data dilakukan dengan mereduksi data, penyajian data dan verifikasi. Hasil penelitian mengidentifikasi bahwa jenis kuliner di kawasan kuliner Banua Anyar terdiri dari makanan pokok, lauk pauk dan kue tradisioanal. Beragam jenis kuliner tersebut tersedia di 14 *stand* usaha kuliner di kawasan kuliner Banua Anyar untuk mendukung pengembangan pariwisata di Kota Banjarmasin.
Kata Kunci: Kuliner, Wisata Kuliner, dan Pariwisata.

Abstract

Culinary tourism is a part of tourism. The variety of culinary delights available in each region can be developed as a tourist attraction. In contrast to other types of tourism, culinary tourism emphasizes food, taste satisfaction, and the uniqueness of a food or dish. In the city of Banjarmasin, there is a culinary area known as the Banua Anyar culinary area. The culinary area is developed to support tourism in Banjarmasin City. Writing this article aims to identify the types of culinary available in the Banua Anyar Culinary Area. A qualitative approach with descriptive methods is used in the study. Data collection was carried out by interview, observation, and documentation. Data analysis was performed by data reduction, data presentation, and verification. The results of the study identified that the culinary types in the Banua Anyar culinary area consisted of staple foods, side dishes, and traditional cakes. Various types of culinary are available in 14 culinary business stands in the Banua Anyar culinary area to support tourism development in Banjarmasin City.
Keywords: Culinary, Culinary Tourism, and Tourism.

PRELIMINARY

Food is a basic human need, so consuming food is necessary to maintain its survival. However, nowadays consuming food has become part of a lifestyle that is better known as culinary. People consume food not only to fulfill the necessities of life but more than that they also consume food to enjoy the taste of food, to study the production of each food consumed. Food is changing the part of the industry related to taste (Testa et al., 2019; Liberato et al., 2020).

Tourism is one aspect of the culinary development sector that is part of tourism. Tourism has begun to develop according to the interests and motivation of tourists (Setiawan et al., 2020; Wijayanti, 2020). Most of the tourists always take the time to taste food and drinks

typical of tourist destinations. Culinary tourism is an activity carried out by many people in the field of food needs, for entertainment. Therefore, the difference between culinary and culinary tourism is that culinary is the food, while culinary tourism is an activity to enjoy the food (Suteja & Wahyuningsih, 2019; Wijaya, 2019).

In 2011, the Ministry of Tourism and Economy Creative included culinary as a sub-sector of the creative economy. In Banjarmasin City, culinary development to support the tourism sector has been carried out by the city government with the establishment of a culinary area. This is considering the number of tourists in Banjarmasin City in the last three years has continued to increase, namely in 2016 as many as 681,752 people, in 2017 there were 733,816 people, in 2018 there were 783,837 people and in 2019 there were 840,587 people (Data from the Banjarmasin City Culture and Tourism Office, 2020). One of the culinary development areas can be found in Banua Anyar Village, which is known as the Banua Anyar Culinary tourism area. The area is located in the East Banjarmasin District, Banjarmasin City, which is ± 2 km from the administrative center of Banjarmasin City. Based on this, This article aims to identify culinary delights in the culinary area of Banua Anyar, Banjarmasin City. Writing identification is expected to be a source of data and inventory for culinary tourism as part of tourism in the city of Banjarmasin.

RESEARCH METHODS

This research uses a qualitative approach. The research objective was to identify culinary delights in the culinary area of Banua Anyar, Banjarmasin City. This type of research uses descriptive methods. The research was conducted in Banua Anyar Village, Banjarmasin City, South Kalimantan, Indonesia.

Data collection was carried out by interview, observation, and documentation. Interviews, observation, and documentation are carried out in research activities to obtain data relevant to research (Sugiyono, 2005; Sugiyono, 2010; Bungin, 2011). The research informants consisted of several parties, namely culinary business owners, local communities, and village officials in Banua Anyar Village, Banjarmasin City. The informants are Muhammad Saleh, Hatmawati, Nasrulah, Rosidi, Yandi, and Armawati. Secondary data were obtained from several literature studies and information relevant to research, namely data related to culinary tourism in Banjarmasin City, obtained from data from the Banjarmasin City Tourism Office and data on the name of culinary businesses obtained from data from Banua Anyar Village.

The data analysis technique was carried out following the pattern of Miles and Huberman which began with data reduction, data presentation, then verification (Moleong,

2015). In the process of analyzing the data, it is carried out by selecting data that is relevant to the focus of the research, then the data is presented in a narrative form, to conclude. In the process of analyzing data until it reaches the verification stage, researchers also continue to test the validity of the data. In this study, the researcher used the extension of the observation and the triangulation of sources, techniques, and time as a technique to test the validity of the data.

