

ANALYSIS OF THE DEVELOPMENT OF CULINARY TOURISM DESTINATION IN TANJUNGPINANG CITY THROUGH *SEMPRONG CAKE FESTIVAL*

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ABSTRACT

Full support of tourist activities in each area to accelerate in achieving the target of tourist visit is expected for the tourism advancement in each region. Tanjungpinang is one of the three main gates in Riau Islands. The city of Tanjungpinang prepares various events and festivals to support the growth of tourists visit. Tourists now demand a dining experience that is not only a process of fulfilling the needs felt by the taste buds, but also the other four senses. Focusing on tourists demands, the purpose of this research is to find out the development of culinary tourism destinations through one of the semprong cake festivals held in Tanjungpinang city. Research Method use Qualitative Descriptive Based on the result of the study, organizer was very successful in making an interesting concept. However, the limitations of the organizer in conducting the festival resulted in not achieving the aims of the festival. Thus, the readiness to develop a culinary tourism destination become unfulfilled. In this case, it is necessary to take a strategic view of creating experience with synergy through the 4A approach, that are Attractions, Access, Amenities and Assisting Facilities.

Keywords: Tourism, Culinary Tourism, Festival

INTRODUCTION

The development of tourism in Indonesia is progressing and moving rapidly in each region. The government provides full support for tourism activities in each area to accelerate in achieving the target of tourist visits. One of the provinces targeted by the government in boosting tourist visits is Riau Islands. Opportunities for foreign tourists visiting are supported through three entrances in the Riau Islands Province, that are Bintan Regency, Tanjungpinang City and Batam City. According to (Draft Regional Regulation

on the Riau Island Province RPJMD, 2016) “The Riau Islands Province is given the target of 2,6 million foreign tourists visit by the Central Government”. In the process of meeting the target, there is an increase and decrease every year.

Tanjungpinang is one of the three main gates in the Riau Islands Province. In addition, Tanjungpinang is the capital city of Riau Islands Province. Since 2017, Department of Tourism and Culture of Tanjungpinang City has prepared various events and festivals to support the growth of tourist visits. Nowadays, when doing a culinary tour, tourists are not only

looking for food with the aim of just eating and filling the stomach. Tourists now demand a dining experience that is not only a process that is felt by taste buds, but also the other four senses. Focusing on the tourists' demands, some types of tour that become excellence are not separated from the emergence of ideas in building a new thing that is expected to have a tremendous impact for the development of tourism activities in Tanjungpinang. The increase of tourism event activity is expected to support the achievement of target number of tourist visits with a good strategy of the culinary events. Speciality food or culinary in a tourism destination is believed to be an effective promotional tool and image-forming of the destination (Hjalager and Richards, 2002).

Semprong cake is one of the famous culinary in Tanjungpinang, which has a sweet taste with distinctive roasted aroma. This cake is cooked by roasting using an iron tong. In July 2018, Department of Tourism and Culture of Tanjungpinang City held a culinary festival at Pelantar Mutiara II Potong Lembu where in the activity, a *Semprong* cake competition was held. There are two categories that are contested, namely traditional *semprong* cake and creation *semprong* cake. According to the Department of Tourism and Culture of Tanjungpinang City, "*Semprong* cake is one of the culinary that is liked by foreign and local tourists because it is sweet, fragrant, savoury and crispy. In addition, this event has been in the tourism agenda of Tanjungpinang. We hope to bring in foreign tourists with this festival". The festival involves a wide range participant

from surrounding communities, *semprong* cake entrepreneurs and job training institutes.

This research is expected to provide recommendations for the needs of the Department of Tourism and Culture of Tanjungpinang City in making policies related to the *Semprong* Cake Festivals, to preserve and introduce *Semprong* cake as a speciality food of Tanjungpinang and to help providing information on how to manage the limitations at the previous *Semprong* Cake Festival in order to make the region become one of the destination for culinary tourism. Based on this background, researcher is interested in taking the research title "Analysis of The Development of Culinary Tourism Destination in Tanjungpinang City Through *Semprong* Cake Festival".

