

Kompiang Cake: The Potential of Traditional Culinary as a Leading Tourist Attraction in Labuan Bajo

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KEYWORDS

lower case; write
alphabetically in
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ABSTRACT

The development of the tourism industry in Labuan Bajo provides opportunities for the development of tourist products, including culinary delights in Labuan Bajo. In addition, it also provides enormous opportunities for the community to participate in tourism development especially culinary tourism, which is currently still limited in number. This research aims to explain traditional *kompiang* food as a culinary tourism attraction in Labuan Bajo. The research method used is descriptive qualitative, using the tourist attraction theory of Labuan Bajo. The data collection was carried out by observation and interviews. The results of this research show that the traditional food *Kompiang* cake is a product that has tourist attraction. It is because it has a unique shape and a distinctive taste from East Nusa Tenggara which has uniqueness, originality, authenticity and diversity. Even though there are several ingredients that are not typical from Labuan Bajo, but many main ingredients are obtained from Labuan Bajo area. Thus, *Kompiang* Cake can be considered to use local ingredients in its manufacture, especially in a context that adds to the authenticity and local wisdom of this cake in Labuan Bajo. The originality of *Kompiang* Cake lies in the use of local traditional ingredients and strong cultural connections. This cake not only reflects the culinary traditions of NTT but also shows how traditional food can maintain its authenticity while adapting to developments and also illustrates its authenticity. The diversity of *Kompiang* Cake shows the flexibility and richness of traditional culinary variations in ingredients. *Kompiang* cake not only reflects culinary traditions but also shows how traditional food can continue to develop and adapt to the times.

INTRODUCTION

Culinary tourism has become one of the main attractions in the global tourism industry, including in Indonesia. Traditional food not only meets consumption needs but also represents the cultural and historical identity of an area, so it has great potential to be developed as a tourist attraction. According to research by Antara (2022), traditional food has an important role in promoting local culture and providing a unique experience for tourists. A similar study by Fandra & Setiawan (2024). shows that traditional food can be an important element in attracting tourists while supporting the sustainability of local culture. This shows that traditional food can function as a medium for cultural communication, introducing local wisdom to tourists, and creating an immersive experience. Therefore, efforts to utilize traditional food as a tourist attraction require serious attention.

In the context of Indonesia, Labuan has a culinary wealth that has not been widely explored, one of which is Kompiang cake. As a traditional food with high historical and cultural value, especially among the Chinese community, Kompiang cake reflects a unique cultural acculturation. Research by Windiany, R. A. (2023) shows that traditional food based on cultural acculturation has a strong appeal because it reflects a distinctive cultural diversity. However, the potential of Kompiang cake as a culinary tourism attraction has not been optimally utilized. This is similar to the findings of Wawuru & Aryaningtyas (2024) who stated that traditional food in other areas also often receives less attention in tourism development strategies. Therefore, it is important to examine how Kompiang cake can be developed into a local culinary icon that not only increases tourism but also preserves local culture.

The development of traditional foods such as Kompiang cake not only enriches tourist attractions but also has the potential to have a positive impact on the local economy. Research by Afdhal, A. (2023) shows that traditional food can be a driver of the community's economy if supported by effective product promotion and innovation. In Labuan, the development of Kompiang cake can serve as a strategic step in strengthening local cultural identity while attracting tourists to enjoy a unique culinary experience. This argument is reinforced by the fact that strengthening cultural identity through culinary can be a competitive edge for tourist destinations in facing regional and global tourism competition. Therefore, the development of Kompiang cake requires a special strategy that can optimize its potential.

Therefore, this study aims to analyze the potential of Kompiang cake as a culinary tourism attraction in Labuan. By understanding the role of Kompiang cake in local culture and tourist preferences for this traditional food, it is hoped that an effective development strategy can be formulated. Previous research by Rahman, B. (2023) emphasized the importance of a participatory approach involving the community, government, and business actors in promoting traditional food as part of a tourist attraction. This shows that the development of Kompiang cake requires not only product innovation but also synergy between various stakeholders to create a sustainable tourist attraction. The results of this study are expected to contribute to the development of culinary tourism in Labuan, as well as preserving cultural heritage through the promotion of Kompiang cake as a regional culinary icon.

LITERATURE REVIEW

The Potential of Traditional Food as a Tourist Attraction

Traditional food has great potential to become a culinary tourism attraction because it holds cultural values, history, and local identity of an area. According to Rahman (2023), traditional food can provide a unique experience to tourists, thus becoming an important element in culinary tourism. Research by Harsana and Triwidayati (2020) in Yogyakarta shows that traditional food not only attracts tourists but also contributes to the preservation of local culture. This is in line with research by Rahayu et al. (2022), which emphasizes that the development of local culinary can support the community's economy, especially MSMEs. In the context of cultural acculturation, traditional foods such as Kue Kompiang reflect the long history of interaction between local culture and the Chinese community. Windiany (2023) explains that acculturation in culinary creates a new identity that is unique and attractive to tourists. Thus, Kue Kompiang can be positioned as a representation of the uniqueness of Labuan culture as well as a superior product in culinary tourism.

Traditional Food Development Strategy

Developing traditional food as a tourist attraction requires a planned strategy. Fandra and Setiawan (2024) emphasize the importance of product innovation, promotion, and collaboration with business actors to increase the competitiveness of traditional culinary. A study by Untari et al. (2018) on traditional Betawi cuisine also emphasizes the importance of attractive packaging and the use of digital media in promotion.

This is relevant to the development of Kue Kompiang in Labuan, where digital-based marketing strategies can reach a wider market. Nurjaya et al. (2024) revealed that education and training for local communities, including the younger generation, can support the sustainability of traditional food development. This study shows that the development of traditional culinary requires not only product innovation but also community empowerment to improve their skills in production and marketing.

