

The Effect of The Culinary Night Festival on The Development of Local Tourism Potential in Kiaracondong

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Abstract

Culinary is a brand and promotion for a country. Every country has a particular characteristic which makes it different from other countries. There are several creativity and hand-made concoctions from various countries that are familiar in our society, such as dishes and wine from France, Sushi from Japan, Pizza from Italy, Kebab from Turkey, Ice Cream from America, Cane Bread from India, and various culinary from other countries that come together with the symbol of the country of origin. Not only the food, but also the culinary culture has entered and exchanged the realm of our traditional cultural traditions, such as French-style banquets or French dishes. France offers a lot of uniqueness to the world community. Likewise in Indonesia, every province or city has special food and snacks. This study aims to know the influence of the Culinary Night Festival on the Development of Local Tourism Potential based Traditional Snacks in Kiaracondong District. The research shows that the traditional cakes have a distinctive taste in Kiaracondong. It is made from natural ingredients that are still feasible and can be explored more to be used as one of the preservation of culture that attracts tourists.

Sari Pati

Kuliner merupakan brand dan promosi bagi sebuah negara. Setiap negara pasti memiliki kekhasan yang dapat membuatnya berbeda dari negara lain. Kreativitas, racikan tangan dari berbagai negara yang sudah familiar di tengah masyarakat kita, seperti masakan dan minuman anggur dari Perancis, Pizza dari Italia, Ice Cream dari Amerika, Kebab dari Turki, Sushi dari Jepang, Roti Cane dari India, dan kuliner negara lainnya yang menyatu dengan simbol negara asalnya. Bukan hanya makanannya, bahkan budaya sajian kulinernya pun sudah masuk dan menukar ranah tradisi budaya tradisional kita, seperti acara jamuan makan ala Perancis atau yang dikenal dengan hidangan Perancis. Perancis banyak sekali menawarkan kekhasannya pada masyarakat dunia. Begitu pula di Indonesia, setiap provinsi ataupun kota pasti mempunyai makanan dan jajanan khas. Penelitian ini bertujuan untuk mengetahui pengaruh Festival Kuliner Malam terhadap Pengembangan Potensi Wisata Lokal Berbasis Jajanan Tradisional di Kecamatan Kiaracondong, Bandung. Penelitian menunjukkan bahwa kue-kue tradisional di Kiaracondong mempunyai cita rasa yang khas. Jajanan tersebut terbuat dari bahan alami yang tetap layak dan bisa digali lagi untuk dijadikan sebagai salah satu pelestarian budaya yang menjadi daya tarik wisatawan.

Background

In Indonesia, every province or city has its typical food. As in other provinces, the city of Bandung also has traditional snacks made from natural ingredients. Those traditional cakes have a distinctive taste. It is made from natural ingredients that are still feasible and can be explored more to be used as one of the preservation of culture that attracts tourists.

The traditional snack has become one of the key components of Indonesian culinary heritage. It is not only due to the taste or uniqueness in color and appearance, but also its traditional value. Unfortunately, there has been a great deal of local wisdom lost. Traditional food can no longer be found easily in the traditional or modern market. The 'Ndeso' characteristic of the snack has been left by the majority of our people who have gone along with modernity.

As a culinary heritage, it is urgent and necessary to preserve the traditional food for the young generation. Many types of metaphors reflected in a cake or a familiar legacy of food have profound meaning about human life.

Kiaracondong, which consists of six kelthen of Cicaheum, Kelabianumbabakan, Surabaya babble kelurate, kebonungkelurate, and sukapurakelapot, have an enormous amount of potential both from cultural arts and traditional food products.

Due to the spirit to preserve the traditional snack food associated with the vision of Bandung to always be excellent in all areas, kiaracondong district has an agenda to hold a culinary night festival which is held four times a year. It is intended to preserve traditional Sundanese foods and introduce them to the young generation.

Based on the background above, the writer aims to know the influence of the Culinary Night Festival on the Development of Local Tourism Potential based Traditional Snacks in Kiaracondong District.

Library Review

Tourism

Tourism according to act no. 10 of 2009 can be defined as a combination of all the tourist enterprises involved in the development of the entire potential of a destination.

