

Taste, Aroma, Texture, and Appearance of *Surabi* as Gastronomic Tourism Attraction in Bandung

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Abstract: *Surabi* is one of originality cakes from Sundanese land which is still existed until today. *Surabi* Bandung has a distinctive aroma, texture and taste. *Surabi* is cooked using a stove and a container made of clay and cooked over charcoal which can add its distinctive flavor. The purpose of this study was to analyze the manufacturing process, materials and tools used and to analyze the consumer responses to the quality of food products in terms of taste, aroma, texture and appearance. The method of this study uses qualitative methods. Meanwhile, the data collection techniques employ in-depth interviews with *surabi* producers, culinary lovers and gastronomy experts, documentation, observation, and literature studies. Furthermore, the technique of analysis of this study uses a theoretical approach by Tjiptono., & G. Chandra, 2011 in which the dimensions of product quality consisting of taste, aroma, texture and appearance. The context of this study, traditional culinary in relation to taste, aroma, texture and appearance, is a culinary attraction for gastronomic tourism. Another theory that supports this study is the theory of gastronomy about the art or science of enjoying food and drink (Harsana et al. 2019). The results showed that the taste, aroma, texture and appearance of *Surabi's* traditional snacks are capable of being gastronomic tourism because *surabi* itself has a quality product that is in great demand by culinary tourists who visit to Bandung. Whereas, the taste of this *surabi* are enjoyed by many visitors only only domestics but also foreign tourists.

Keywords: culinary tourism, gastronomic tourism, traditional food, *Surabi*

RESEARCH BACKGROUND

Indonesia has enormous potential besides being famous for its natural beauty, Indonesia is also famous for its very rich culinary tourism. From Sabang to Merauke, there are a variety of delicious and exotic dishes that you might not find anywhere else. One of them is the city of Bandung, apart from being known for its history, it is also known as a city with a million kinds of interesting culinary offerings, such as traditional, modern cuisine and a mixture of the two. Culinary tourism is indeed one of the main attractions of the city of Bandung. Various kinds of culinary products offered by the unique city of Bandung are able to provide a new adventure for tourists. A menu with unique characteristics like those in the city of Bandung with old food. Bandung city culinary offerings are also supported by creative innovations that are carried out

continuously by business people. Culinary products that were originally just traditional food or snacks, were packaged neatly and modernly, so that in the end they became widely known among domestic and foreign tourists. One of Bandung's special foods which has its own uniqueness is Surabi. Surabi, which used to be just a traditional snack, has now been innovating with the times. Surabi is one of the cakes from Sundanese land which still exists today. This Surabi cake food has been around since 1923. In its history, Surabi comes from the Sundanese language, namely "sura" which means big. However, the word does not refer to the size, but to what and for whom the food is served. Because in ancient times, Surabi was only served for kings.

Surabi is often said to be similar to pancakes originating from the Netherlands. If pancakes use flour and eggs, the origin of Surabi itself was originally made from rice flour, pandan, vanilla, sugar, coconut oil and salt without preservatives. Uniqueness can be determined from the taste, cooking method or based on the ingredients used. Surabi's uniqueness is its still traditional way of cooking using round bowl molds made of clay. In addition to its distinctive shape and taste, Surabi Bandung also has a distinctive aroma, texture and taste. Surabi is cooked using a stove and a container made of clay. And cooked on charcoal wood which can add a very different taste. Surabi Bandung has a wetter texture and a thicker shape. There are two types of Surabi flavors, namely sweet Surabi using kinca (liquid brown sugar and coconut milk) and salty Surabi with a sprinkling of oncom that has been seasoned on top. explained Damanik and Weber (2006:13), good tourist attraction is closely related to four things, namely having uniqueness, originality, authenticity, and diversity. Uniqueness is defined as a combination of scarcity and uniqueness attached to a tourist attraction. Originality reflects authenticity or purity, namely how far a product is not contaminated or does not adopt a different value from its original value. Authenticity refers to the difference between authenticity and originality, authenticity is more often associated with the level of beauty or cultural exoticism as a tourist attraction. Authenticity is a value category that combines nature, exotic and understated.

REVIEW OF RELATED LITERATURE

Tourist

Tourism is all activities related to travel for entertainment and tourism purposes. According to Chapter I Article I paragraph (3) of Law No. 10 of 2009 concerning tourism, it states that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local government. According to Karim, Chua, Salleh (2009:70), a destination can be said to qualify as a culinary tour if it meets 4 criteria, including 1). dining atmosphere (food presentation, food service, serving staff, dining atmosphere around, and restaurant variations), 2). accessibility convenience (place access, variety of local food places, availability of local food, food vendors), 3). quality and value of food (quality of food, variety of food, price, culinary experience), 4). culinary tourism product (culture, food festivals, cooking methods, food information, and menus).