RESULTS AND DISCUSSION

Tourism continues to be developed in each region, by utilizing the potential of natural, cultural, and human resources which is packaged into a tourist attraction that can be enjoyed by tourists (Ajidayanti & Abbas, 2019; Jumriani et al., 2019). Culinary tourism is a part of tourism. A tourist in traveling activities will always take the time to taste food and drinks at tourist destinations. Therefore, the term culinary is currently developing in society. Conceptually, culinary tourism is a travel activity or part of travel activities that are carried out voluntarily and temporarily to enjoy food and drinks (Juliana, 2019; Husain et al., 2020; Putro et al., 2020; Putro & Jumriani, 2020).

The culinary business has experienced rapid development and is considered to be an important component of the tourism system. In Banjarmasin City, the development of a culinary business as part of tourism has been carried out. One of them can be found in Banua Anyar Village, which is known as the Banua Anyar Culinary Area.

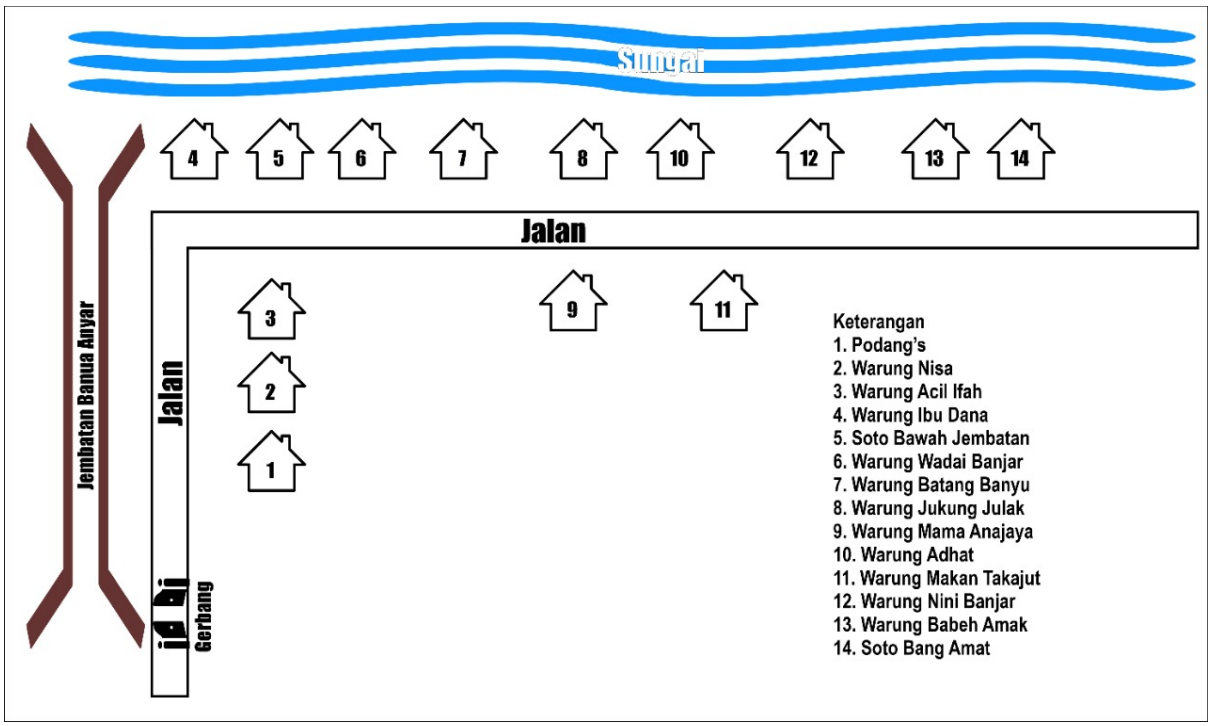
Picture 1. The Gate of the Banua Anyar Culinary Area

Source: Researcher's Documentation, 2020

The Banua Anyar Culinary Area is an area developed by the City government and local communities to support tourism in Banjarmasin City. The existence of the Banua Anyar culinary area is not only accessible via land transportation, but also through river transportation, making the area part of the area and point of river tourism destinations in Banjarmasin City

(Abbas & Rajiani, 2017; Bačík et al., 2019; Subiyakto et al., 2019; Abbas et al., 2020; Noerkhalishah et al., 2020).

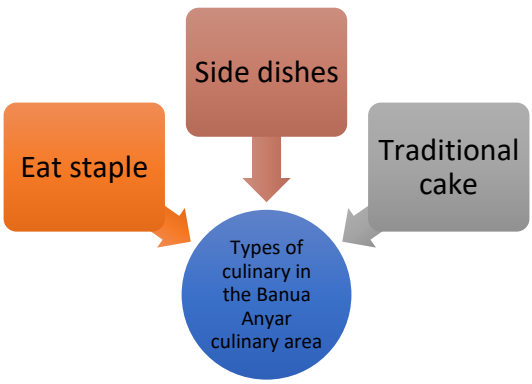
Scheme 1



Source: Processed from research data, 2020

In the Banua Anyar culinary area, there are culinary spots that can be visited. During the current pandemic, 14 restaurants can be visited by tourists for a culinary tour. The position of the restaurant, which is partly located on the riverbank, is a distinctive feature of the Banua Anyar culinary tourism area. As a culinary tourism area, in the culinary area of Banua Anyar, various types of culinary delights can support tourism in the city of Banjarmasin. Specifically, the following types of culinary are available in the Banua Anyar culinary area:

