

See discussions, stats, and author profiles for this publication at: <https://www.researchgate.net/publication/344421345>

# South Sulawesi Exploration Through Gastronomic Tourism: A Case Study of Application Event Hors D'oeuvres

Article in *Solid State Technology* · January 2020

CITATIONS

0

READS

83

4 authors, including:



**Muhammad Musawantoro**

politeknik pariwisata makassar

12 PUBLICATIONS 7 CITATIONS

SEE PROFILE



**Faisal Akbar Zaenal**

Politeknik Pariwisata Makassar

13 PUBLICATIONS 0 CITATIONS

SEE PROFILE



**Lily Dianafitry Hasan**

6 PUBLICATIONS 0 CITATIONS

SEE PROFILE

Some of the authors of this publication are also working on these related projects:



The Influence of Electronic Words of Mouth, Destination Image and Food Image on Tourist Visit Intention in Makassar (Pengaruh Getok Tular Elektronik, Citra Destinasi, Citra Kuliner dan Minat Berkunjung Wisatawan di Kota Makassar) [View project](#)

# South Sulawesi Exploration Through Gastronomic Tourism: A Case Study of Application Event Hors D'oeuvres

Muhammad Musawantoro, Lily Diana Fitri Hasan, Faisal Akbar Zaenal, M.  
Zainuddin Badollahi  
Politeknik Pariwisata Makassar, Indonesia

## ***Abstract***

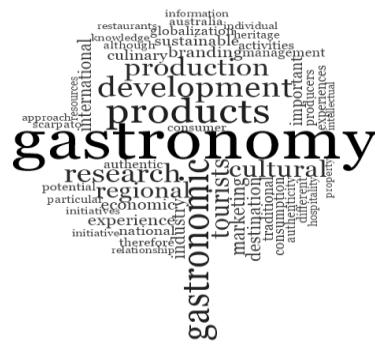
*The importance of this research is to preserve the cultural preservation, culinary processing, and characteristics of traditional hors d'oeuvres in South Sulawesi with a gastronomic tourism approach, this research uses a qualitative research method, a case study of a hors d'oeuvre event application which is a cultural presentation of a series of wedding receptions in South Sulawesi, with an approach ethnography. The results of the study explained that through the gastronomic tourism approach will provide a strong memory of the experience of tourism, cultural understanding will make a deep empirical memories, the experience of gastronomic tourism can also give a view on the ecology of a region through culinary, as well as providing new insights about the relationship between culinary and culture, also history. The 12 hors d'oeuvre menus that are served at the reception are a wealth of traditional hors d'oeuvres owned by South Sulawesi from unique characteristics and interesting formations which are symbolic of the hors d'oeuvres which are associated with the philosophies of a new life that illustrates the hopes and prayers of both families to both parties married couple.*

**Keywords:** *Gastronomic Tourism, Exploration*

## **1. Introduction**

Most tourists and even the world community has a perception about the similarities between gastronomy with culinary, by doing culinary tourism, they have already carried out gastronomic tourism, but in reality, there are fundamental differences between the two, culinary often discusses the problem of taste, processing, identification of an area, and others are different from Gastronomy in general looks similar but not the same, if we talk about gastronomy, many things will become studies such as culture, history, flavour, processing of regional identification, image of a region or country, and many more (Cohen, 2004).

Figure 1. Processed word cloud results Nvivo 10, 2020



Gastronomy is a complete picture of culinary science which is currently experiencing a rapid increase, through the ease of access received for the lover and for connoisseurs or just knowing, can be accessed in various ways through online media, this ease of access makes gastronomy an activity tourism that is often glimpsed even in favour of tourists, in line with previous research conducted by Ab Karim & Chi (2010) and Fadiati et al (2019), as an example in previous studies With experience in the management of olive oil for tourists will provide in-depth experience so that it is difficult to forget, in that study for traditional Zyaitun oil processing, from a sample of 208 tourists who were subjected to information about their experiences in the activities mixed in serving the experience of cooking skills using olive oil, with that result very well, emphasizing the great development potential that can be achieved by olive oil tourism in rural areas as a sustainable destination. (Pulido-Fernández et al., 2019).