LITERATURE REVIEW

Tourism

According to (Suryadana, 2013, p. 48), tourism is a person's activity from his residence to visit elsewhere with time difference in visiting and visiting motivation.

Tourist

According to (Suryadana 2013, p. 55), tourist are people who travel for vacation, medication, business, exercise and study and visit beautiful places or a certain country.

Destination

According to (Pitana, 2009, p. 126), destination is a place visited with a significant time during a person's journey compared to other places travelled during the trip.

Culinary Tourism

According to Simatupang (2018), the term culinary is sourced from Latin, namely Culinarius. Culinarius has the meaning of the material related to the cooking process. The word 'culinary' comes from commodities related to cooking and food consuming activity.

Event

According to Goldblatt (2013), event management is a professional activity of gathering and bringing together groups of people for the purpose of celebration, education, marketing, and reunions, and is responsible for conducting research, designing activities, planning and carrying out coordination and supervision to realize the presence of an activity.



**Picture 1. Major Elements, Process
And Relationship Contributing To
Festivals**

(Source: Heriyawati, 2019)

According to Yoeman (Robertson et al., 2009), festivals can arise from the congruence of the three main elements: destination (place) where they are held, the people who are at the location (and within the area) and visitors who are interested in the festival. All of this is supported by the physical landscape in

which they collaborate. Specific features of the local landscape and lifestyle choices of the population are under surveillance because they provide “the identity of the region”.

Effectiveness

According to Rudy (2005), “Effectiveness is the result or influence of a communication process, namely the attitudes and behaviors of the communicable, both in accordance and not with what is wanted/ desired/ expected by the communicators” (p. 74).

RESEARCH METHOD

This study is illustrated by a qualitative description, in which the researcher wants to describe and reveal based on facts, variables and circumstances in an activity that has been carried out by the Department of Tourism and Culture of Tanjungpinang City at the *Semprong Cake Festival* held at Pelantar II Potong Lembu. This research interprets and relates the data in relation to the situation, attitudes and views that occur in the community as the participant of the traditional and creation category of *Semprong Cake Competition*, then to the organizers and speakers who are considered appropriate to convey the information.

The data sources obtained in research are grouped into two types, primary data and secondary data. Primary data in this study consisted of information from several parties, that is the government, which in this case was the Department of Tourism and Culture of Tanjungpinang City, the Head of Cultural Values Preservation Office of Riau

Islands (BPNB Kepulauan Riau), the community, as the participants in the *Semprong* Cake Competition, and the visitors. Secondary data in this study were obtained by reading through articles in print media of Tanjung Pinang Pos, studying and understanding through other media sourced from the literature and books.

According to Hariwijaya (2015) "The qualitative research approach is through an intensive approach wherein the participation of researcher for a long time in the field and the researcher also acts as the main instrument" (p. 86). For data collection method, researcher took the source through direct and indirect observation of the ongoing activities of the Department of Tourism and Culture of Tanjungpinang City in conducting *Semprong* Cake Festival. From the results of observations in the actual conditions,

researcher took a red thread to connect all of the data.

Researcher conducted direct observations on the day the festival is conducted, 10th of July, 2018, and directly interview the parties involved in the event. Moreover, researcher directly involved in the event to get explanation of the actual conditions and situations.

Interview participants are the government, the Department of Tourism and Culture of Tanjungpinang City, the Head of Cultural Values Preservation Office of Riau Islands (BPNB Kepulauan Riau), the *Semprong* Cake Competition jury, the participants of the competition, which are considered to be able to provide valid information regarding evaluations for the sustainability of the festival in Tanjungpinang city. Focus of the research can be seen in the figure below:

Table 1. Research Fokus

Variabel	Sub Variabel	Dimension	Indikator
Destination Development	Destinasion	Attraction	Beauty
			Uniqueness of Nature
			Historical Building
			Artificial
		Accesibility	Road access
			Transportation Facilities
			Road Signs
		Amenity	Accomodation
			Food and Beverage Facilities
			Shopping Centre
			Entertainment area
		Anciliary	Government
			Tourism Association
			Travel
			Guide
	Event	Festival	Uniqueness
			Perishability
			Intangibility

Variabel	Sub Variabel	Dimension	Indikator
			Atmosphere
			Service
			Personal Interaction

Related to the above, the data analysis technique used in this study is interactive model analysis. It means that activities in this qualitative research analysis are carried out interactively and take place continuously at each of the research stage until the data obtained from the informants is saturated (Miles et al., 1992).

