

Potato Gelato Dieng as Menu innovation And Attractiveness Foreign Tourist

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ABSTRACT

The last few years, dessert trend has become very popular, as a result many people innovate to make innovative foods by combining local and international flavors. One of them is gelato, gelato itself is a cold dessert from Italy. Nowadays gelato is very easy to find all over the world, not just in Italy. Gelato itself has many flavors, now many gelato flavors are still being developed, one of which is Dieng potato gelato. Dieng is a plateau that is rich in fertile soil, it is not surprising that many plants, vegetables and fruit grow well in Dieng, one of which is potatoes. Since the 1980s, the Dieng area has been very famous for potato cultivation. Potatoes, which are generally often used as a substitute for carbohydrates in dishes, such as stir-fried potatoes, French fries, balado potatoes, potato chips, are now used as an additional ingredient for gelato. The soft, chewier taste of Dieng potatoes makes this processed potato gelato taste even richer and denser. The aim of this research is to develop gelato dessert innovations, and increase the image of Dieng potatoes as a superior processed product, as well as attracting the interest of local and international buyers. The method used is a data-based qualitative descriptive method, after the data is collected it will be used as the main material for scientific studies. The results and conclusions of this research allow us to be creative in producing new menus that are healthy, delicious and have lots of nutrition by combining local food ingredients and international menus.

INTRODUCTION

Tourism in Indonesia plays a very important role in contributing to the country's foreign exchange. Indonesia has many tourist attractions that introduce cultural and culinary diversity from each region. Many tourists are curious about these tourist attractions, especially after they have been widely spread on the Internet. Not only domestic tourists, this also attracts the attention of foreign tourists. Foreign tourists usually look for unique vacation spots with quite extreme culinary tourism.

"Pesona Indonesia" or what we usually hear as "Wonderful Indonesia" is a tourism slogan which means Wonderful People, Wonderful Culture, Wonderful Natural Beauty, Wonderful Natural Resources, and Wonderful Natural Investment Opportunities. These criteria were appointed because of the award The Best Destination Island In The World of which was accepted by Indonesia. These five criteria also show that Indonesia has many tourism opportunities in terms of nature, culture, people, food and spices. The word wonderful itself also refers to extraordinary because every part of Indonesia is something. This award also attracted the attention of many foreign tourists to see and experience for themselves the beauty that exists in Indonesia. According to Septemuryantoro 2021, empowering the community has the potential to improve community welfare.

Culinary in Indonesia has now varied greatly over time. Culinary can also support the economy of a region so that the region can innovate local food ingredients to become more varied. One of them is food

innovation from potatoes. Potatoes are a tuber vegetable. Potatoes are usually made into salty and savory dishes. Dishes made from potatoes usually include French fries, cakes, potato chips, dry potatoes and many more. An alternative modification for processed potatoes other than being used as a cooking ingredient is gelato mixture. Currently, potato processing has been developed into gelato.

Gelato is a type of dessert that is quite popular. Gelato is a famous type of ice cream originating from Italy. The name gelato itself comes from Italian which means "frozen". The main ingredients for making gelato are milk, cream and sugar which are usually added with other ingredients for flavoring such as cacao powder for chocolate flavor and many more. Gelato has a low fat content and is stirred at high speed so that there is less air in the gelato than most types of ice cream, this is what causes gelato to have a softer and denser texture. As time progressed, many people began to innovate by combining traditional and well-known dishes in the hope of uniting cultures and creating new menus.