Community involvement to create sustainable tourism. According to Hadinoto (1996), there are some aspects that determine the design of an attraction, namely:

a. Tourist attraction

An attraction is a place that attracts tourists to spend their holiday in. The identifiable attractions, such as natural resources, human resources, culture, and so forth, need to be developed to explore a tourist attraction. Without an attractive tourist attraction, there will be no events and other major parts would be necessary.

b. Promotion and Marketing

Promotion is a design and strategy to introduce a specific attraction in order to make the tourists eager to visit it. Promotion is an important element in the planning level.

c. Tourism Market (tourism community)

The tourist market is an important part to be considered in tourism. Although extensive research has not been required, but information on behavioral trends, wants, needs, origin, motivation, and so forth from tourists needs to be gathered.

d. Transportation

Transportation has a dramatic impact on the volume and location of tourism development. In fact, the needs of travelers are different from the transport suppliers.

e. Accommodation and Tourist Service (facilities and services).

According to Suwanto (1997), the essential elements that must be given attention to promote the development of tourism in the tourist destination include:

1) An Object and a Tourist Attraction

Tourist attractions are the potential that propels tourist presence to a tourist destination. The allure of an object is based on the presence of a source of pleasure, beauty, comfort and cleanliness, and tourist infrastructure.

2) Tourist Facilities

A tourist facilities is a completeness of the tourist destination needed to cater to the needs of the tourists when enjoying the tourist trip. The tourist attractions that must be made available are hotels, travel agencies, transportation devices, restaurants and restaurants and other support facilities.

From the experts' statements above, it can be argued that communities are interested in coming into the culinary night festival activities from local dimensions of tourist potential with indicators such as below:

1. Sightseeing.
2. An infrastructure and a field trip
3. Promotion of tourist goods
4. Service for tourists

Effect

Impacts are changes that occur within an environment and results from the actions of an individual or a group of people. To be able to assess the impact, there must be a comparison to the environmental conditions before and after the activity of both individuals and groups Soemarwoto (1988). In brief, the impact of the ward is a discrepancy between a ward state with and without activity. The development process affects the social, economic, and cultural aspects.

The Effect of Tourism.

According to Faizun (2009), the effect of tourism is a change that occurs in communities as components in the environment before and after tourism activities. The impact identification is defined as a defining process for the impact of social economic change on communities prior and after to the development.

Effect of Tourism Development.

Tourism development will certainly have either a positive or negative impact. The development of tourism and increase of tourist visits can contribute to both positive and negative effects and are affected by society, environment, economic, and social (Lenner in Mathieson & Wall, 1982).

People in an environment are the essential objects in tourism because they have a culture that can be used as an attraction in a destination. Their support to develop a tourist destination is basically needed to promote the destination itself. The sustainable support from the human resources in a destination is capable to empower communities who need a job in order to make their better than ever.

The Economic Impact of Tourism

Cohen in (Pitana and Diarta, 2009), theoretically, states that the impact of tourism on the social economic conditions of local communities is grouped into eight groups, namely: the impact on state revenues, community revenues, work opportunities, prices and tariff, the distribution of profit benefits, ownership and control, development, government revenues in particular areas.

According to Kusudianto (1996), a well-planned tourist attraction would provide not only economic advantages that improve local communities' standards, qualities and patterns of life, but also better environmental improvements and maintenance. If properly managed, tourism can give benefits to the communities in the tourist destinations. Local residents play a vital role in the development of sightseeing goods, since local people have to be directly or indirectly involved in the activities associated with the severity of tourist tourism in the area in order to get the benefit of existence. However, when a tourist object is not developed or handled properly or poorly planned, it can cause damage both environmentally and socially.

Ritchie (1987) explains that tourism sector also has some impacts on communities, such as:

1. Economic Independence
2. The Shift of Labor
3. Changes in Employment
4. Land Value Change
5. Improved Living Standards
6. Political System Change

The Food Market

Traditional snack is another name for traditional cake that are widely sold in the traditional market. Nowadays traditional snacks have become more widely sold in malls or supermarkets with special booth.