Figure 2. Processed word tree results Nvivo 10/2020



Gastronomy allows tourists to discover the cultural roots of the destination so that it becomes one of the motivations for their choice and even becomes a fundamental factor in the analysis of overall satisfaction of the tourist experience. from the results of previous studies found that this research is focused on the City of Oruro (Bolivia), which analyzes the gastronomic experience of foreign tourists visiting the city. The research attempts to build an experience that becomes a tourist opinion on their experiences in gastronomy, while the research in taking resources is done by dividing into groups such as (lovers, connoisseurs, and experiences). The conclusion of the research conducted by Gonzalez et al, that the relationship between gastronomy and motivation, in finding a particular purpose event with cultural activities of the society. (Santa Cruz et al., 2019)

The development of tourism with a gastronomic approach is also effective and variation and creative and will have an impact on environmental sustainability with the

development of gastronomy often examines the production bay following needs and has a processing diary that contributes to the reduction of waste with a clear composition, as already in revealed by previous research which states that the use of reference books or recipes in processing production will have a significant impact on reducing the volume of waste produced. (Badollahi & Almy, 2019; Leverenz et al., 2019)

The need for recreation, vacationing, or just visiting an area or country has become an interesting phenomenon and even has become a business of various countries in the hemisphere, the rapid development of the tourism business is very felt the impact for countries that have this potential, (Pearson & Pearson, 2016; Meneguel et al., 2019; Czernek-Marszałek, 2020). Recognizing the importance of tourism, the efforts of countries to develop their tourism models in various forms, one of which is the most interesting is the gastronomy that is served to local or foreign tourists, with gastronomic treats in their facilities (Musawantoro & Ridwan, 2019; Mintz & Du Bois, 2002; Sormaz et al., 2016), it is also important for us, the Indonesian people to think about these matters so that their implementation is well managed by involving several important and influential elements. As a real consideration, it can be seen from the results of research studies regarding increased visits in Malaysia as a result of good and organized management of gastronomic products, by looking at the potential by emphasizing that, ethnic and cultural diversity in Malaysia, different beliefs and practices can bring food, taste, and different authentic dishes. (Yusoff et al., 2013).

Changes in paradigm and perception of food are a major role of gastronomy, as well as providing an offer for the fulfilment of good food, then with the effort of creativity as well as motivational information will have an impact on sustainable products. (Stringer et al., 2020), then like the following literature which illustrates that the absence of a fully gastronomic tradition makes jellyfish an entirely new item, free from previous connotations and cultural associations. Torri et al., (2020) for some countries in the eastern hemisphere, this is new but different from western / European countries.

The development of tourism in various countries and Indonesia in general and South Sulawesi in particular, when making the management of its destination into gastronomic management should take into account the involvement of all lines both the driving industry, the community, policymakers, clear regulations in the implementation of gastronomic tourism as a mainstay and fundamental potential in a region, whether or not a gastronomic activity is progressed in that region is highly dependent on the matter mentioned above (Sormaz et al., 2016) and (Sōukand et al., 2020). Important experiences experienced by tourists in cooking skills in the areas visited which are related to the exclusive physiological point of view will become a memory that is very deep and hard to forget so that it will be left deeper in memory. (Santa Cruz et al., 2019).

Travel activities can not be separated with important needs in the form of food and drink, the fulfilment of these is a biological need for humans because food is seen as a primary need. Meeting the needs of tourists has become a good business opportunity for most people who are skilled in the culinary field because the rapid progress is sometimes forgotten gastronomic problems that are the mother of the culinary itself. the culture of Javanese ritual tradition to identify the symptoms of culinary change in Yogyakarta (Prabangkara, 2018).

