

# The Attraction of Geblek Traditional Food as A Special Culinary Tourism of Kulon Progo, Special Region of Yogyakarta

Deni Muhammad Farhan, Agnes Melinda Pardede, Sahlit Sugesti\*, Heni Susilowati,

Slamet Supriyanto

Sekolah Tinggi Pariwisata AMPTA

Yogyakarta, Indonesia

([denimuha123@gmail.com](mailto:denimuha123@gmail.com), [melindaagnes001@gmail.com](mailto:melindaagnes001@gmail.com), [sugestisahlit@gmail.com](mailto:sugestisahlit@gmail.com),  
[heni.sw62@gmail.com](mailto:heni.sw62@gmail.com), [slamet700@gmail.com](mailto:slamet700@gmail.com))

Corresponden Author: [sugestisahlit@gmail.com](mailto:sugestisahlit@gmail.com)

**Abstract:** Each region in the Special Region of Yogyakarta has a unique culinary, especially traditional food called *geblek*. It is a typical traditional food derived from Kulon Progo Regency. The purpose of this study is to explore the potential of *Geblek* as a culinary traditional food from Kulon Progo area. The research method used is a qualitative approach in which the object of this research is *geblek*. While the key informants of this study were *geblek* producers and sellers in the area of Kulon Progo. The data collection techniques in this study used interviews, observation, documentation and literature study proposed by Damanic and Weber including uniqueness, originality, authenticity and diversity. Furthermore, the analysis of this research employs Miles and Huberman (2006) namely data reduction, data presentation and drawing conclusions. The results of this study are, *geblek* has potential as a culinary food because it has uniqueness that is not owned by other regions. It is unique because it is formed like a number eight or sachet. Moreover, it will be better if we eat it with *tempe benguk* which is made of *koro* beans cooked with coconut milk. The origin of *geblek* is made of cassava in which it is Kulon Progo staple food. In so doing, to replace its staple food, people make *geblek* to replace it since they have difficulty to get rice. Nowadays, *geblek* is transformed with various flavors, such shrimp, tuna, and mackerel and a sprinkling of various spices such as barbeque and cheese.

**Keywords:** tourist attraction, culinary tourism, traditional food, *geblek*

## RESEARCH BACKGROUND

Culinary tourism has great potential to become one of the leading tours in Indonesia. Indonesian cuisine is very diverse, ranging from sweet to savory dishes, from snacks to main dishes. Food and drink are basic human needs, even now they are one of the reasons for tourists to visit a tourist destination. According to a survey by the World Food Travel Association, tourists can spend around 25% on food and drink from their travel budget. There are a variety of foods and drinks in many areas in Indonesia that are unique and can make tourists spend time walking around trying the various foods and drinks available in these tourist areas.

<http://publikasi.dinus.ac.id/index.php/uncle>

Yogyakarta is one of the favorite tourist destinations visited by many tourists from outside the region and even from abroad. Apart from presenting various types of tourism, the city of Yogyakarta is famous for tourism that is friendly to travelers' pockets. One type of tourism in Yogyakarta is culinary tourism. There are many types of culinary delights to try, from food sold at stalls to food sold at five-star restaurants, all offering their own uniqueness according to the tastes of culinary connoisseurs. One of the traditional foods from the Special Region of Yogyakarta is *Geblek*, originating from the Kulon Progo area, which is one of the regencies in DIY. At first the people of Kulonprogo made *Geblek* as a food for the farmers to go to the fields. *Geblek* is processed food from cassava, the community took advantage of the abundant agricultural produce in the area, where this cassava has a very high carbohydrate content besides rice, because at that time rice was very difficult for the local community to reach. At present, *Geblek* is no longer a main food, but a traditional processed food which is served every day and eaten with bengkok tempeh prepared with coconut milk and accompanied by a cup of hot tea at breakfast or even when entertaining guests who come. It can even be used for souvenirs when tourists visit Kulon Progo area.