Currently, the taste of gelato made from local food has not been able to replace the original gelato menu. The lack of information regarding the unique taste of Dieng potato gelato, which is famous for its soft texture and sweeter taste, and foreign tourists' perceptions of non-conventional potato preparations are challenges in themselves. This research aims to examine the potential and formulate a marketing strategy for Dieng potato gelato as an attraction for foreign tourists, with the hope that it can become a new trend and introduce a new face to a food through literature study and data analysis and can attract a lot of interest from foreign tourists. It is hoped that this Dieng potato gelato flavor innovation can be a healthier option. So that in the future it can become one of the flavors that is in great demand by consumers and gelato lovers. In the era of globalization, many people are getting creative in creating new menus that are delicious, nutritious and healthy. Apart from that, there are also many people who are creative by using local food ingredients as alternative new menus and of course these menus can attract the attention of foreign tourists and can compete with other high-class menus.

METHOD

In this research the researcher applied a qualitative research method which is a more descriptive research method. The qualitative method is research that produces descriptive data in the form of written or spoken words from people or observed behavior to obtain all the facts related to the potential of Dieng potato gelato as a culinary art as a tourist attraction. In relation to the research objectives, the data that has been collected will be analyzed descriptively qualitatively. The data that has been collected will then be used as the main study material for research on Dieng potato gelato. It is hoped that this research will make more people aware of the attractiveness of Dieng potatoes which can not only be processed into cooking ingredients but can also be used as an additional ingredient in competitive desserts. A product needs attractiveness to be able to compete if the advantages of the product are liked and sought after by many people. According to Firdaus et al (2023), qualitative research has a perspective that emphasizes and is based on theory which researchers use as a guide.

RESULTS AND DISCUSSION



Source : Personal Documentation

Dieng potatoes are a type of potato that is very unique and popular in Indonesia. The difference between Dieng potatoes and imported potatoes is that the size of Dieng potatoes is generally smaller and rounder, dark in color, namely purplish brown, has dark yellow or orange flesh, and has a softer and chewier texture. The higher water content in Dieng potatoes makes them more easily destroyed when processed. According to Fredika et al (2014) the quality of potatoes produced by domestic farmers in Dieng is much better even though the price is slightly more expensive than imported potatoes. Making Dieng potato gelato begins by washing the potatoes until clean, then peeling them. After that, the potatoes are baked at 180 degrees Celsius until soft. Once cooked, cool the potatoes to room temperature. While waiting for the potatoes to cool, prepare the ingredients for making the gelato mixture, namely milk, cream and sugar. Each ingredient that has been prepared is then weighed accurately and then the ingredients are mixed using a hand mixer until evenly distributed.

After the potatoes have cooled, then add the potatoes to the mixture of milk, cream and sugar, then mix again using a blender until all the ingredients are evenly mixed and the texture is smooth. Next, turn on the gelato machine and pour the Dieng potato mixture into it. The stirring process continues until the temperature reaches -10 to -13 degrees Celsius, until the gelato has a solid consistency. After reaching the desired consistency, then transfer the gelato to a cooled container, and the Dieng potato gelato is ready to be served. According to Shingh et al. (2020) gelato has a rich taste in the mouth, because the conditions for serving gelato are cold, namely, at a temperature of 10-15 degrees Celsius.

Dieng potato gelato has become a favorite among foreign tourists, and one of the places that serves it is Hotel Padma Semarang. Domestic tourists have also become curious about this potato gelato, quite a few domestic tourists also want to taste this Dieng potato gelato. This gelato has a unique taste, combining the sweetness of sweet potatoes with rich cream and fresh milk, creating a smooth and creamy texture. Apart from that, the uniqueness of Dieng potato gelato lies in the use of local potatoes which are famous for their distinctive taste, making it a different choice from traditional gelato. From the available data, Dieng potato gelato is very popular with many consumers and average daily sales can compete with original gelato flavors (such as chocolate, vanilla and strawberry).

CONCLUSION

It can be concluded that apart from potatoes which are usually only used as an ingredient in dishes such as fried, boiled, sautéed and baked, potatoes can also be processed into sweet desserts that are soft, healthy and filling. This potato gelato menu innovation was created to introduce the combination created by local Dieng Potato plants and sweet snacks originating from Italy. This research also aims to develop the potential of Dieng Potatoes.

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