Traditional Culinary Potentials as an Attractiveness and Gastro-Diplomacy for Madura Culinary Tourism

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Abstract. Traditional food is a symbol of cultural identity and plays an important role in preserving regional culinary tourism. The potential for Madura’s traditional food is very large if seen from the diversity of the traditional food types. The increasing number of visiting tourist every year also has the potential to develop Madura’s culinary tourism. The aim of this study is to carry out mapping to assess regional culinary potential, so that it can be used as a culinary tourism attraction in particular and improve the Madura tourism sector in general through diplomacy using culinary culture. The research approach used in this study is a qualitative method by field observations, documentation, and culinary management interviews. The focus of this research is the gastronomy of typical Madura’s traditional food as a cultural identity and the potential for Madura’s culinary and tourism development. The research results show that Madura’s traditional food is dominated by local food such as bebek songkem; bebek sinjay; sate madura; soto madura and kaldu kokot. The food characteristics are strong taste, predominantly salty, and made from animal raw materials. The rich taste and historical value of Madura’s traditional food is an attraction for tourist to visit.

1 Introduction

Food and drinks typical of a region not only provide a unique experience, but also can be a window into the culture and historical heritage of a place. Indonesia is not only rich in a variety of culinary dishes and cooking techniques, but also history, culture and ways of eating, even the legends and philosophy behind the food [1]. Madura Island has a variety of special foods and cultures that are different from other islands in Indonesia. It was recorded that from 2015 to 2018 there was an increase in the number of tourists, even doubling, visiting Madura Island. This shows that Madura Island has a good attraction for tourists, both from natural, religious, culture and culinary tourism [2], [3].

Based on previous research from Crisanta and Audrey [4], culinary tourism is an alternative that supports the potential of cultural tourism, historical tourism, natural and

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marine tourism in a region. When tourists taste local dishes, they can gain more knowledge about local traditions and try new experiences. Traditional food also reflects the culture and history of an area. By introducing local culinary delights to tourist, a region can promote its unique cultural and heritage values. In the world of tourism, local culinary supports tourism activities and vice versa, tourism promotes local culinary according to Antara and Trimandala [5].

According to [1], gastronomy is a guide to various ways of involving everything about food and drink. The study is very interdisciplinary which is related to reflections on history, cultural impacts and environmental conditions regarding “how, when and why”. Gastronomy or culinary arts is the art of science of good food (good eating). Gastro-diplomacy refers to the use of food and culinary delights as a tool to promote interregional relations, culture, and diplomacy. Culinary tourism can be a concrete from of regional gastro-diplomacy. This can be used as an effective strategy to introduce local culinary heritage, build a positive image, and strengthen relationships [6], [7].

Ivanova et al. [8] added that gastronomic studies emphasize four elements, namely: (a) history which contains the origin of raw materials, how and where they were developed; (b) culture which contains factors that influence local people to consume the food; (c) geographical landscape which contains environmental and ethnic factors that influence people in cooking food; and (d) cooking methods, namely regarding the cooking process in general.

Culinary tourism can be the main attraction for tourists who want to experience unique culinary experiences. This can increase the number of tourist visits, generate significant income, and encourage growth in the tourism and economic sectors. Indonesian cuisine is always rich in spices, which supports its culinary delights. It is no surprise that Indonesian culinary delights are famous abroad [9], [10]. The aim of this study is to carry out mapping to assess regional culinary potential so that it can be used as a culinary tourism attraction in Madura region in particular and improve the Madura tourism sector in general through diplomacy using culinary culture.

2 Methods

This research is a type of qualitative research. Data collection techniques used in this research including interview technique, observation technique and documentation techniques. Data analysis was carried out using qualitative descriptive methods. Interviewers were conducted with owners and managers of restaurant that sell traditional Madurese food. The interview guide refers to gastronomic theory which is used as a guide at the interview stage.