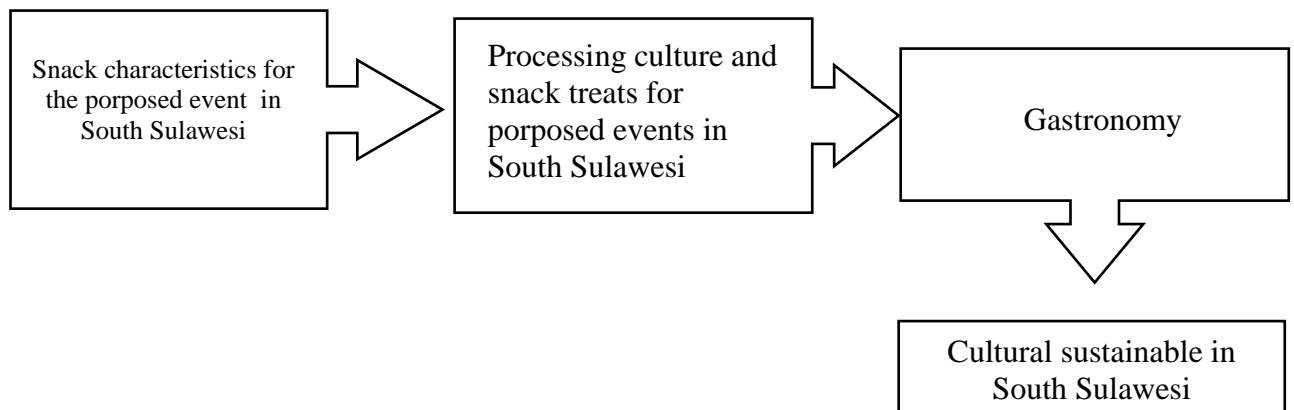
The importance of this research is to provide a big picture of gastronomy, which sometimes only impresses on its understanding as eating and drinking activities. But if

examined in more depth than the culinary will feel complete when accompanied by knowledge of gastronomy itself. Food Management is one of the study programs in the Tourism Polytechnic which is concentrated in the development of skilled human resources in the field of culinary catering, feeling important in analyzing gastronomic issues, especially for traditional foods which in this study are centered in the southern Sulawesi province, Indonesia. Through this research, it attempts to examine the issue of gastronomy with the limits of the approach of food culture, food processing, food characteristics which are formulated in the formulation of the problem in the form of: (1) how the characteristics of hors d'oeuvres for the application in South Sulawesi; (2) what is the culture of processing and serving hors d'oeuvres for the application program in South Sulawesi.

## 2. Methods

This study uses qualitative research methods based on the phenomena that occur in the field from the results of survey activities which are further described as the basis for constructing a variable that is studied in research, with the ethnographic approach of this research in the form of an assessment of hors d'oeuvre food groups that are always used by the Sulawesi community Selatan when wanting to do a reception application in a series of marital activities, this research in data collection is done by taking population through the cluster on active community who are still concentrated in producing these traditional types of hors d'oeuvres, then a snowball sampling is done that is trying to obtain data sustainably until it is considered the sample data is bored.

Figure 3. Research concept



## 3. Results and Discussion

### *Characteristics of a hors d'oeuvre for an application program*

The application reception activities in the culture of South Sulawesi is a reception that is categorized as a switch or can be said as a special reception that is carried out as a continuation of the next reception until entering the core reception in the form of marriage, in this study only examines application reception because for researchers in many reception activities interesting things that can be made into tourist activities that can be presented to tourists both from abroad and local tourists.

The study in this study provides an overview for the gastronomic type of culinary hors d'oeuvres because, at the reception, the most important thing that is the focus of this research is the hors d'oeuvre offerings below from the family of prospective brides and

brides presented by the host or family of prospective brides, by using a traditional tool called bosara, as for the type of hors d'oeuvre as shown in the table:

**Table 1. compulsory hors d'oeuvres at the application program in South Sulawesi**

<b>hors d'oeuvre</b>	<b>Tool</b>	<b>Characteristics</b>	<b>quantity</b>	<b>Information</b>
Cucuru bayao	Bosara traditional tools	Watery, sweet, yellow colour	Min 7, odd number	For the amount measured by caste position in the community
Onde-onde	Bosara traditional tools	Round, sweet, sprinkled grated coconut	Min 7, odd number	For the amount measured by caste position in the community
Sikaporo	Bosara traditional tools	Sweet, green and yellow	Min 7, odd number	For the amount measured by caste position in the community
Kue Lapis	Bosara traditional tools	Layered, sweet	Min 7, odd number	For the amount measured by caste position in the community
Barongko	Bosara traditional tools	Wrapped in banana leaves, sweet soft	Min 7, odd number	For the amount measured by caste position in the community
Dodoro	Bosara traditional tools	Black, springy, sweet	Min 7, odd number	For the amount measured by caste position in the community
Biji nangka	Bosara traditional tools	Oval, yellow, sweet	Min 7, odd number	For the amount measured by caste position in the community
Roko-roko cangkuning	Bosara traditional tools	Wrapped in banana leaves, flour mixture filled with bananas	Min 7, odd number	For the amount measured by caste position in the community
Roko-roko unti	Bosara traditional tools	Wrapped in banana leaves, flour mixture filled with gulamerah and grated coconut	Min 7, odd number	For the amount measured by caste position in the community
Baje	Bosara traditional tools	Glutinous rice with brown sugar	Min 7, odd number	For the amount measured by caste position in the community
Bolu Peca	Bosara traditional tools	Sweet, muddy sauce	Min 7, odd number	For the amount measured by caste position in the community
Apang	Bosara traditional tools	Spong sprinkled with coconut	Min 7, odd number	For the amount measured by caste position in the community

The table above explains that before conducting the application activities, the two candidates must have a mutual understanding of their respective positions in the community. This is related to the default or hors d'oeuvre treats that will be made, the reality today is that these matters are no longer considered or forgotten by consideration of modernization. , and the lack of culinary commons that provide hors d'oeuvres because it is considered normal, this is very contrary to what has been set by the Head of the Makassar Tourism and Creative Economy Office, which states that the 10 culinary is intended to align philosophical, historical, cultural, content nutrition, and recipe standards,

for the culinary city of Makassar (Adiputrie & Adriyanto, 2017) and culinary is a term used to describe food in a gastronomic context such as food typical of a country or region. (Prabangkara, 2018).

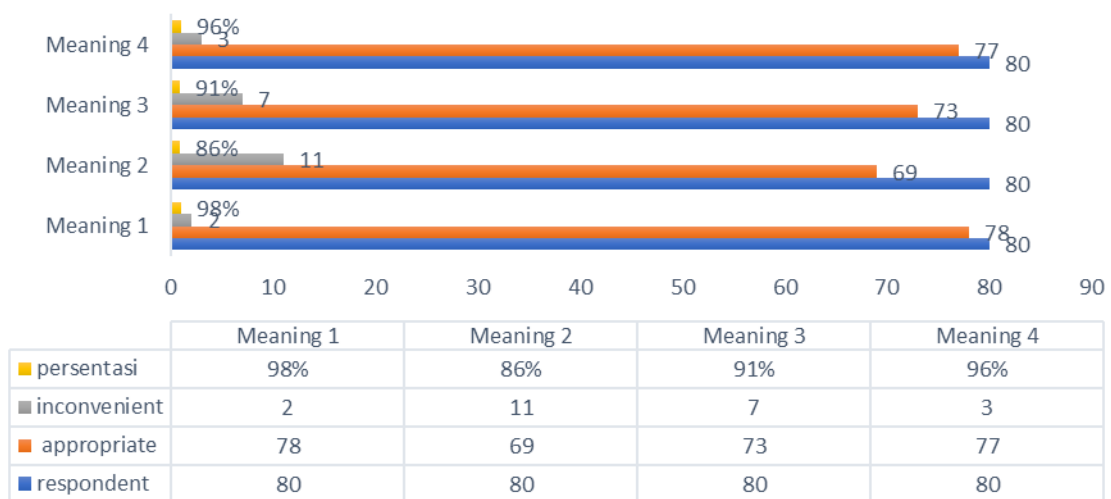
The hors d’oeuvres in table 1 give a traditional culinary experience, especially hors d’oeuvres that become a mandatory menu at the application event, there are twelve (12) hors d’oeuvre items and all of them have a sense of envy which symbolizes the harmony of the bride and groom in the future, with various philosophical responses in the community regarding their beliefs and beliefs. with colour strengthened with the resulting coding table below:

**Table 2. Results of processed Nvivo 10 2020 coding about colours**

Colouring	Meaning
Yellow	Yellow is a symbol of wealth and grandeur and prosperity that is representative of gold
Green	Shade and peace in life
White	Sincerity and purity or purity of intention or celebration
Black	Limitations that are controlled by customary norms

Symbols of the colours above are the dominant colours used for hors d’oeuvres that are presented at the event/reception application, the use of these colours is also inseparable in terms of sustainability because the colouring of the food is obtained from the extract of natural local raw materials with very traditional treatment. Like the yellow colour obtained from duck egg yolk with a very striking characteristic of yolk from the raw material, then the green colour obtained from suji leaves which is a plant that is mostly found in South Sulawesi, white colour is the basic colour derived from the womb. carbohydrates found in the type of flour-flour such as glutinous rice flour and flour. While for the black colour it is obtained from the basic ingredients of black glutinous rice which is one of the wealth of local commodities in South Sulawesi.

**Figure 4. Chart of the processed Nvivo 10 2020**



Finding the number of respondents who are present for this study is not easy because the research is trying to get as many respondents as possible as a basis for strengthening theoretical studies, constraints in the community field that are still concerned and understand about this problem, but only about 80 people were found, and even then with various assumptions from respondents can be seen in table 4 above there are still responses of respondents who are not related to each other visible on the grey block.

**Table 3. Results of processing of Nvivo 10 2020 coding on the meaning of hors d'oeuvre**

hors d'oeuvre	Meaning
Cucuru bayao	It symbolizes the prosperity of the fortune in the symbol of the golden yellow, with a round shape that symbolizes the continued prosperity of the couple
Onde-onde	Glutinous rice flour as a symbol of glue, savoury grated coconut, sweet brown sugar is a symbol of pleasure
Sikaporo	This cake is considered to be a perfect blend of the bride and groom on the journey of their home life
Kue Lapis	Layer cakes generally have three colours namely white, red and green. This symbolizes social stratification in the community. The green colour is a symbol for the offspring of a pattola child, the child of the cera and the white ana pasusu. Basically the cake is served to guests giving the symbol that in the house of the person providing the cake addressing the social strata of the owner of the household. Usually this layer cake is made with an odd layer of 5 or 7 layers, and the top layer is green as a symbol of fertility and if white is a symbol of purity / blessing and red as a symbol of courage to face life's challenges.
Barongko	Barongko is always there at weddings. barongko has the symbolic meaning which is full of hope for the bride's permanence in navigating the ark of the household ark. Besides barongko which is made from bananas, the wrapping is made from banana leaves, meaning that what is stored inside must be the same as what is seen outside. Another meaning that goodness will appear if accompanied by good actions as well.
Dodoro	It is a very sweet snack with a jet black colour which is assumed about cultural and religious norms. As for the material made from sticky rice flour with the expectation of both partners in the household will always be interrelated by following the cultural habits and customs that are believed.
Biji nangka	The symbolic meaning contained in the jackfruit seed cake is mamminasa, it is loaded with ideals and good hope for the bride and groom for the life of the household. This jackfruit seed cake should be on tiwi-tiwi / moans as a sign of respect and appreciation for the family bride and groom
Roko-roko cangkuning / Roko-roko unti yang di golongkan doko-doko	Doko-doko made from glutinous rice black and in the middle there is karake (coconut mixed with brown sugar) containing the meaning of sweetness of a life filled with values of brotherhood and kinship. This greeting doko-doko can only be made once a year by all the residents ie at the moment of the traditional party
Baje	Baje is a very famous snack made from glutinous rice which is added with coconut milk and red sugar which symbolizes prosperity fortune, as well as the harmony of the couple, in a future marriage, which is a symbol of prayer and hope from family, friend, or relatives.
Bolu Peca	This cake is a traditional cake that is always served because it contains a symbol of hopefulness so that the lives of the bride and groom will develop, like a sponge cake that expands with sugar as a symbol of the sweetness of life. Also, the existence of this



	cake is expected that the bride and groom will be able to share something interesting to those around them
Apang	Is a type of light cake made from rice flour in the form of a triangle symbol of harmony between humans and their creators and the embodiment of the family that has been united by the creator, a sprinkling of coconut is a series of the endless journey of life that can be maximized and cannot be predicted.