*Geblek* can still be found in Kulonprogo traditional market, it can also be found along the roads of Nanggulan, Pengasih, Kalibawang and also Wates. There are stalls selling *geblek* which are open in the afternoon. To make it easier to reach this traditional food, *Geblek* producers have kept up with the times, they sell it through market places. The price is very affordable, for *geblek* which is sold in traditional markets or at roadside stalls, it is only around Rp. 15,000 to Rp. 18,000. The purpose of this study is to see the potential of *Geblek* as a culinary tourist attraction for traditional food from the Kulonprogo area.

## REVIEW OF RELATED LITERATURE

### Tourist attraction

According to Yoeti in Harsana, et, al (2018: 42) says that tourist attraction is anything that can attract tourists to visit a tourist destination, while Damanik and Weber (2006: 13) state that a good tourist attraction has four things, namely having uniqueness, having originality, having authenticity and also having diversity. So it can be concluded that tourist attraction is something that can make tourists visit to enjoy the uniqueness, authenticity, and diversity of a tourism product.

### Culinary tour

The term culinary tourism was first put forward by an assistant Professor of Food and Culture from Bowling Green State University, Ohio, named Lucy Long in 1998. According to her, culinary tourism is intended as an exploration of tourists' tastes of food and eating habits from certain areas, Lila Muliani, (2019: 51). Meanwhile, according to Dian Prayogi (2017: 2) states that tourism is traveling together to broaden knowledge, have fun and travel, while culinary is cooking or food, so the notion of culinary tourism according to Dian can be concluded that culinary tourism is a trip that utilizes cuisine and the atmosphere of the environment as objects of tourist destinations. Based on his motivation, Hall, C.M, Sharples, L., et al in Lila Muliani (2019: 3) divide food tourism as the level of interest of tourists to visit a tourist destination into 3 levels, namely: 1. Gastronomic Tourism. This type of tourism is carried out by tourists with very high motivation towards certain foods or drinks in certain areas. The desire to visit

is usually associated with high food prices, five-star restaurant categories, wineries, or festivals. 2. Culinary Tourism. The desire to visit local festivals, markets or plantations because they are part of the tourist destinations they participate in. 3. Rural/Urban Tourism. This type of tourism views food as part of the necessities of life. Tourists' interest is not in the food, but if they feel a bad taste, they are still interested in trying it. In Indonesia, the culinary tourism trend began to develop since television aired culinary shows such as Culinary Tours hosted by the late Alm. Bondan Winarno in the early 2000s, taste detective, make you hungry, and others featuring culinary delights from various regions. Since then, food has often been used as an object sought by tourists when visiting an area.

### **Traditional Food**

According to Soekarto in Didin Syarifuddin, (2018: 4) the attractiveness of food such as taste, color, shape and texture plays an important role in assessing food that is ready to be served. Traditional food is a tradition, because initially food has a role in various rituals and traditional ceremonies and is made for generations. In food processing, both methods and raw materials are passed down from generation to generation continuously. Food is not just for consumption, but is a medium in establishing a relationship between humans and God or ancestral spirits, fellow humans, and with nature. Food can also be seen as a form of mixing of more than one culture. Furthermore, traditional food is food and drink that is commonly consumed by certain people, with a distinctive taste that is accepted by that community. So it can be concluded that traditional food is original food from a certain area with local ingredients as the main commodity utilization in that area, processing still uses traditional methods and has a characteristic or uniqueness that is not owned by other regions.

### ***Geblek***

According to Salsabila (2015: 206), *geblek* is a typical snack from Kulonprogo which is made from cassava starch which is still wet with simple spices, such as onions and then fried. Meanwhile, according to Meyana et al, in Sugati (2020: 345) *Geblek* is a superior food in Kulonprog Regency, this food has become an icon in this area, *geblek*'s sensory characteristics include white color, shaped like a figure eight, savory taste and chewy texture. So it can be concluded that *Geblek* is a typical food from Kulonprogo Regency which is made from cassava, has a physical shape like the number eight, is white, tastes delicious and has a chewy texture, in its presentation *geblek* must be fried first. In an article [www.karangsari-kulonprogo.desa.id](http://www.karangsari-kulonprogo.desa.id) it is stated that *Geblek* as one of the special foods of Kulon Progo Regency is usually shaped like the number 8 made by twisting (Jawa\_red), namely the process of compacting the dough, forming it like a solid pipe, then making a circle, a combination of 3 or 4 circles is then fried.