Scheme 2
Types of Culinary in the Banua Anyar Culinary Area



Source: Processed from research data, 2020

Here are three types of culinary available in the Banua Anyar culinary area, namely staple foods, side dishes, and traditional cakes. First, the staple food. The staple foods available in the Banua Anyar culinary area are divided into two, namely traditional and modern. The staple foods that are traditional and are local culinary icons in the Banua Anyar culinary area are Soto Banjar, Nasi Kuning, and Lontong. Throughout the Banua Anyar culinary area, finding these foods is not difficult. Almost every food stall provides a Soto Banjar menu. Meanwhile, non-traditional staples can also be found, with a variety of culinary delights such as pizza, steak, pasta, beverage, suki, and Korean barbeque. Second, side dishes. In the culinary area of Banua Anyar, Banjarmasin City, various side dishes are packed with Banjar specialties. In contrast to other culinary areas, in the Banua Anyar culinary area, apart from being cooked with typical Banjar dishes, the side dishes available are also freshwater fish obtained from the fish cage business of the local community in Banua Anyar Village. Third, traditional cakes. As one of the culinary tourism destinations, the Banua Anyar Culinary area not only provides a variety of staple foods and side dishes cooked with typical Banjar dishes. But also traditional cakes. Various types of traditional culinary delights available in the culinary area are processed by local people. The availability of traditional cakes to support tourism activities will certainly provide added value to a destination because culinary can be used as a destination for tourist trips as a characteristic of an area that they can enjoy.

Specifically, here are various culinary lists available in the Banua Anyar Culinary Area, Banjarmasin City.

No.	Business Name	Culinary List
1	Podang's	Pizza, steak, pasta, beverage, suki, and Korean barbeque.
2	Warung Nisa	Yellow rice, lontong, laksa, putu mayang, and kokoleh.
3	Warung Acil Ifah	Yellow rice, ketupat Kandangan, chicken porridge.
4	Warung Ibu Dana	Yellow rice, lontong, haruan to cook habang, chicken to cook habang, intalu to cook habang and habang noodles.
5	Soto Under the Bridge	Soto banjar, banjar soup rice and chicken satay.
6	Warung Wadai Banjar	Putu mayang, laksa, lupis and salada gumbili.
7	Warung Batang Banyu	Soto Banjar, soup rice, bone soup, chicken satay, rawon, yellow rice, rice cake, ketupat betumis, Banjar noodle, Banjar lettuce, fried chicken, fried duck, and hangit plates.
8	Jukung Julak	Soto banjar, soup rice, grilled / fried fish (river / sea), chicken (fried / grilled) and duck (fried / grilled).
9	Warung Mama Ana Jaya	Grilled/fried fish (river/sea), fish dishes, gangan balamak.
10	Warung Adhat	Lalapan, tofu, bakwan and fried banana.

11	Tak Knit Food Stalls	Fried chicken, fried tilapia, fried rice, fried noodles, geprek chicken.
12	Warung Nini Banjar	Soto banjar, banjar soup rice and chicken satay.
13	Warung Babeh Amak	Soto Betawi.
14	Soto Bang Amat	Soto banjar, banjar soup rice, satay, rawon, beef rib tongseng, rib soup rice, tilapia fresh rice, and banjar lettuce.

Source: Processed from research data, 2020

The various types of culinary available, including the types of staple foods, side dishes, and traditional cakes, is a potential that can be developed into an attraction for tourists, especially as a support for the needs of tourists for food during their tour (Bačík et al., 2019; Noerkhalishah et al., 2020; Subiyakto et al., 2019; Abbas et al., 2020; Syahrin et al., 2020). As a supporter of culinary tourism activities in the Banua Anyar Culinary area, the city government has designated the area as part of a tourist area in the city of Banjarmasin as stipulated in Banjarmasin Mayor Regulation Number 25 of 2016 concerning the management and development of river-based tourism. The Banua Anyar Culinary Area is included in the northern zone of river-based tourism in Banjarmasin City, with a focus on the destinations of Soto Banjar Bawah Jembatan and Soto Banjar Abang Amat.

CONCLUSION

Banua Anyar culinary area is an area that can support tourism in Banjarmasin City. There are 14*stand* culinary available in the area. During the current pandemic, tourists can enjoy culinary delights in the area starting from 07.00 to 17.00 WITA. The types of culinary available are stapled foods, side dishes, and traditional cakes. These various types of culinary delights are divided into culinary delights which are local culinary delights such as Soto Banjar, yellow rice, and side dishes cooked with Banjar specialties. There are also traditional pastries. There are also culinary stands that sell non-traditional culinary delights such as pizza, pasta, and various other culinary delights. With the variety of culinary available in the culinary area of Banua Anyar, it can be a potential to support tourism development in Banjarmasin City.

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