Although at this time there is an abundance of foods with styles and tastes due to the influence of outside cultures, but the market's culinary fascination has never been marginalized. It's a cliché that makes this food never abandon its fans. Indonesia's culinary heritage even has its many traditional kinds of cakes.

In addition to becoming an item on traditional/modern/batraditional marketplaces, it is also part of the market food chain that you start to attend at weddings. It is also called good cake because it is neatly arranged on top of a slot. The unique shapes and flavors typical to market food make this food obsolete.

These market varieties are usually short - lived because they rarely use preservative substances. To add to the paltry flavor, the food is mixed with coconut milk. It also usually uses traditional ingredients and cooking methods. The raw ingredients such as rice flour, sago, glutinous, cassava, corn, sweet potatoes and coconut are often used to create traditional food. An example of traditional cake from Bandung is pancake, the basic ingredient of pancake is called coconut milk, which is prepared on charcoal or on firewood. For traditional cake, it may give a different flavor when the pancake is cooked by using firewood or charcoal than with a normal gas stove. The most obvious difference is in the aroma. Other examples of the traditional food are lemper, bugis, glum, cake rings, coccus, coccus, misro, combro, talam, getuklindri, lepet, wingko, clorot, rolled-up crepes, putu, apem.

The culinary system is not just about fulfilling the stomach or the taste of the tongue, but the most important things is how we can preserve and prevent it from dying out. Those traditional food must became the first choice preffered in our country compared to the foreign culinary.

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RESEARCH METHODS

According to sugiyono (2010:2) research is a scientific way of obtaining data with a specific purpose and usefulness. The type of research methods used is descriptive and verifiable. Descriptive methods aim to make a systematic, factual, and accurate description of facts and links between phenomena under study. By descriptive methods, it can become known position (status) of a phenomenon or factor and see the relationship between the two factors. A more commonly used and more common research method is survey. Researchers use descriptive and verifiable methods in the study.

The method used is:

1. Variable operational

Testing of the Validity of the Instrument;
Correlation Coefficient Test;
Coefficient Determinations Test:

2. The method used is:

Data Testing Methods
Validity Test
Reliability Tests

RESULTS AND DISCUSSION

Culinary night festival in kiaracondong is one of the agendas of the Bandung government program for encouraging the local stake's resource-based community happiness index. Bandung is famous for its creative city with its many potentials for the arts, culture, and culinary of Bandung. It is an asset for Bandung to be able to become a leading city. Thus the Bandung city government designs some programs in each sub-district through

traditional food and market culinary festivals to be able to preserve traditional foods in order to enhance the peoples of Bandung happiness index.

The programs organized in this study are reviewed based on the objectives of activities organized to attract and invite visitors to come to meet the need for entertainment, interaction, and recognition about art, traditional foods, and market goods.

The data presentation in this study is to provide a general picture of the data distribution gained from the research locus. The data from each indicator is presented as raw data based on the distribution of the treatment using a questionnaire to 100 descriptive statistics. The data description for visitors in the night culinary festival in kiaracondong district can form frequency distribution. Description is described as follows:

Table 1
Traditional Food Products of a Traditional Snack

Alternatif Jawaban	Frequency	Percent	Valid Percent
So unattractive.	0	0	0
Not interesting	1	1.0	1.0
Doubts	11	11.0	11.0
Interesting	43	43.0	43.0
Very interesting	45	45.0	45.0
Total	100	100.0	100.0

Source: Data Processing (2018)

In Table 1, visitors always get the urge to buy traditional snack products. From the table above, 43% of the respondents are interested in the traditional snack and 45% state that it is particularly interesting that the traditional snack recalls the visitors' childhood memory.

Tabel 2
Performing Arts and Cultural Events

Alternative Answers	Frequency	Percent	Valid Percent
So unattractive.	0	0	0
Not interesting	4	4.0	4.0
Doubts	30	30.0	30.0
Interesting	42	42.0	42.0
Very interesting	24	24.0	24.0
Total	100	100.0	100.0

Source: Data Processing (2018)

In Table 2, the visitors always have encouragement to visit the culinary night festival in kiaracondong district, it is proven by the responses of the respondents in which 42% answer interesting and 24% answer very interesting.