Researcher were at the location when the festival took place. Field data that researcher has successfully extracted are described in detailed reports and then reduced and focused on selecting the most important things to look for themes. Then, the data presentation is made to see the overall picture and arranged according to similar categories to be displayed in line with the problem encountered.

RESEARCH RESULT

Researcher made observation when the *Semprong* Cake Festival being held on 7th July 2018. It was organized by Department of Tourism and Culture of Tanjungpinang City and held at Pelantar Mutiara II Potong Lembu. One of the activities on this festival was *Semprong* Cake Competition with two categories, making traditional and creation *semprong* cake with total prize 31 million rupiah, a quite fantastic number and it makes the multi-ethnic community in Tanjungpinang interested to participate in the competition.

Entrance to the festival venue is through the main entrance of Akau Potong Lembu, where the access road is quite small, only around 4 meters wide. The entrance road is not large enough to be passed by 2 four-wheeled vehicles.



Picture 2. Main Entrance Of Akau Potong Lembu Area

(Source:<https://www.batamnews.co.id/b-erita-20243-akau-potong-lembu-tempat-goyang-lidah-ternama-tanjungpinang-.html>)

Right in the middle of this area, there is a small road that only enough for one motorbike, which is squeezed by the residents' house. The uniqueness of the houses in this area is rarely found in other areas, because the houses stand above the sea and has wooden foundation. The trip to the festival location takes around 10 minutes by foot, quite far because the committee does not provide shuttle facilities, so for visitors who use four-wheeled vehicles, it will take quite a lot time to get to the location.

The festival was held from 08.00 in the morning (Bintan time). Because quite

a lot of participants took part in the competition, it was ended with a peak event and the announcement of the winners of traditional and creation *semprong* cake competition around 22.00 in the night (Bintan time).

The *Semprong* Cake Competition was not only participated by the people of Tanjungpinang City, but there were even those from Batam, Tanjung Balai Karimun, Bintan and surrounding area. The uniqueness of the competition was it was still using traditional equipment, for the combustion tool. The committee even provided coconut charcoal to maintain the quality of *semprong* cake. *Semprong* cake molds also use traditional manual tools and completed with rattan fans to keep the charcoal hot.

The festival becomes an interesting attraction when young children and their mothers still preserve and have a talent in making the traditional cake. The area of Akau Potong Lembu which is the location of the festival is very crowded at night.



Picture 3. *Semprong* Cake Competition

(Source: The results of the author's observations, 2018)

DISCUSSION

Destination

Based on the results of the interviews, the three informants had the same opinion, that is Akau Potong Lembu area has a very interesting attraction. The reason is the harmonization of the relationship between ethnic Malay and Chinese in selling various culinary. The combination of tradition, culture and history is very unique and is being the strength of Akau Potong Lembu. This is the main thing that will be felt by tourists when visiting. In addition, the three informants gave an opinion that the available access is quite difficult to access because the road is very narrow and there is no specific direction signages for tourists who want to visit. Tourists also have to use private vehicles to reach the location because public transportation cannot enter the location. On the other hand, the parking area of four-wheeled vehicles is very small and located in a dark area so there are concerns about the safety of their vehicles. Moreover, to get to the location of the festival, visitor must walk about 10 minutes and past the residents' house.

The reason of the dense location is because of the 1000 *ruko* (shop houses) that Tanjungpinang known for. The development of the city is influenced by Chinese who use the place primarily for trading activities. It is also related with the three informant's opinion about available amenities. The availability of accommodation around the area is inadequate and limited, but the activities of food and beverage providers are very diverse and have unique variations. There are also not so many entertainment

venues and there are no shopping places available.