The philosophical meaning of *geblek* is that in living life, humans must do good which is symbolized by white, must be able to adapt to the environment, symbolized by a chewy texture, not discriminate against anyone in association, this is symbolized by a tasty taste, and must be able to work together with others. others, marked with a combination of circles.

### **RESEARCH METHOD**

Based on the formulation of the problem stated above, the research method used is a qualitative

method based on theoretical study proposed by Damanik and Weber (2006: 13) which explains that a good tourist attraction has four things, namely having uniqueness, originality, authenticity and diversity. In the context of this research, traditional culinary which has uniqueness, originality, authenticity, and diversity is a culinary that has tourist attraction. The object of this research is a traditional food from Kulonprogo called *Geblek*. This study aims to see the potential of *Geblek* as a culinary tourist attraction for traditional food from the Kulonprogo area. Meanwhile, the subject of this study was the *Geblek* trader "Mr. telo". The sample in this study is *Geblek* from Kulonprogo. While the data collection techniques in this study used interviews, observation, documentation, and literature. Data analysis in this study uses the framework proposed by Miles and Huberman, namely data reduction, data presentation, and conclusions.

## RESULT AND DISCUSSION

At first the people of Kulonprogo used *Geblek* as a provision for farmers to work in the fields. *Geblek* food is made from the abundant natural resources in the area, namely cassava. Cassava contains very high carbohydrates as a substitute for rice, so it can fill the stomachs of farmers who work hard all day in the fields. The agricultural pattern known by the people of Kulonprogo consists of 2 harvests of rice and 1 harvest of crops. Communities around Kulonprogo replace the planting season of palawija with cassava plants. At that time, *Geblek* was usually enjoyed using benguk tempeh as a side dish. In other cities such as Purworejo they also produce *Geblek*, only the difference is that when served, *Geblek* from Purworeja is enjoyed with peanut sauce, while *Geblek* from Kulonprogo is enjoyed with benguk tempeh.

One of the *Geblek* producers in the Kulonprogo area is the brand from Mr. Telo, *Geblek* Mr. Telo has been found in many *Geblek* sellers at roadside stalls in the Kulonprogo area. Mrs. Partinah is one of the sellers of Mr. *Geblek* brand. Telo in Kenteng, Kembang, Kec. Nanggulan. He said that he only sold *Geblek* and did not make it himself, although Partinah could also make her own *Geblek*, because when she was little her mother and grandmother also made *Geblek* typical of Kulonprogo. Mrs. Partinah explained that the *Geblek* that is being sold now is different from the *Geblek* that her mother and grandmother used to teach her, the production and materials are slightly different. If at present *Geblek* only uses starch from cassava which after grated cassava is squeezed and then precipitated, the sediment is used as raw material from *Geblek*. Once cooked, enjoy with the sauce that has been provided, some have been modified, such as the taste of mackerel and shrimp. Meanwhile, Mrs. Partinah used to make *Geblek* in a slightly different way, after grating the cassava, precipitating it, then steaming the cassava pulp for a while, after that the starch that had settled was mixed with the steamed cassava pulp, seasoned with garlic and salt, then kneaded until well blended, shaped like a new figure eight fried, after being cooked served with benguk tempeh.

According to the informant, Mr. Hamdan from Samigaluh, he said that when his mother used to make traditional *geblek*, the dough was kneaded by slamming it on the table, so that the mixture was evenly mixed between the spices, starch mixture and dregs which had been steamed. All the ingredients are kneaded in hot conditions. In addition to getting the ingredients to be kneaded until smooth, the *Geblek* ingredients are smashed to get a chewy texture. From this cooking method, it is possible that when it is slammed onto the table or the dough mat it sounds "Blek" so the Kulonprogo people call it *Geblek*.