Tabel 3
Recapitulation the Score of the Show

No.	Statement	Result	Expectation	Presentase (%)	Criteria
1	Cultural Performance	389	500	77,8%	Good
2	Makanan/Jajanan Pasar Basah Kering	437	500	87,4%	Very Good
	Total	826	1000	82.6%	Good

Source: Data Processing (2018)

Local tourist potential in Kiaracondong district

Kiaracondong is one of the most populous district in Bandung. The density of the population is a potential to develop this district from a geographic, sociological and cultural aspects. From the cultural side, there are several art groups and associations that focus on the cultural development of the region, such as gropus of creative youth in Kebon Kangkung, the Sundapakidulansunery company in Bonjayantishamanity, the Lingkung art convalescent in the kelapian harvest and more. These, of course, will be a special attraction for local tourism and is possible to be developed in the future.

The Respondent Response to Local Tourist Potential

Researchers distributed the questionnaires to get information and general picture about the local potential of Kiaracondong district

Table 4
Facilities and Infrastructure that can Facilitate Night Culinary
Activities
in Kiaracondong District

Options	Frequency	Percent	Valid Percent
Strongly disagree.	0	0	0
Disagree	0	0	0
Neutral	17	17.0	17.0
Agree	40	40.0	40.0
Strongly agree	43	43.0	43.0
Total	100	100.0	100.0

Source: Data Processing (2018)

Table 4 shows that the provision of the culinary night festival's facilites and infrastructure is well-provided in order to make the visitors feel comfortable. this is shown by 43% respondents answered strongly agreeing while 40% answered agree.

Table 5
Art Performace, Badawang, Sisingaan, Pencak Silat and Karinding

Options	Frequency	Percent	Valid Percent
Strongly disagree.	0	0	0
Disagree	2	2.0	2.0
Neutral	17	17.0	17.0
Agree	44	44.0	44.0
Strongly agree	37	37.0	37.0
Total	100	100.0	100.0

Source: Data Processing (2018)

Table 5 above shows that the art performance like Badawang, Sisingaan, Pencak Silat and Karinding can attract visitors' attention. Badawang is just like ondel-ondel but typical of Sundanese. This indicates that the visitor has an interest in identifying the art performances. This is proven that 44 or 44% of the 100 stated very interesting.

Table 6
Service to Visitors

Options	Frequency	Percent	Valid Percent
Strongly disagree.	0	0	0
Disagree	6	6.0	6.0
Neutral	37	37.0	37.0
Agree	46	46.0	46.0
Strongly agree	11	11.0	11.0
Total	100	100.0	100.0

Source: Data Processing (2018)

Table 6 shows that visitors at the culinary night festival served well. as the result of the response of the mostly answered respondents agree with this statement. There are 46% respondents Strongly agree with the statement.

Table 7
Acceptable Information on Visitors

Options	Frequency	Percent	Valid Percent
Strongly disagree.	0	0	0
Disagree	0	0	0
Neutral	12	12.0	12.0
Agree	46	46.0	41.0
Strongly agree	42	42.0	42.0
Total	100	100.0	100.0

Source: Data Processing (2018)

Table 7 shows that visitors are well informed of the culinary night festival activities, events and products featured on the activities. The chart above indicates that most information gained well from organizers. It is proven by the results of the responses of those who answered the majority Agree with this statement, which was 46 or 46% of 100 while 42% answered favorably.

Table 8
Recapitulation Scores for Local Tourist Potential

No.	Statement	Achievement	Expectations	Percentage (%)	Criteria
1	Art performance , Badawang, Sisingaan, Pencak Silatand Karinding	417	500	83%	Good
2	Facilities and infrastructure	455	500	91%	Very Good
3	Promotion	437	500	87%	Very Good
4	Service for tourists	355	500	71%	Good
	Total	1664	2000	83%	Good

Source: Data Processing (2018)

Data Quality Test

Validity and Reliability Test Results

Before the analysis is carried out, this research needs to test instruments, namely the validity and reliability test. Validity is the level of the ability of an instrument to reveal something to be the target of the measurement carried out by the instrument. According to Sugiono (2008) the minimum data requirement is considered valid if the r value is 0.30. Where the higher the validity of a research tool, the better the tool is or shows what should be measured. The results of the validity using the SPSS 17 program can be seen from the following table:

Table 9
The Validity Table of Event Variables

No. Item	Deviation Standard	Validity Value	Remark
1	0,3	0,383	Valid
2	0,3	0,568	Valid

Source: Data Processing (2018)

The results of the calculations carried out to the variables to see if the questionnaire is considered valid. The value is greater than 0.30, it shows good results, because the minimum conditions can be fulfilled, so that it is concluded that the questionnaire is valid.

