Opportunities and Challenges of Traditional Tolphit Cake as Gastronomic Tourism in Bantul Regency, Yogyakarta, Indonesia

Saryani, Setyo Prasiyono Nugroho*, Sri Larasati.
Sekolah Tinggi Pariwisata AMPTA Yogyakarta, Indonesia.
drsariani@gmail.com, g4n.tiyo@gmail.com, rasatisri54@gmail.com
Correspondence Author: g4n.tiyo@gmail.com

Abstract. Adrem or "Tolphit" is a traditional Bantul food which is quite unique and has historical value of origin, culture, geographical landscape and complicated cooking methods. This traditional cake is often served at various traditional ceremonies and celebrations or as an accompaniment to tea and coffee in leisure time. This research was carried out using a descriptive research method with a qualitative approach. Data collection techniques used in this research are in-depth interviews, observation, documentation and literature study. Key informants in this research are historians and gastronomists who comprehend the existence of traditional Adrem cakes, while additional informants in this research are traders who produce traditional Adrem cakes. The analysis technique used in this research is an approach which includes data reduction, data presentation, drawing conclusions and verification. The research results show that traditional tolphit/adrem cakes have the opportunity to be used as gastronomic tourism. This opportunity is reflected in producers who always take part in traditional food festivals or exhibitions, making this traditional culinary known widely in the community. Meanwhile, the challenges faced by producers are the lack of publicity in the form of promotions and the government’s role in introducing this cake to tourists, which has resulted in this cake being less popular.

Keywords. Traditional Food, Tolphit, Gastronomic Tourism, Culinary Tourism.

1. Introduction
Indonesia has more than 17,000 islands with abundant cultural diversity, including traditional culinary delights that reflect local history and identity [1]. Traditional Indonesian cuisine reflects history, culture and strong local identity. Among these various culinary varieties, traditional cakes are an important element that reflects the gastronomic richness of each region. Yogyakarta Special Region Province (DIY), with its unique culture, is known as a traditional culinary center which has many typical cakes, one of which is Tolphit cake [2]. This culinary diversity reflects not only cultural richness but also great economic potential, especially in the context of gastronomic tourism.
Yogyakarta Special Region Province (DIY) is located in the southern part of Java Island and is known as the center of Javanese culture [3]. This region is not only famous for its natural and cultural beauty, but also for its culinary riches. DIY has various types of traditional culinary delights which are still preserved today. Tolphi cake, a specialty of Bantul Regency, has great potential to be developed as a gastronomic tourist attraction because of its uniqueness and distinctive taste. Tolphi cake is an example of culinary delights which has great potential to be developed as a gastronomic tourist attraction. The existence of this cake enriches the variety of DIY culinary delights and is one of the attractions for tourists to visit this region. This potential needs to be optimized through various planned and sustainable development efforts [4].

Bantul Regency, as one of the districts in DIY, has quite diverse tourism potential, including natural, cultural and culinary tourism [5]. Gastronomic tourism in Bantul is growing along with increasing tourist interest in authentic culinary experiences. Gastronomic tourism not only offers taste enjoyment, but also provides an in-depth cultural experience. Tolphi cake, with its unique taste and method of making, is one of the attractions which can be developed further to attract tourists [6]. Bantul, with its natural and cultural riches, offers various opportunities for the development of gastronomic tourism based on traditional culinary delights such as Tolphi cake. This is in line with global trends showing increasing interest in tourism based on authentic experiences and local culture.

Gastronomic tourism is a form of tourism that focuses on culinary and cultural experiences. This trend is increasingly popular among tourists seeking authentic and immersive experiences [7]. Gastronomic tourism not only helps to preserve traditional culinary delights, but can also improve the local economy through the development of the culinary industry. Tolphi cake, with its uniqueness and cultural value, has a great opportunity to be developed as part of gastronomic tourism in Bantul Regency. Apart from that, gastronomic tourism also has the potential to strengthen local cultural identity and promote culinary heritage to the younger generation and international tourists.

Tolphi cake, a traditional cake typical of Bantul Regency, has a unique taste and an interesting making process. However, the development of Tolphi cake as a gastronomic tourist attraction has to face various challenges. The main opportunities for Tolphi cakes to be gastronomic attraction are the increasing tourist interest in authentic culinary delights, the broad market potential, and the support from local governments for the promotion of traditional culinary delights. However, there are several challenges faced. Those are the need to improve product quality, the difficulties in ensuring sustainable supply of raw materials, the effective promotion, and the training for culinary business actors.