*Geblek* is not added to artificial coloring, the white color of *Geblek* can be original from cassava. This food is unique because it turns out that processed cassava can be processed in such a way as to extend the life of the food. It is shaped like a figure eight and is eaten with *benguk tempeh* as a flavor enhancer. *Benguk besengek tempeh* is processed tempeh not from soybeans but from koro seeds, cooked in *bacem* but without using sugar which makes this tempeh taste sweet, but using coconut milk so that you get a savory taste. From all of these ingredients it becomes a series that has a philosophy that is in living life, humans must do good which is symbolized by white, must be able to adapt to the environment, is symbolized by a chewy texture, does not discriminate against anyone in this association is symbolized by savory taste, and must be able to cooperate with each other, marked by a combination of circles



Figure 1. *Geblek* Mr. Telo

Source: Personal Reseacher



Figure 2. *Geblek* Tempe besengek

Source: Google

### The making of *Geblek*

*Geblek* is still made in the traditional way and only uses simple tools and materials. The table below describes materials, tools and processing methods.

Table 1. Tools, ingredients and how to make *Geblek*

Ingredients	Tools	How to cook
Casava	Knife, Baskin, grinder, steamer	Peel the cassava skin, then cut it into several parts and then wash it in a basin filled with water. Then grate the cassava with a grater, then store the cassava in a basin and squeeze it, then separate the cassava that has been squeezed with the water and then let it stand.
Garlic	Pestle, Plate	Grind the garlic until smooth and after that save it on a plate then pour and stir into the basin containing the steamed cassava.

Salt	Bowl, Spoon	Discard the sediment water from the cassava, the starch is mixed with the cassava pulp that has been steamed, knead until smooth, form like an eight njumlaher
Coconut Oil	Wok, Stove, spatula	Fried <i>geblek</i> in a skillet that already contains hot oil, after it done, the drain it, serve while it warm.

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From the discussion above, it can give an idea that the typical *Geblek* of Kulonprogo is a traditional food that fits which described by Damanic and Weber (2006: 13), that *Geblek* can fulfill the appeal of traditional food as a culinary tour of Kulonprogo which has uniqueness, originality, authenticity and diversity. As stated by Mrs. Partinah as a keyformant, *Geblek* is said to be unique because it is white without coloring. Besides, it has a shape like number eight, and is enjoyed with *tempe sengek benguk*. The originality of *Geblek* can be seen from the raw material used, namely cassava which is very abundant in Kulonprogo area. The authenticity of *Geblek* is because only the typical *geblek* from Kulonprogo is enjoyed by *tempe sengek benguk*, although in other areas there is *Geblek* derived from the Purworejo area, it is enjoyed using peanut sauce. As for the diversity of *Geblek* Mr. Telo has a variety of flavors, ranging from original, tuna, mackerel to shrimp flavors. In this study, it was found that *geblek* sold at this time can be regarded as modern *geblek* because it is seen from the raw materials that only use starch from cassava, but the traditional *geblek* sold in traditional markets is still the original *geblek* where the ingredients used are starch which has been precipitated but still mixed with cassava pulp which has been previously steamed and then seasoned and kneaded, formed and fried. In addition to a faster processing method, modern *Geblek* is also easier and more varied.

## CONCLUSION

It can be concluded that the typical *Geblek* of Kulonprogo is one of the traditional foods that has a tourist attraction, it is seen from the unique shape and taste and is enjoyed with *tempe sengek benguk*. The originality can be seen from the raw materials used which are abundant in the area, called cassava. Meanwhile, the authenticity can be seen from the typical *Geblek* of Kulonprogo which is served with *tempe sengek benguk* which will not be found in other areas that provide *Geblek*. Whilst, the diversity of *Geblek* are currently in various flavors to suit people's tastes, such as mackerel, tuna and shrimp flavors.

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