

Banua Anyar Culinary Tourism Area as a Tourism Attraction in Banjarmasin

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Abstrak

Wisata kuliner memiliki keunikan tersendiri menurut para wisatawan, maka dari itu daerah wisata kuliner Banua Anyar menggunakan segala kelengkapannya keberlangsungan usaha pada wisata makanan tidak terlepas dari adanya hubungan yang terjalin antara pemilik usaha kuliner, keberlangsungan suatu wisata kuliner tentu tidak terlepas dari adanya inovasi dan beragam kegiatan lain yang mampu menunjang keberlangsungan serta keberlanjutan dari masing-masing usaha kuliner. Pendekatan yang digunakan pada penelitian ini artinya menggunakan bentuk naratif kualitatif yg. Teknik pengumpulan data didapat berasal akibat observasi, wawancara serta dokumentasi. Analisis data menggunakan Teknik reduksi data, penyajian data, kemudian verifikasi. Uji keabsahan data memakai cara triangulasi, perpanjangan pengamatan. Hasil penelitian menunjukkan bahwa Kawasan wisata kuliner kelurahan Banua Anyar layak untuk dijadikan sebagai objek wisata di kota Banjarmasin, serta strategi pengembangan wisata kuliner di kelurahan Banua Anyar untuk pengembangan dipengaruhi faktor internal yaitu kekuatan (*strenght*) dan faktor eksternal kelemahan (*weakness*) sehingga sangat diperlukan perencanaan, pengorganisasian, pengawasan dan peningkatan sumber daya manusia dan sarana prasarana yang mendukung baik yang disediakan oleh pihak pemerintah maupun pihak swasta terutama produk kuliner lokal.

Kata Kunci: Wisata Kuliner, Hubungan, dan Daya Tarik.

Abstract

According to tourists, culinary tourism has its uniqueness; therefore, the culinary tourism area of Banua Anyar uses all its completeness. Business continuity in food tourism cannot be separated from the relationship between culinary business owners. Others can support the sustainability and sustainability of each culinary business. The approach used in this research means using a qualitative narrative form. Data collection techniques were obtained from observations, interviews, and documentation. Data analysis uses data reduction techniques, data presentation, then verification. Test the validity of the data using triangulation, an extension of the observation. The results showed that the culinary tourism area of the Banua Anyar village was worthy of being used as a tourist attraction in Banjarmasin. The strategy for developing culinary tourism in the Banua Anyar village for development was influenced by internal factors, namely strengths and external factors weakness, so planning is essential. Organizing,

supervising, and improving human resources and supporting infrastructure provided by the government and the private sector, primarily local culinary products.

Keywords: Culinary Tourism, Relationships, and Attraction.

PRELIMINARY

Tourism is a dynamic activity that involves many people and revives various types of businesses (Ismayani, 2010). One of the tourist attractions in traveling is culinary tourism. Culinary tourism is part of tourism promotion. The kitchen can be the driving force behind a trip for one person or a group of people (Hajjarahmah et al., 2017; Testa et al., 2019). Indonesia is famous for its tourism, including culinary tourism. Indonesia has 34 provinces, including South Kalimantan Province, Banjarmasin's capital. The city of Banjarmasin also has a very diverse culinary tour.

Culinary has always been a part of the traveling experience. Elements such as curiosity about food, the desire to identify daily dishes, the desire to experience new or popular dishes are reasons to look for an object to complete the experience of a trip (Mulyaningsih & Irawan, 2017). A person's endless desires make him feel that culinary characteristics have their characteristics. Although few people choose to explore culinary arts, few tourists still make culinary tourism a part of their travels (Besra, 2021).

One of the attractions of traveling is culinary tourism. Culinary tourism focuses on culinary attractions, including food and beverage, one of the tourism segments (Long, 2014; Nonthapot & Wongsiri, 2017). Although food has always been part of the tourism industry, it was only emphasized around 1990. Now culinary tourism is available in various formats such as culinary snacks, cooking classes, restaurants, cookbooks, and recipes for adapting foods from essential ingredients to appearance. Culinary tourism covers the production and preparation process and the culture of the food, the people involved in the production process, and the access to be able to enjoy the food (Long, 2014).

Especially in the city of Banjarmasin, the development of culinary tourism to support the tourism industry has been carried out by the city government by establishing a culinary tourism area, especially in riverbank areas (Abbas et al., 2017, 2021). This means that the number of tourists to Banjarmasin City has continued to increase over the last three years, namely 681,752 people in 2016, 733,816 people in 2017, 783,837 people in 2018 840,587 people in 2019. The Banjarmasin City Culture and Tourism Office, 2020 (Abbas et al., 2021). This article aims to develop this culinary place that can be found in Banua Anyar Village, which is known as the Banua Anyar culinary tourism area. This area includes Banjarmasin City, East Banjarmasin District, ± 2 km from the Banjarmasin City Government Center.

METHOD

This study uses a qualitative descriptive approach. This method is to understand a phenomenon in a social context naturally by prioritizing a process of deep communication interaction between researchers and the phenomenon under study (Herdiansyah, 2010). Researchers collect information at the research site. Research subjects are workers in culinary tourism. In this regard, the researcher plans, implements, collects, analyzes, interprets data, and includes the type of instrument, arranges the instrument. Hence, the researcher arranges the items and the number of questions to be answered by the informant. The implementation includes direct observation or observation by observing informants directly in the field.