Traditional food

According to Lily Arsanti Lestari (2018: 1), traditional food is a food product from an area that is made traditionally, in the sense that the manufacturing process is carried out using

simple equipment. That is why people must know the traditional food of their respective regions. In the manufacture of traditional food usually use tools that are still traditional and ways of processing food which have their own characteristics based on existing traditions.

Gastronomy Tourism

Gastronomic Tourism according to Mandradhitya (2021:96), the word 'gastro' comes from the word 'gastros' which means stomach and 'gnomos' which means science and law in Greek. And culinary is defined as a country or a place where food is served or prepared. Guzel and Apaydin, (2016:2) gastronomy is more to the general understanding of consuming food and drink, more particularly when delicious food is enjoyed as a form of beautiful art which is part of a superior lifestyle. This definition is strengthened by Gillespie's statement, "Gastronomy is about the recognition of a variety of factors relevant to the food and beverages ate and consumed by a group, in locality, region or even nation". Guzel and Apaydin (2016: 2), This definition discusses factors relevant to food and drink which can be interpreted as, the characteristics of the ingredients, the preparation of the food, the process of the cooking method, the history and also the cultural elements of the food and also the way the food is eaten. Indonesia is not only rich in a variety of culinary dishes and methods of cooking techniques, but also history, culture and ways of eating, even to the legend of the philosophy behind the uniqueness of this food.

RESEARCH METHOD

The data were collected qualitatively. In qualitative research, data analysis is more focused during the process in the field along with data collection accompanied by primary data sources and secondary data sources as well as conducting interviews, documentation and questionnaire techniques. In Surabi's research, researchers used a purposive sampling technique to collect the data with various considerations. The results of the data which have been collected were processed to again the final results of this study.

RESULT AND DISCUSSION

Surabi comes from the Sundanese language, namely "sura" which means big. However, the word does not refer to the size, but to what and for whom the food is served. Because in ancient times, Surabi was only served for kings. Surabi is one of the most popular traditional snacks, snacks made from rice flour, coconut milk and pandan which are grilled over charcoal wood using traditional tools such as stoves and special molds made of clay which will give a distinctive aroma, texture and also a different taste because how to cook it. Surabi generally has 3 types of flavors, which are enjoyed with a sweet taste added with brown sugar liquid or kinca, enjoyed with a spicy taste using oncom, and can also be enjoyed with a salty taste mixed with eggs.

Flavor

Based on the results of interviews with experts, Surabi has various types of flavors. Apart from using coconut milk as a savory taste, the basic ingredients of this cake also use rice flour. There are various types of flavors offered in surabi cakes. Surabi with a sweet taste added with liquid brown sugar and also a mixture of coconut milk or called kinca, there is also a salty taste added

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with a mixture of eggs and oncom on top and can also be enjoyed with a spicy taste using oncom and sliced chili. Oncom is fermented tempeh which has a savory taste and distinctive smell which can give a distinctive taste to food when using oncom mixture in food.

Aroma

Surabi is cooked using a traditional stove with a clay container. And cooked on charcoal wood which can add a very different taste. The distinctive aroma that surabi has is produced from the cooking process, there is a slight smell of smoke that comes from the cooking process of surabi. However, when combined with toppings such as chocolate, cheese, strawberries and others, of course it will change the original aroma of surabi. If surabi is topped with chocolate, of course, the aroma of surabi will turn into a sweet chocolate aroma.

Texture

Uniqueness can be determined by the cooking method or by the ingredients used. The uniqueness of Surabi is the traditional way of cooking using bowl molds made of clay. In addition to its distinctive shape and taste, Surabi Bandung also has a distinctive aroma, texture and taste. Surabi is cooked using a stove and a container made of clay. And cooked on charcoal which can add a very different taste, Surabi Bandung has a chewy texture and a thicker shape.

Appearance

Surabi can be enjoyed with other processed foods such as chicken, eggs, corned beef which is added to Surabi which is an appetizing alternative choice. The different sensations for each type of surabi make this one culinary so popular among foodies. This traditional food is served in various flavors so that it can make tourists want to taste this unique food.

CONCLUSION

Surabi has a distinctive taste with a very distinctive aroma that is produced from the cooking process using charcoal and also the aroma produced from the many types of toppings that make surabi a very popular food for tourists. The texture is chewy and also has a thick shape and a very attractive appearance so that it can attract tourists to visit and enjoy surabi while in Bandung. Traditional snacks can become gastronomic tourism because surabi itself has a quality product that is in great demand by culinary tourists visiting Bandung. Meanwhile, the surabi taste is enjoyed by many visitors, not only domestic but also foreign tourists. The results showed that the taste, aroma, texture and appearance of Surabi's traditional snacks are capable of being gastronomic tourism because surabi itself has very good product quality.

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