The movement of Tanjungpinang people is thickly influenced by Malay culture which resulted in low intensity of going out to refreshing or relaxing for a while with family.

According to the three informants, the organizers from the government, tourism associations and travel agencies did not yet have a good synergy to build Tanjungpinang as a tourism option. Whereas tourism need supports of many parties to accelerate and develop a place that can be used as a tourism destination. The impact that will occur if all parties are having a good synergy are economic equality and employment created as a result of stay duration of domestic or foreign tourists.

Event

Shows the uniqueness of the *Semprong* cake festival, which, according to the three informants, is very interesting with the use of traditional equipment and the atmosphere of acculturation between Malay and Chinese culture. In addition, the surrounding environment with a multi-ethnic culture and fantastic prizes offered are also the unique points of this festival.

When the festival is being held, each participant competed to display traditional clothes. Some of them use Malay traditional clothes in yellow, green and blue color which are characteristic of Malay culture, and some of them use Chinese traditional clothes in red color.

The next indicator discusses is the *perishability* in the *Semprong* Cake Festival. There are always possibilities of

mismatch happen during event. The informant has an opinion that there are so many discrepancies because the situation is very chaos with the ongoing *Semprong* Cake Competition held in the field. Choosing this place causes access to see the competition become smaller and crowded in several points. In addition, cleanliness was not maintained at the time of competition so there are many flies. There was also puddles because of rain that was not quickly cleaned so the field looked dirty.

After attending the event, what remains in the visitors' minds is the experience they get from the event. In the indicator of intangibility, the three informants see from the same perspective that it is of inferior quality because it was unexpected that the event does not bring much visitors, let alone tourists, so that the event looks like it is devoted to the community around Akau Potong Lembu area. Moreover, the lack of enthusiasm from the public to participate and enliven this event even though the prize competition is quite fantastic but carried out in a place that is less comfortable and very difficult to access.

In data, it appears that two informants stated that the atmosphere was quite good due to the enthusiasm of the participants of the competition while one informant stated that it was not good because it was uncomfortable after raining, there are puddles and piles of trash that makes bad smells. Even though, the service, according to the three informants, was good because it was presenting the desired order.

The last indicator is personal interaction where the three informants

stated that the communication between organizer and visitors are quite good because there were a number of culinary transaction activities and *semprong* cake making process that is interesting to watch.

CONCLUSION

Based on the results and discussions that have been carried out at the time of the research, it can be concluded that the activities of *Semprong* Cake Festival are very interesting because the use of traditional equipment and the atmosphere of acculturation between Malay and Chinese culture. Organizers are very successful in making interesting concepts with the fantastic prizes and taking the *Semprong* cake as the icon.

On the other hands, several other indicators such as perishability, intangibility, atmosphere, service and personal interaction are still in the low category. The reason is because of limitations of the organizers when executing the festival in a location which makes it difficult for visitors to come that impacts the experience gained by visitors.

Akau Potong Lembu area needs to develop in various sectors because the entrance is still difficult to access. The reasons are the very narrow roads and there are no directions signage for tourists who want to visit. Moreover, to reach the location, visitors must be using a private vehicle as public transportation cannot enter the area. The parking area of four-wheeled vehicles is very small and located in a dark area so there are concerns about the safety of their vehicles.

Moreover, the availability of accommodation is an additional factor. Although the support provided by the government is quite good as they are trying to develop the area into a culinary tourism destination, the readiness and understanding of the community surrounding the area and tourism associations do not support this.

Recommendation

Festivals that have strong cultural elements and historical values should be prepared with strategic view with also considering the event location. So that, the festival will become unforgettable experience for the visitors, so choosing event location is very important for *Semprong* Cake Festival. It also needs to be added by a series of events that can introduce the Malay and Chinese culture. It surely will add the uniqueness of this festival.

A superior destination is a combination of good synergy from various elements of attractions, access, amenities and assisting facilities. Akau Potong Lembu area should be given more attention, first and foremost in terms of accessibility for tourist to visit and for business people (the food sellers), so they can easily make the area become a must-visit destination when visiting Tanjungpinang.

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