



Gastrodiplomacy as Optimization of the Sustainable Tourism Sector in Pati Regency

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DOI: 10.15294/eeaj.v13i2.4029

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Article History

Received: 30 April 2024
Approved: 11 June 2024
Published: 30 June 2024

Keywords

*Culinary; Economic Growth;
Gastrodiplomacy; Sustainable
Tourism; Tourist Destinations*

Abstract

The gastrodiplomacy model is an important effort to introduce, promote and develop sustainable tourism nationally and in the regions. The gastrodiplomacy model is a humanistic approach and promotion of the wealth, uniqueness and characteristics of a region, including tourist destinations, through culinary or food. The integration carried out is focused on the culinary sector while still prioritizing tourism, environmental, social and economic elements. The main problem in tourism development is the absence of an effective, efficient, sustainable, integrated and sustainable gastrodiplomacy model based on superior regional culinary delights. In fact, every tourist destination is very synonymous with the culinary sector as souvenirs/souvenirs which also serve as a medium for gastrodiplomacy for tourists. Based on these problems, the aim of this research is to analyze and conduct studies related to gastrodiplomacy in optimizing sustainable tourism in Pati Regency. The urgency of this research is that the gastrodiplomacy model is very suitable in efforts to introduce and promote local wisdom, especially in the tourism sector, to both domestic and foreign communities through culinary delights. This research uses a qualitative approach using interview techniques, observation, documentation, demonstration and Focus Group Discussion (FGD). Research stages include introduction, implementation and evaluation.

How to Cite

Safitri, D.A., & Rusdarti, R.(2024). Gastrodiplomacy as Optimization of the Sustainable Tourism Sector in Pati Regency. *Economic Education Analysis Journal*, 13 (2), 141-150.

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p-ISSN 2252-6544

e-ISSN 2502-356X

INTRODUCTION

Indonesia is the largest archipelagic country in the world and its location is very strategic, namely on the equator (Buditiawan, 2020). Being located on the equator means that Indonesia has a variety of biodiversity, animal origin and extraordinary natural beauty (Ikhsan, 2017). Various types of flora and fauna can grow and develop well in Indonesia, supported by the fertility of land, agriculture and other areas as well as high tourism potential. Related to this, Indonesia must have a special strategy in optimizing various resources, one of which is optimizing the tourism sector which is the largest contributor to the country's foreign exchange earnings (Azzahra et al, 2018).

The Indonesian tourism sector is very popular with tourists, not only at the domestic level, but also at international level. Therefore, fast, integrated and sustainable efforts are needed to optimize the Indonesian tourism sector (Ramadhan, 2017; Rachmawati et al, 2019). The main aim of optimizing the tourism sector in Indonesia is to encourage regional development, introduction and promotion of tourist places and destinations both in cities and regions (Silviana & Mubarak, 2020).

Tourism development will integrate various sectors of life starting from community empowerment efforts, increasing the role of MSME contributions, optimizing natural resources and others (Rachmadi & Melati, 2020). One of the concepts that the government is currently concentrating on is realizing Indonesia as a sustainable tourism destination (Hafidhoh et al, 2021; Rachmadi, 2019). The main concept of sustainable tourism is the optimization of various resources at tourist destinations by considering several aspects such as economic, social and environmental.

The realization of sustainable tourism requires a high sense of concern and responsibility between various parties, including elements of the government, tourist destination managers and the surrounding community. Optimizing the tourism sector in question has the concept that tourism development

can grow the economy of the surrounding community without ignoring elements of environmental sustainability, the existence of mitigation and preventive efforts to overcome damage to nature or what is often called the negative externality impact of tourism development.

This is because current tourism development efforts still refer to a purely economic growth approach without paying attention to environmental sustainability elements (Rachmadi, 2020; Jannah et al, 2022). Not only that, currently tourism optimization is still more focused on the exploitation of nature, human resources and energy. In fact, if environmental sustainability is not maintained it will have negative impacts on Indonesia and will even create obstacles for tourism development (Pudaka et al, 2018; Hidayati & Tangkudung, 2021).