The research location chosen is the culinary tourism area of the Banua Anyar village. The research boundaries are located along RT 04 and RT 05, where many culinary businesses are available in various forms. Under these conditions, they can cooperate in production and marketing. The research implementation time is at different hours and days from November 20 to December 10, 2021. Data collection techniques are carried out by 1) Observation, the observation technique carried out by researchers is not involved in a phenomenon under study. In this case, the researcher sees, records, and records things related to the research. Observations were carried out from November 20 to December 10, 2021. 2) Researchers conducted interviews by asking about sustainability and social relations between business actors and employees in the culinary tourism area of the Banua Anyar sub-district. 3) Documentation, in this study, the researcher used a tool in the form of a cellphone camera. The existing cellphone camera is used to take pictures in the field.

RESULTS AND DISCUSSION

Banjarmasin is the capital of the province of South Kalimantan, which has the nickname the city of a thousand rivers; in this case, in the Banua Anyar village, East Banjarmasin, there is an area called the Culinary Tourism area in which there are various culinary business spots that tourists can visit. Both local and foreign tourists. So that it can be used as branding for the City of Banjarmasin (Putra, 2021).

Culinary tourism is a tour that provides a variety of integrated food service facilities and activities to meet the needs of tourists who are built for recreation, relaxation, education, and health. A visit to a place that is a producer of a culinary, food festival, a place to eat, and a specific location to try the taste of the food and get the experience gained from the unique cuisine. (Syarifuddin et al., 2018). The culinary tourism area in the Banua Anyar village has a pretty good appeal, and this area can be accessed via land transportation and river

transportation. There will be a different sensation between the two transportations depending on the tourists who feel it (Abbas et al., 2021; Putri et al., 2021)

In the Banjarmasin Mayor's regulation number 25 of 2016, the Banua Anyar culinary area is included in the northern zone of river-based tourism in Banjarmasin, focusing on destinations in Soto Banjar Bawah Jembatan and Soto Banjar Bang Amat. Therefore, the food area means a tourist attraction for tourists who do riverside tours (Abbas et al., 2021). From the study results, it can be said that the culinary tourism area of the Banua Anyar village is located along RT 01 to RT 06. However, the research focuses on RT 04 and RT 05 because that area is the center of culinary tourism in the Banua Anyar village. Several 16 culinary businesses can be found in the culinary tourism area of the Banua Anyar village, namely:

Table 1. Banua Anyar Culinary Places

No.	Culinary Place Name
1	Warung Tabing Anyar
2	Podangs's
3	Warung Nisa
4	Warung Acil Ifah
5	Warung Ibu Dana.
6	Soto Bawah Jembatan.
7	Warung Wadai Banjar
8	Warung Batang Banyu.
9	Gudeg Legenda
10	Warung Lanting Gulu.
11	Jukung Julak
12	Warung Mama Ana Jaya.
13	Warung Adhat.
14	Warung Nini Banjar
15	Warung Babeh Amak.
16	Soto Bang Amat.

Source: Processed Data 2021

From the list of 16 culinary businesses, there are 12 culinary businesses that are still operating, namely: Warung Tabing Anyar, Podang's, Warung Nisa, Warung Acil Ifah, Warung Ibu Dana, Soto Bawah Jembatan, Warung Batang Banyu, Gudeg Legenda, Warung Lanting Gulu, Jukung Julak, Warung Nini Banjar and Soto Bang Amat. From the results of the study,

for the list of menus provided at every food stall, most of them sell Soto Banjar and other Banjarese specialties such as grilled fish, yellow rice, and lontong because the typical food of Soto Banjar is an icon of the culinary scene in this culinary tour. Because almost all culinary businesses provide the menu (Abbas et al., 2021; Nazmi et al., 2021).

This general description of culinary tourism when associated with previous research conducted by Ersis Warmansyah Abbas, Jumriani, Muhammad Adhitya Hidayat Putra, Mutiani, Muhammad Rezky Noor Handy in a study entitled "The Role of Culinary Entrepreneurs in the Culinary Area of Banua Anyar for Tourism Development in the City of Banjarmasin" the role of entrepreneurs in the area plays a vital role for the sustainability of culinary tourism and the innovations made by each business owner also affect the sustainability of their business. The culinary tourism area of the Banua Anyar sub-district provides a variety of culinary business spots that can be found and stopped when traveling, especially residents can come to this place to see and feel for themselves the sensation of being on a culinary tour by tasting typical food and also being able to take pictures as a keepsake (Nonthapot & Wongsiri, 2019; Abbas et al., 2021).

CONCLUSION

Culinary tourism in Banua Anyar Village has good prospects for development, as seen from the 16 culinary places found. However, many face problems that hinder its development. Many culinary tours can be identified, thus providing information about culinary tourism in Banjarmasin City. With the availability of culinary tourism information, it is easier for people to recognize and know what culinary tours are in Banjarmasin. This can attract more tourists. A more suitable marketing strategy is needed to market the culinary services of the City of Banjarmasin and the support of many parties, especially the government of the City of Banjarmasin. The Banjarmasin City Government can design a program for culinary tourism in Banjarmasin.

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