The Role of Traditional Food in the Local Economy

Traditional food has a major contribution in supporting the local economy, especially through the creative economy sector. Afdhal (2023) explains how the role of women in the traditional culinary industry can support the family economy and create community-based ecotourism. Research by Wawuru and Aryaningtyas (2024) shows that empowering local communities through culinary skills can improve the creative economy while strengthening tourist attractions. In Labuan, the development of Kue Kompiang can be an opportunity to create jobs and support the local economy. Antara (2022) emphasizes the importance of culinary in supporting sustainable tourism, where traditional food not only attracts tourists but also has a positive impact on the surrounding community. Therefore, community involvement in the production and distribution of Kue Kompiang is the key to the success of its development as a tourist attraction.

Local Cuisine and Sustainable Tourism

Local cuisine plays an important role in supporting sustainable tourism. According to Suroto (2023), local cuisine can be part of the gastronomy that strengthens the identity of a tourist destination, as long as it is managed with the principle of sustainability. This study highlights the need for an ecological and ethical approach in managing local cuisine, including prioritizing local raw materials and reducing food waste. In the context of Labuan, the management of Kue Kompiang based on sustainability can increase its attractiveness in the eyes of tourists who are increasingly concerned about environmental issues.

METHOD

This study uses a qualitative approach with the interactive data analysis model of Miles and Huberman (1994) to explore the potential of Kompiang Cake as a culinary tourism attraction in Labuan. The study population includes local people who produce and consume Kompiang Cake, tourism managers, culinary entrepreneurs, and tourists. The sample was selected purposively, consisting of 5 Kompiang Cake makers, 3 local tourism managers, 2 culinary entrepreneurs, and 5 tourists who have tasted Kompiang Cake. Data were collected through in-depth interviews with 15 informants, direct observation of the process of making and serving Kompiang Cake, and documentation in the form of photos, reports, and supporting articles. Data analysis was carried out in three stages: data reduction to filter relevant information, data presentation in the form of narratives and tables, and drawing conclusions based on patterns and themes verified through triangulation of methods and data sources. Data validity was maintained by triangulation and member checks to ensure the accuracy of the results. This approach provides an in-depth understanding of cultural values, tourist preferences, and development strategies for Kompiang Cake as a sustainable culinary tourism attraction in Labuan.

RESULTS AND DISCUSSION

RESULTS

Based on in-depth interviews, documentation and observations conducted by the researcher, this study revealed that Kue Kompiang has great potential as a culinary tourism attraction in Labuan. The results of the study are summarized in three main dimensions:

1. Cultural Aspect

Kue Kompiang has a strong cultural value, especially as part of the culinary tradition of the Chinese community in Labuan. Local people make Kue Kompiang a symbol of togetherness, often served at traditional events and certain celebrations. This tradition provides a unique cultural attraction, which can be one of the reasons for tourists to visit Labuan.

2. Tourist Preferences

Tourists who have tasted Kue Kompiang expressed high appreciation for its distinctive taste and simple but authentic presentation. Most tourists expressed interest in buying Kue Kompiang as a souvenir, but they also emphasized that access to this product is still limited, because it is only available in certain locations.

3. Development Strategy

Developing Kue Kompiang as a culinary tourism attraction requires several strategies, such as increasing product availability, innovation in packaging, and digital-based promotion. Local entrepreneurs and Kompiang Cake makers showed readiness to collaborate with the government and tourism actors in promoting this product. However, they identified the need for marketing training and technical assistance to increase their capacity.

DISCUSSION

The results of the study indicate that Kue Kompiang has a unique cultural appeal because it reflects the acculturation of culture between the local community and Chinese traditions, as expressed by Windiany (2023) that acculturation in culinary can create an attractive cultural identity for tourists. This cultural aspect provides added value to Kue Kompiang, making it more than just food but also a cultural experience that can be enjoyed by tourists. In terms of tourist preferences, these results are in line with Rahman's research (2023), which states that tourists tend to be interested in traditional foods that have a distinctive and authentic taste. Kue Kompiang, with local raw materials and a traditional manufacturing process, meets these criteria. However, limited product accessibility is a major challenge that needs to be overcome, as also found by Harsana and Triwidayati (2020) in the context of traditional food in Yogyakarta. The proposed development strategies, such as packaging innovation and digital-based promotion, reflect the need to reach a wider market. This is relevant to the findings of Fandra and Setiawan (2024), who emphasized the importance of technology-based promotion in the development of traditional food. In Labuan, strengthening collaboration between local business actors, Kompiang Cake makers, and the government can be the key to the success of this development. In addition, empowering local communities in the production and marketing process can have a positive impact on the local economy, as expressed by Afdhal (2023) that traditional food can be a driver of a sustainable creative economy. Therefore, training and technical assistance for Kompiang Cake makers are important steps to improve product quality and competitiveness in the market.

CONCLUSION

This study shows that Kue Kompiang has great potential to be developed as a culinary tourism attraction in Labuan. The results of observation, documentation, and in-depth interviews revealed that Kue Kompiang is not only a traditional food but also a cultural symbol that reflects the identity and heritage of the Chinese community in Labuan. Tourists appreciate the authentic taste and cultural value of Kue Kompiang, making it an attractive product to consume and bring as a souvenir. However, limited accessibility, promotion, and packaging innovation are the main obstacles in its development. The strategy for developing Kue Kompiang as a culinary tourism attraction requires innovation in packaging, expansion of distribution through digital platforms, and more intensive promotion. In addition, empowering local communities through training and technical assistance is very important to increase production and marketing capacity. With collaboration between the community, local government, and business actors, Kue Kompiang could become a culinary icon typical of Labuan that not only attracts tourists but also supports the local economy and sustainable cultural preservation.

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