Apart from that, the main problems in the tourism sector currently include: (1) Lack of infrastructure and low human resources (Rusdarti & Kistanti, 2018; Susilo & Dharmawan, 2021); (2) Environmental cleanliness issues (Rusdarti & Fafurida, 2016); (3) There is not yet active community participation, including through the provision of centralized and integrated culinary centers (Hidayat & Munir, 2022). The government continues to strive to activate various tourist destinations at the regional level through several things ranging from technology integration, strengthening stakeholder synergy, improving infrastructure and so on. The realization of sustainable Indonesian tourism development can also be realized through the gastrodiploamacy model (Theodore et al, 2023).

Gastrodiploamacy is cultural diplomacy that uses culinary food as a means of improving the positive image of a country or region. Theodore et al (2023) explain the main meaning of gastrodiploamacy, namely efforts to communicate values, ideology, state identity, attitudes and national characteristics through culinary or food. Therefore, diplomacy through culinary arts has been an inseparable part of the Indonesian nation from ancient times until now.

Often tourists, especially foreign tourists, know Indonesia as a country that has delicious culinary delights such as fried rice, rendang, pempek, meatballs and so on (Kemdikbud, 2021). The majority of every region in Indonesia has culinary/special food which has become an advantage and has become a special attraction for consumers and the public. This is a form of gastrodiploamacy, namely introducing Indonesia, including the tourism sector, through culinary delights (Pujayanti, 2017). Apart from that, gastrodiploamacy also provides a special approach to MSME players to contribute to the development of regional tourism in addition to improving the economy (Feriady & Farliana, 2022).

The urgency of this research is that the gastrodiploamacy model is very suitable in efforts to introduce and promote local wisdom, especially in the tourism sector, to both domestic and foreign communities through culinary delights. In this research, the concept of gastrodiploamacy as optimizing sustainable tourism is interpreted as being able to provide space and participation for MSME actors in improving the regional economy (Sutikno et al, 2022).

Apart from that, the culinary sector is a special attraction in tourism. Consumers and the public will find it easier to recognize tourism destinations in areas with their culinary characteristics. For example, Semarang City is known for its lunpia culinary delights, Palembang City for its empek-empek culinary delights and so on. It is hoped that the increasing recognition of these areas will increase tourist interest and visits over time. The multiplier effect must continue to be balanced with the existing natural or environmental and social balance.

One area that has superior tourism potential is Pati Regency. Pati Regency has various superior culinary potentials that can support gastrodiploamacy efforts in the region, namely sego gandum, soto kemiri, pamelor oranges and so on.

METHODS

In sharpening research, qualitative researchers determine focus. Research focus is the main problem in research. Focus is a single domain or several related domains of a social situation. This research uses a qualitative approach, which produces descriptive data (Sugiyono, 2017). Qualitative methodology is stated as a research procedure that produces descriptive data in the form of written or spoken words from the people observed (Molong, 2011).

Researchers try to express the state of research or a clear and free description of data that is considered accurate and factual. This aims to provide a careful description of a particular individual, situation, symptom or group and to systematically describe data on the phenomenon being studied based on the data obtained. The type of research used in this research is a case study. A case study is an empirical inquiry that investigates a phenomenon in a real-life context, when the boundaries between phenomenon and context are not clearly visible and multiple sources can be utilized (Yin, 2013).

Case studies are useful if a researcher wants to understand a particular problem or situation in depth where the researcher can identify more information from a situation through detailed and in-depth data collection including observations, interviews, audiovisual materials, and various report documents involving various sources. information to be further interpreted according to the case theme.

The location of this research was carried out in tourist destinations in Pati Regency. Implementation of research activities will be carried out in 2024.

In qualitative research, researchers must be able to identify potential sources of research data in order to get answers to research questions. Data sources are categorized into several categories, including: people, organi-

zations, texts or articles, settings or environments, objects, and activities or events (Indrawati, 2018). The data sources for this research are primary and secondary.