3 Result

3.1 Bebek Songkem

Bebek Songkem is a typical Madurese food originating from Sampang region. The word “Songkem” in Madurese means “Sungkem” or way to respect older people. Bebek
Songkem is a symbol of repent or gratitude to “Kyai” or religious leader in Islam. This dish is brought as a souvenir or gift during “Songkeman” or “Sungkem” or gathering, because the “Kyai” has taught his children to recite the Al-Qur’an. The speciality of Bebek Songkem is the duct meat was steamed wrapped in banana leaves. The steaming process takes 3–4 hours to produce evenly absorbed spices and tender duck meat overall. The steaming processing method makes Bebek Songkem lower in cholesterol.

The process of making Bebek Songkem, duct meat that has been cleaned is then coated with a basic seasoning of salt, onion, garlic, chilli and spices. After being seasoned evenly, the duck meat is then steamed. Suring the steaming process, there is a characteristic of steaming Bebek Songkem, namely the position of the duck’s neck and head bent downwards like the position of a person doing “Sungkem”. The process of using banana stems will produce water vapour which gives a distinctive aroma to the duck meat. There are several types of Bebek Songkem variants, Bebek Songkem: fried Bebek Songkem; Songkem Ayam; and fried Songkem Ayam.

**Fig. 1. Bebek Songkem**

The price of Bebek Songkem ranges from IDR 21,000 – IDR 27,000 depending on the variant. Songkem Ayam is also available with the same price range and variants. The restaurant also provides whole size of Bebek Songkem and Ayam Songkem which is at IDR 65,000 – IDR 72,000 depending on the variant.

There are several Bebek Songkem restaurant locations in Madura. Some of the most famous Bebek Songkem restaurants are Bebek Songkem Pak Salim on Ketean Street 85, Bangkalan; Bebek Songkem Pak Salim on Trunojoyo Street, Sampang; and Warung Bebek Songkem in Pancar, Burneh, Bangkalan.

### 3.2 Bebek Sinjay
Bebek Sinjay is one of legendary culinary dish originating from Madura, East Java. This traditional culinary dish has a distinctive taste that makes it a favourite among all circles. Bebek Sinjay is famous for its tender meat texture, spices that penetrate deep inside, and an appetizing aroma. Bebek Sinjay Madura was first discovered in the 1970s. At that time, a duck trader named M. Zaini created a roast duck recipe that was different from the others. He used typical Madurese spices consisting of garlic, candlenuts, ginger, and several other spices.

Bebek Sinjay has a distinctive and unique taste. The tender and juicy of the duck meat tastes delicious with the spices that seep into the meat. Spicy and savoury peanut sauce is the perfect complement to Bebek Sinjay. Another characteristic of this food is its unique way of serving. The duck is fried until dry, and then drizzled with spicy and delicious sour chilli sauce made from unripe mango.

The cooking process of Bebek Sinjay, first the duck must be washed until clean and cut into several pieces. Then the spices consisting of garlic, shallots, candlenuts, ginger and various other spices are ground and mixed with tamarind water. The duck is marinated in the spices for approximately 2-4 hours until the spices are absorbed into the meat. After soaking, the duck is grilled using charcoal until perfectly cooked.

As a complement to the dish, Bebek Sinjay is also served using creamy seasoning made from shallots, garlic, galangal, lemongrass, ginger and turmeric. “Kremes” is crushed and fried until dry and it gets a crunchy crispy texture. The creamy seasoning is used as a topping on top of the dish which makes the Bebek Sinjay taste more savoury and delicious. Meanwhile, the next condiment is “sambal pencit” which is made from shaved unripe mango, garlic, shallots and chillies, then mashed until a semi-coarse texture is obtained, then added with salt, sugar and flavourings until get the right taste.

The price of Bebek Sinjay is considered affordable if look at its delicious taste mixed with spices. Each piece of Bebek Sinjay is priced at IDR 26,000, while the chicken variant costs is at IDR 24,000.

There are some of Bebek Sinjay restaurant in Madura, but the main Bebek Sinjay restaurant is located on Raya Ketengan Street 45, Junok, Tunjung, Burneh, Bangkalan. Apart from the main restaurant, Bebek Sinjay has also spread to several areas outside Madura Island such as Surabaya, Malang, Jakar and even Bali.