***Culture of processing and serving hors d’oeuvres for a proposal event in South Sulawesi***

The reception of the application program which is a series of marriages for the people in South Sulawesi is important and is also considered as a critical determinant for the sustainability of the relationship between the two partners who will live the future, from various opinions and perceptions by learning from local wisdom and the characteristics of raw materials that will used as a material for processing traditional hors d’oeuvres it provides opinions or assumptions among people with a variety of beliefs and beliefs that are deepened as hopes or prayers aimed at the two couples who will get married. As in the table below:

**Table 4. Results of the processing of Nvivo 10 2020 coding about the meaning of the use of Raw Materials**

<b>Material Raw</b>	<b>Meaning</b>
Glutinous rice flour or glutinous rice	Glutinous rice is symbolic of prosperity and well-being with the assumption that both partners in their marriage are blessed with it, and also becomes an opinion of the relationship because the characteristics of the material are sticky.
Duck eggs	Eggs are a symbol of an offspring with assumptions and expectations from the family to both partners will be given a good offspring
Banana	Bananas with a growing character in tiered form provide hope and prayer to both partners to be given levels of sustenance and have almost the same taste or the same
Coconut	For Makassar Bugis offspring is a symbol of life and resilience to life because the character of the coconut plant itself can live in any region, then the whole plant can be utilized in daily needs.
Plam sugar	Important liquid from extracting the palm trees that are sweet and have quite interesting value in the social fabric of society in the hope that both partners will get interesting offspring and liked by many people

As for the other responses that can be made references that the whole of the staples above is a commodity that is very easy to find in South Sulawesi which has a variety of commodity variants that can be seeded so that the convenience will facilitate the public in obtaining raw materials. Next is not less interesting is the cooking process that can be seen in the table below:

**Table 5. Results of processed Nvivo 10 2020 coding on how to cook Raw Materials**

<b>Cooking Method</b>	<b>Meaning</b>
Steaming	Taking on the material that has been processed will give empirical meaning that in the life of the household some joys and sorrows can occur, but from the hors d’oeuvres produced tend to be more lenient means that the life journey of a partner even if it feels hard will get the next success
Boiling	If for the term cooking by boiling, it is assumed that most of the respondents are fortune, because what is a hors d’oeuvre when boiled like onde-onde when cooked will float with

the meaning of sustenance will be easier / opinion about floating means light means hope and prayer the bride and groom about the provision will be easier.
---

The cooking method above is also not complicated but it is very simple because it is due to the limited facilities at that time and technological advances at that time were not yet developed as they are today, so these two basic methods are associated with opinion and hope in the form of hope symbolized by methods such as boiling and steaming.

## Conclusion

The results explained that through a gastronomic tourism approach will give a strong memory of the experience of the travel, whit cultural understanding will make a deep empirical memories, the gastronomic tourism experience can also be giving a view to a destination through culinary, as well as giving new insight into the linkages between culinary and culture, as well as history. 12 Hors d'oeuvre Menu presented at the time of the proposed reception is a wealth of traditional hors d'oeuvres that are owned by South Sulawesi from unique characteristics and interesting formation is symbolic of the hors d'oeuvre associated with the Pilosopis A new life that illustrates the hopes and prayers of the family's embassy to both married couples.