Primary data is obtained from key informants, in order to strengthen the information to be obtained. In order to obtain data holistically and integratively and paying attention to the relevance of the data to the research focus, problem formulation and objectives, data collection uses techniques: (1) Interviews; (2) Field observations and surveys; (3) Documentation; equipped with (4) Demonstration and Focus Group Discussion (FGD). Meanwhile, secondary data comes from literature studies, including journal articles, publications in government agencies and so on.

Based on the approach used in obtaining data, the data collection techniques used in this research are as follows:

(1) Interview

This interview is in the form of a collection of questions prepared by the researcher as a reference in conducting interviews with informants to obtain in-depth information. Carrying out an interview, the interviewer brings an interview guide in semi-structured form which is an outline of matters related to the problem in the research.

The interview guide is used to make the interview process easier, while the recording device is used as a tool to obtain descriptive data from the results of the interview between the researcher and the informant.

(2) Observation

Observation is a data collection technique that is carried out by systematically observing and recording the symptoms being investigated. Observations are carried out to determine the factual conditions that occur in the field so as to obtain data that can be processed as research material. Researchers immediately went into the field, visited the location and recorded important things.

(3) Documentation

Documentation is a data collection technique through objects that are either written or unwritten. Documentation is a comple-

ment to the use of interview and observation methods in qualitative research. In this documentation technique, the researcher records everything that happens in the field in order to collect the necessary data by collecting all written materials related to the research problem.

In qualitative research, data analysis is inductive and is carried out interactively and continuously until the resulting data is completely saturated. Qualitative data analysis is inductive, meaning that data analysis is carried out based on the data obtained and then developed into a hypothesis. Apart from that, data analysis can also be interpreted as a process of arranging the sequence of data, organizing it into patterns, categories and basic units of description.

This data analysis is in the form of qualitative descriptive, namely analysis that describes the situation or status of a phenomenon with words/sentences, then separated into categories to obtain descriptive conclusions, so the analysis must be appropriate and relevant to the problems occurring in the field. Data analysis in this research uses the Miles & Huberman model. In carrying out data analysis, there are several steps taken, namely: (1) Data reduction; (2) Presentation of data; and (3) Conclusion Drawing and Verification.

RESULTS AND DISCUSSION

Main Concept of Gastrodiplomacy

Gastrodiplomacy is interpreted as a diplomatic effort with a culinary/food-based humanist approach. The efforts made are to introduce people, society and the general public to the identity, uniqueness, superiority and uniqueness of the region using culinary delights (Morales & Cordova, 2019; Chua et al, 2024). Theodore et al (2023) also interpret that gastrodiplomacy is carried out to promote a positive image of a country and increase the potential for cooperative bilateral relations with other countries (Juniarti et al, 2021). The practice of gastrodiplomacy in Indonesia has increased rapidly in various regions. However,

integrated, concerted and sustainable efforts are still needed to develop diplomatic practices that are more appropriate, effective and efficient (Adawiyah & Rais, 2023). The aim is none other than to improve the economy and spur sustainable tourism, including in the regions.

Food or culinary delights are chosen as media for regional and national promotion because they are easy to recognize and understand to be compared at the national and even international levels (Nabilah et al, 2020). Every food or culinary dish served has its own value, philosophy and meaning which reflects the personality, identity and habits and even the history of a country/region (Yulliana et al, 2021).

The implementation of gastrodiplomacy can be carried out by the government and society by holding various performances, festivals, direct culinary bazaars, based on social media and so on (Trihartono & Ladiqi, 2022). The sophistication and rapid development of technology is now the most effective medium in supporting the implementation of this gastrodiplomacy model so that it reaches the international level quickly and quickly (Suntikul, 2019). In the tourism sector, culinary has a big role (Nair, 2021; Yetis & Ili, 2023). The majority of tourists who visit a tourist destination will never miss out on tasting and trying typical culinary delights from that area and are even interested in making quite large purchases as souvenirs for relatives, family or co-workers. This collaboration will be able to improve the performance of the economy, MSMEs and even tourism destination managers (Lee & Kim, 2021).