3.3 Sate Madura

Sate Madura is a type of satay food made from chicken, beef of goat meat which is prepared with a typical spice blend from Madura. Sate Ayam Madura is one of the most famous traditional foods in Indonesia. Almost all regions in Indonesia have sellers of this food, even satay is original Indonesian food that has become world famous besides Rendang.

Sate is indeed very attached to Madurese society. There is a philosophy of Sate Madura, which is to unite every element and unite it into a whole. It is said that the origins of Sate Madura began with Arya Panoleh, the ruler of Sumenep, Madura, who visited the house of his older brother, named Batara katong, the ruler of Ponorogo. At that time, Arya Panoleh wore an all-black “warok” outfit and a striped t-shirt typical of Madurese people. At his brother place, Arya Panoleh was served food based on spiced
meat skewered on a stick, but Arya Panoleh refused because the taste did not suit with his tongue. After the brother told him that this food was usually eaten by warriors in Ponorogo, Arya Panoleh finally wanted to eat the satay. Because of its enjoyment, Arya Panoleh then changed this food to suit the culture and preferences of the Madurese people until it spread throughout the mainland of Madura Island and Indonesia.

Sate Madura almost has the same characteristic as chicken satay in Indonesia in general. The speciality of Sate Madura is the very distinctive taste of peanut sauce. Apart from that, the satay meat also feels very tender and has a delicious and appetizing aroma.

The processing of Sate Madura is almost the same as satay in general. First the chicken meat is cut into small pieces according to size and skewered with skewers. Meanwhile, the peanut sauce for Sate Madura is made from roasted peanuts which are ground until smooth and processed with special spices. During the grilling process, the skewered meat is dipped in spices and then grilled using coconut shell charcoal. When grilling process, the satay often smeared with chicken oil to enhance the aroma. The simple process means this food can be practiced at home. In its presentation, Sate Madura is usually served with peanut sauce, soy sauce, rice or “lontong”, lime slice and red onion slices and pickles. Apart from that, for those who like it spice, it can be added with chilli sauce.

**Fig. 2.** Sate Madura

Sate Madura is a traditional culinary with a relative affordable price. One portion of Sate Madura consists of 10 skewers and equipped with satay sauce. Price for Sate Madura start from IDR 10,000 – IDR 18,000 depending on the size of the piece of meat. Meanwhile for one serving of goat satay is priced at IDR 20,000 – 30,000. As a complement to the dish, satay can be served with “lontong” which costs IDR 2,000.

There are lots of satay stall on Madura Island. However, there are several legendary satay stalls that are most popular with tourists such as: Sate Mak Cenneng which is located on Bangkalan; Warung Sare Madura at Jamaluddin Street, Sampang; and Sate Pak Cipto at Barurambat, Pamekasan.

**3.4 Soto Madura**
Soto is a typical Indonesian food like soup made from meat and vegetable stock. Soto has many different variant in each region. One of the most legendary soto in Indonesia is Soto Madura. Soto Madura is served with several other accompaniments such as boiled egg, slice cabbage, bean sprouts and fried onions.

Soto Madura in the 1970s was synonymous with Soto Putri which was like cow offal. In general, there are three variants of Soto Madura, namely Soto Sumenep; Soto Pamekasan; and Soto Bangkalan. Soto Sumenep is served with accompaniments in the form of stamed cassava, bean sprouts, green onions, fried onion and lontong. Meanwhile, the main ingredients for soto are beef and “jerohan”. Soto Pamekasan consist of boiled potatoes, sweet potato fritters, bean sprouts, beef or chicken, “lontong” with clear broth seasoned with paper and garlic. Soto Bangkalan is soto which consist of beef or chicken, offal, bean sprouts and vermicelli. Soto Bangkalan is served with fried potatoes and fried onions.

The main ingredients for making Soto Madura are beef with several other parts, and “bumbu kuning” soto. The basic spices (bumbu kuning) of making Soto Madura consist of coriander, shallots, garlic, ginger, turmeric, laos, candlenuts, lime leaves and salt. Soto Madura is often used as the main choice for breakfast and dinner. The price of Soto Madura also varies, starting from IDR 26,000 – IDR 50,000 depending on the size of the portion and the restaurant. With relatively affordable prices, people can enjoy meat soup with a very strong and delicious spice taste. This is what makes Soto Madura not an expensive food among the people.