Table 10
The Variable Validity Table of Local Tourist Potential

No. Item	Deviation Standard	Validity Value	Remark
	0,3	0,334	Valid
2	0,3	0,404	Valid
3	0,3	0,442	Valid
4	0,3	0,506	Valid

Source: Data Processing (2018)

The calculations made on local variable tourist potential show good results, since the minimum requirement of the questionnaire is larger than 0.3, hence it can be concluded that a circulation of the questionnaire is said to be valid.

The reliability test is carried out to quantify a questionnaire which is a research device for locating data from a variable. A questionnaire is reliable if the respondent's answer to a statement is consistent time to time. To measure the test using the score of cronbach alpha, the questionnaire is considered reliable if the value is above 0.70.

Table 11
Research Variable Religious Tables

Variable	Deviation Standard	Reliability Value	Remark
Event	0,7	0,803	Reliabel
Local Tourist Potential	0,7	0,812	Reliabel

Source: Data Processing (2018)

The results of the religious test conducted with the SPSS program have been found that the coefficient of cronbach alpha is larger than 0.7 the variables which is the variables and local tourism potential of 0.803 and 0.812 respectively. This suggests that the questionnaire for the two variables is reliable.

Correlation Analysis

The correlation analysis conducted by using product moment person correlation to is used to know how strong the relationship between variables in this study.

The relationship between the event and the local tourist potential

In accordance with the research formulations and hypotheses previously presented, researchers used the formulation of product moment coefficients and were treated using a 7.0 version SPSS and the coefficientation between variables that was meant to be obtained data such as the table on this next page:

Table 12
Data from a Correlation Test

		Events	Tourist Potential
Event Correlation	Pearson	1	.161
	Sig. (2-tailed)	100	.110
	N	100	100
Tourist Potential Correlation	Pearson	.161	1
	Sig. (2-tailed)	.110	100
	N	100	100

Source: Data Processing (2018)

Based on the table above, the correlation between the event with local travel potential is as much as 0.161, which is categorized as having a very low correlation.

The event's impact on the potential of local tourism is being used to measure a few large impacts on local tourist potential by using the following "model summary" tables:

Table 13
Variable Affected Processing of Events to the Potential for Local Tourism

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.161 ^a	.026	.016	2.563

a. Predictors: (Constant), Event

Based on the table above, the value of r (correlation) is to 0.161. The contributions from events as independent variable affect local tourist potential by 0.161 or 16.1% and the rest by 83.9% are affected by other factors.

These contributions show that the impact of the event on local tourism potential is considered as low classification, because it is in the 0,000-0.199 range.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the above discussion and data analysis, it can be concluded:

1. The recapitalization of 82.6% variable events is in good category, as this shows that during this time the event organized at the culinary night festival is well underway.
2. The recapitulation of local tourist potential variables at 83% is in good categories. This shows that local tourist potential has an excellent potential to develop.

3. Event variables have a fairly low impact on local tourist potential of 0.161 or 16.1%. These figures show the potential for local tourism to be extremely low in dependence on organized events.

Recommendation

1. Based on the study of organizing the event at the culinary night festival held by chiaracondong campus can be categorized very well. But it did not lead to a good program in return. As it is known that factors affecting local tourist potential are 83.9% affected by other factors. This suggests that the influence of the culinary night festival activities against local tourist potential is at a low classification, as it is in the vicinity of 0,000-0.199.
2. Activities of the culinary night festival should involve more societies in which the event is hosted. So that the benefits of such activities can be felt by people around.
3. For the fellow researchers:
 - a) A special study associated with organized culinary night festival needs to be conducted.
 - b) Further research on the potential of tourism especially in Local particularly need to be carried out.

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