The Role and Contribution of Stakeholders in the Development of Gastrodiplomacy in Indonesia

Indonesia is a large country with the potential for amazing culinary and cultural riches (Warsito & Kartikasari, 2007). Apart from that, Indonesia is also known as a country with the most diverse spice-based culinary delights in the world. Starting from galangal,

ginger, nutmeg, cloves and so on. However, collaboration between stakeholders is very necessary so that this gastrodiplomacy model continues to run and even improves optimally. The elements involved range from the government, community, MSME players, tourist destination managers and also inviting the private sector.

The role of government, both central and provincial, district/city, is very important in implementing gastrodiplomacy (Mayana & Santika, 2024). The government must continue to encourage tourist destination managers, culinary managers or MSMEs to be competitive (Rachmadi & Prajanti, 2023). Attention to aspects of quality, quality, price, ability to innovate, human resource competence and marketing aspects are inseparable (Astuti et al, 2022). The government must also allocate attention in the form of materials with financial support in carrying out gastrodiplomacy-based promotional efforts both at home and abroad. For example, by organizing seminars, tourist festivals, expos, culinary bazaars and so on.

Synergistic collaboration is also very necessary between tourist destination managers and MSME players (Suryaningsih et al, 2023). Don't let there be a disagreement between the two parties. Symbiosis is mutualism or mutual benefit in this framework. Visitors will be enthusiastic about visiting tourist destinations that have their own attractive data, including special food souvenir facilities which are an integral part of every trip. Tourist destinations with various culinary facilities will have their own appeal compared to culinary delights that are only monotonous, tourists will quickly get bored and fed up. Meanwhile, MSME players will benefit from the increasing number of purchasing transactions by tourists who are heading towards compulsive buying.

Apart from that, another element of regional tourism development is the community. Increasing public understanding and awareness of the importance of the gastrodiplomacy model needs to be improved. Society as a social element also plays a role in tourism

development. Without active contribution and involvement in tourism strategies, it will have its own negative impacts. Therefore, synergy between the parties mentioned above is very important. One area in Indonesia that has a lot of potential in the tourism sector, both natural, cultural, social, religious and other, is Pati Regency, Central Java Province.

Acceleration of the Pati Regency Tourism Program

The Pati Regency Government is synergizing with various parties such as the community, companies/industry and the private sector to optimize the regional tourism sector. Pati Regency has various potentials which have the potential to become a leading tourism destination at the provincial and national level. In this case, the district government, spearheaded by the Youth, Sports and Tourism Office, has developed various methods, efforts and strategies that are right on target in the tourism sector.

Reporting from the Central Java Calendar of Events 2023 by the Youth, Sports and Tourism Office of Central Java Province (2023) there are several activities/programs where Pati Regency is the locus for tourism promotion. Starting from the Chinese New Year Cultural Carnival at the Hok Tik Bio Temple in January. At this event, MSME actors were actively involved to contribute fully. This is because the Chinese New Year cultural carnival event is filled with Chinese New Year markets, basic food markets and so on. Then, gastrodiplomacy efforts were also introduced during the Haul Sunan Prawoto event. This religious and cultural event is filled with lengkur fish carnivals. Lengkur fish is a type of snakehead fish typical of Pati Regency which is made into circles and grilled.

There is also the Haul of Sheikh Jangkung, the Kali Silugonggo Festival, the Haul of Nyai Ageng Ngerang, the Haul of Sheikh Ahmad Mutamakkin and other Islamic figures. In September, the Pati Government also specifically held the Gelegar Bumi Mina Tani program. In this case, we are trying to raise the

potential of the creative economy which has become an icon of Pati Regency, namely milkfish and coffee. This effort is a form of implementation of the gastrodiplomacy model in increasing regional tourism, especially in Pati Regency. Tourists will know that the leading potential of Pati Regency's creative economy is milkfish and coffee. Apart from that, there are still many efforts to accelerate tourism programs put together by various stakeholders in Pati Regency.

Pati Regency Gastrodiplomacy

Pati Regency has a variety of culinary delights, typical foods and souvenirs that are very popular with tourists, including tape gembong, pamelor oranges, sego gandul and soto kemiri. Nasi gandul or often known as "sego gandul" is a typical and superior culinary dish in Pati Regency. "Gandul" is a Javanese word which means "hanging". But it's not the rice that's served hanging, it's the way it's sold.