Fig. 3. Soto Madura

There are several locations of Soto Madura restaurant, Warung Panjiopa Soto Daging at R.A Kartini Street 6, Bangkalan; and Soto Madura H. Djafar at Rajawali Street, Karang Dalem, Sampang.

3.5 Kaldu Kokot

Kaldu Kokot is one of the traditional culinary recommendations that must be tried when in Semenep, Madura. Kokot in Madurese means cow gravel. Just like the main ingredient in making Kaldu Kokot which is made from “kikil sapi”. Kaldu Kokot has been very
famous in Madura since the 1970s. The appearance of this typical Sumenep culinary dish is in the form of boiled beef “kikil” or beef feet and green beans with several accompaniments such as tri[e, beef innards and bone marrow. The philosophy of this traditional culinary, Kaldu Kokot describes the humble attitude of most Madurese people. This can be seen from the main raw materials that come from around us and not raw materials that are difficult to obtain.

The serving of Kaldu Kokot in each district in Madura has different characteristics. In Sumenep, the broth is mixed with ground peanuts. Meanwhile, in other districts, Kaldu Kokot is served with green beans that have been cooked in the broth. The presentation is quite interesting because kaldu Kokot served with a large pile of beef kikil full of tendons and marrow covered in green bean soup. As a complement of the dish, Kaldu Kokot can also enjoyed with lontong, chilli sauce, lime slice and celery leaves. In the Sumenep area, Kaldu Kokot can also be enjoyed using cassava cakes and to the ojeyment of the dish.

The main ingredients in making Kaldu Kokot is “kokot” or cow’s feet or cow kikil. The making processed is quite simple. The cow’s kokot/kikil are first cleaned. To clean it, kikil that have cut are whithe water. After rinsing clean, Kaldu Kokot is then boiled in water. The boiling process take up to 3 hours to get a soft texture. Next, the boiled water mixed with special spices that have been prepared previously. The spice mixture consist of garlic, shallots, pepper, salt, coriander, ginger, nutmeg, cloves, lime, salt, fish paste and onions. All the spices mixtures are ground anf then fried to enhance the taste. The spices that are added to the Kaldu Kokot sauce are also mixed with boiled green beans.

![Fig. 4. Kaldu Kokot](image)

The price for one serving of kaldu Kokot ranges from IDR 50,000 – IDR 60,000 with a fairly large portion. The famous location of Kaldu Kokot restaurants there are: Kaldu Kokot Al- Ghazali, Sampang; Kaldu Kokot at Trunojoyo Street 85, Patemon, Pamekasan; and Kaldu Kokot Kalsot in Kalianget, Sumenep.
4 Conclusion

It is not uncommon for restaurants or traditional culinary restaurants to be managed by local residents, so that tourist has the opportunity to interact with them. This can enhance tourist experience by gaining by direct insight into the cultural and daily life of local people. Improving the local economy, developing traditional culinary delights as a tourist attraction can also help in preserving traditional recipes and cooking techniques. With high demand from tourist, local communities tend to be more enthusiastic about maintaining culinary traditions so that they remain sustainable. Traditional culinary centre can also be places to hold various events, such as food festivals and culinary exhibition. This can attract visitors from various regions to experience the culinary richness of a place.

It is important to remember that successful gastro-diplomacy involves respect for culture, good cooperation, and awareness of environmental impacts. Recognizing the importance of culinary diversity and local wisdom is the main key in using gastro-diplomacy as an effective tool for building relationships and positive image for a region. The potential of regional culinary delights is an important factor in attracting tourists. Local food and regional culinary specialities can be strong attraction because they provide a unique cultural experience. The following are some of the potential and advantages of regional culinary delights as a tourist attraction: (1) diversity of flavours and raw ingredients; (2) cultural heritage that can reflects the cultural and historical heritage of the area; (3) culinary tradition; (4) tourists experience; (5) promotion of tourism; (6) partnerships with culinary industry; (7) culinary innovation which can combining between traditional elements with innovation; (8) sustainable tourism; and (9) healthy culinary.

References