## References

- [1] Cohen, E. (2004). Tourism and Gastronomy. *Annals of Tourism Research*, 31(3), 731–733.
- [2] Ab Karim, S., & Chi, C. G. Q. (2010). Culinary tourism as a destination attraction: An empirical examination of destinations' food image. *Journal of Hospitality Marketing and Management*, 19(6), 531–555.
- [3] Fadiati., Mariani., & Sachrian. (2019). Codification of Indonesian Culinary: Critical Analysis of Traditional Food. *KnE Social Sciences*, 3(12).
- [4] Pulido-Fernández, J. I., Casado-Montilla, J., & Carrillo-Hidalgo, I. (2019). Introducing olive-oil tourism as a special interest tourism. *Heliyon*, 5(12), e02975.
- [5] Santa Cruz, F. G., Tito, J. C., Pérez-Gálvez, J. C., & Medina-Viruel, M. J. (2019). Gastronomic experiences of foreign tourists in developing countries. The case in the city of Oruro (Bolivia). *Heliyon*, 5(7), e02011.
- [6] Badollahi, M. Z., & Almy, M. A. (2019). Xologist Perempuan Di Kota Makassar. *PUSAKA (Journal of Tourism, Hospitality, Travel and Business Event)*, 1(2)
- [7] Leverenz, D., Moussawel, S., Maurer, C., Hafner, G., Schneider, F., Schmidt, T., & Kranert, M. (2019). Quantifying the prevention potential of avoidable food waste in households using a self-reporting approach. *Resources, Conservation and Recycling*, 150(July), 104417.
- [8] Pearson, D., & Pearson, T. (2016). Branding Food Culture: UNESCO Creative Cities of Gastronomy. *Journal of International Food and Agribusiness Marketing*, 28(2), 164–176.
- [9] Meneguel, C. R. D. A., Mundet i Cerdan, L., & Vidal Casellas, M. D. (2019). From commercial to cultural: The role of the festival “Firatast una fira boníssima” in the promotion and appreciation of Catalan cuisine. In *Journal of Convention & Event Tourism* (Vol. 20, No. 2, pp. 108-128). Routledge.
- [10] Czernek-Marszałek, K. (2020). Social embeddedness and its benefits for cooperation in a tourism destination. *Journal of Destination Marketing & Management*, 15, 100401.
- [11] Musawantoro, M., & Ridwan, M. (2019). Potensi Pantai Panranglung di Bira Kabupaten Bulukumba sebagai Destinasi Wisata. *Jurnal Kepariwisata: Destinasi, Hospitalitas Dan Perjalanan*, 3(1), 1–7

- [12] Mintz, S. W., & Du Bois, C. M. (2002). The anthropology of food and eating. *Annual review of anthropology*, 31(1), 99-119.
- [13] Sormaz, U., Akmesese, H., Gunes, E., & Aras, S. (2016). Gastronomy in tourism. *Procedia Economics and Finance*, 39, 725-730.
- [14] Yusoff, N. M., Zahari, M. S. M., Kutut, M. Z. M., & Sharif, M. S. M. (2013). Is malaysian food important to local tour operators?. *Procedia-Social and Behavioral Sciences*, 105, 458-465.
- [15] Stringer, L. C., Fraser, E. D., Harris, D., Lyon, C., Pereira, L., Ward, C. F., & Simelton, E. (2020). Adaptation and development pathways for different types of farmers. *Environmental Science & Policy*, 104, 174-189.
- [16] Torri, L., Tuccillo, F., Bonelli, S., Piraino, S., & Leone, A. (2020). The attitudes of Italian consumers towards jellyfish as novel food. *Food Quality and Preference*, 79, 103782.
- [17] Sökand, R., Mattalia, G., Kolosova, V., Stryamets, N., Prakofjewa, J., Belichenko, O., & Simanova, A. (2020). Inventing a herbal tradition: The complex roots of the current popularity of *Epilobium angustifolium* in Eastern Europe. *Journal of Ethnopharmacology*, 247, 112254.
- [18] Prabangkara. (2018). Kuliner Yogyakarta, Dari Identitas Ke Komoditas. *Lensa Budaya*, 13(2), 110–122.
- [19] Adiputrie, L. A., & Adriyanto, A. R. (2017). Perancangan Photobook 10 Ikon Kuliner Makassar. *eProceedings of Art & Design*. 4(3), 620–633.