So, it is said that "sego gandul" sellers in Pati Regency used to sell their wares hanging from poles. Well, that's where the name "gandul rice" emerged. Sego gandul is white rice topped with empal or bacem beef, then drizzled with savory sauce (Archives and Library Office of Pati Regency, 2020; Central Java Province Communication and Information Office, 2023).

The term "haven't been to Pati if you haven't experienced the delicious sensation of sego gandul" has become a favorite in itself and is always remembered by tourists. Pati Regency's gastrodiplomacy efforts have made tourists remember Pati with sego gandul. This culinary delight is very easy to find along the roads in Pati Regency, starting from luxury restaurants, street vendors, carts, food stalls and so on. Then, there is also tape gembong which is a form of gastrodiplomacy, especially in Gembong District, Pati Regency. This tape is made from cassava which goes through a fermentation and fermentation process to produce a soft, sweet and slightly sour cassava texture. This kingpin tape is a special attraction when tourists are visiting Pati Regency.

Pamelo oranges can be said to be unique compared to other types of oranges. One of the striking differences between pamelo oranges and other oranges is their size. If we look, the size of the pamelo or grapefruit is larger than other types of oranges. Apart from the size, the taste of the pamelo orange can also be said to be different from other types of oranges. This pamelo orange has a distinctive taste, a combination of sweet, sour and slightly bitter.

Honey pamelo or bageng oranges in Pati Regency are cultivated in Bageng Village, Gembong District, Pati Regency. Most of the residents in Bageng Village cultivate this plant in their yards and a small number on plantations. The reason why Bageng village residents plant bageng pamelo oranges in their yard is because if they are planted in their yard, it will certainly make the process of caring for this plant easier (Youth, Sports and Tourism Office of Pati Regency, 2019).

Soto kemiri is a typical dish from Pati Regency. Pati people always eat candlenut soup during the day when they are taking a break from planting in the rice fields. Soto Kemiri became a mainstay menu for workers and farmers in Pati at that time. Because besides being cheap, it is also very delicious. The current term is gloomy, cheap and cheerful. But now Soto Kemiri has become a favorite menu among various groups, because of its deliciousness. And it uses free-range chicken as the basic ingredient, so Soto Kemiri has a more delicious distinctive taste (Youth, Sports and Tourism Office of Pati Regency, 2020).

CONCLUSION

Gastrodiplomacy is a humanist, adaptive and implementable approach. Gastrodiplomacy is interpreted as an effort to approach, promote and recognize the uniqueness, uniqueness and superiority of a region or region through the culinary/food sector. This effort is very implementable because the culinary sector is an inseparable part of human life, including its strong relevance to the tourism

sector. Optimizing the sustainable tourism sector really requires the participation of the culinary sector to be more varied, innovative and able to reach human needs, one of which is through culinary arts. The involvement of culinary MSMEs is also greatly helped by the existence of superior tourist destinations owned by the region. Therefore, synergy in developing sustainable tourism is very necessary, including from the government and private sectors (Waliuddin et al, 2023).

Pati Regency, as an area with social, cultural, religious, historical and culinary diversity, is an opportunity in itself, especially in developing its tourism sector. Culinary is a special attraction for every tourist because it provides its own sensation of taste, satisfaction, enjoyment and other elements. The superior culinary delights of Pati Regency include nasi gandum "sego gandum", soto kemiri, tape gembong and pamelo oranges. Armed with the culinary delights mentioned above, it has become its own characteristics and uniqueness for every tourist when visiting Pati Regency.

Gastrodiplomacy is a tourism development model that is very suitable as a sustainable and humanistic promotional medium. Apart from enjoying tourist destinations, tourists can also enjoy culinary treats with their unique aroma and taste. A term that is inseparable from this gastrodiplomacy model is "it feels incomplete when visiting an area or tourist spot, if you have not tasted, enjoyed and sampled its typical culinary dishes both for your own consumption and as souvenirs".

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