To optimize these opportunities, appropriate development strategies need to be implemented. First, improving product quality is a top priority [8]. Consistency and high quality will ensure tourist satisfaction and build a positive reputation. Second, ensuring the sustainability of the supply of high quality raw materials through good cooperation between raw material producers and culinary business actors [9]. Third, effective promotion using innovative and targeted marketing strategies [10]. Lastly, training for culinary business actors to improve their skills and knowledge in producing high quality products and meeting gastronomic tourism standards [11].

In the context of gastronomic tourism, it is important to consider aspects of sustainability and cultural preservation. The development of Tolphi cake as a gastronomic tourist attraction must be carried out. Moreover, the attention to the cultural values and traditions attached to this culinary delight must be focused. The ways to develop Tolphi cake
as gastronomic tourist include preserving the original recipe, traditional manufacturing methods, and the historical story associated with the cake. Apart from that, efforts need to be made to involve local communities in the development of gastronomic tourism. Therefore, the economic benefits can be widely felt by the local community [12].

This research aims to explore the opportunities and challenges in developing Tolphil cake as a gastronomic tourist attraction in Bantul Regency, Yogyakarta. Using a qualitative approach, the researcher collected data through in-depth interviews from culinary entrepreneurs, local governments and tourists. Apart from that, the researcher also carried out an analysis of relevant literature as well as case studies from other regions that have succeeded in developing gastronomic tourism. It is hoped that the results of this research are able to make a positive contribution to the development of gastronomic tourism and the preservation of traditional culinary delights in Bantul Regency.

2. Literature Review

Gastronomic Tourism

According to [13] Gastronomy is something related to food and drink including art, practice, preparation, production, presentation and how to enjoy it. Gastronomy also covers the origins, the history and the legends that develop in society, as well as the relationship between culture and food [14]. The relationship between culture and gastronomy is formed because gastronomy is a cultural product of agricultural activities so that the color, the flavor and the taste of a food can be traced back to the environment where the raw materials are produced [15]. Gastronomy emphasizes that food is a core component of every culture. As part of culture, the nature of eating is a combination of pleasure, utility and sociality [16], while food is a dictionary of moods and sensations [17], so that the relationship between humans and their food is distinctive. So, the choice of type and how food is consumed will become a marker of identity and difference [18]. Therefore, regardless of the food serving way, either the local residents or the tourists who visit a tourist destination, they consistently make gastronomic choices according to their social class identity, which in turn will demonstrate power and control in the socio-economic hierarchy [19].

Traditional Food

Traditional food is food that has been developed from generation to generation in an area [20]. Judging from the type of food ingredients, traditional food consists of natural food and processed food [21]. Natural food is food which can be consumed directly from nature. Processed food is food which must be processed or cooked first before consumption. Research which is related to culinary tourism and traditional food is the research conducted by [22] on Local gastronomy as a destination tourist attraction: The case of the ‘Chiringuitos’ on the Costa del Sol (Spain). From the research, it was found that culinary tourism actors can develop tourism and cultural offers that are tailored to the needs of each tourist. This can be used as a tool to promote this destination. Furthermore, from the cultural perspective, to improve the percentage of foreign visitors who are unfamiliar with local culinary traditions to come, stakeholders can design strategies for modernization and adaptation in terms of training chefs by combining culinary traditions and innovation, using new cooking methods, new ingredients, or creating new atmospheres, to create a satisfying experience through local gastronomy. The relevance of research [20], [22] to this research is to provide support regarding the processing methods, the use of local ingredients and the innovation as opportunities and challenges faced by traditional food producers in Yogyakarta.
Culinary Tourism

Culinary tourism is a tourist visit that is different from tourist activities in general. This is because culinary tourism is not just a person's trip for recreation, but an activity to taste food at the destination and to visit specific areas, such as food production sites, restaurants and food festivals.

In relation to food as a tourism product, [25] stated that there is potential for local culinary delights which can be developed to support tourist villages in this area. a). There is potential for developing traditional culinary delights typical of Bukti Village to obtain hygienic culinary delights, quality food ingredients, attractive serving appearance and promotional support. b). There is potential for local food from cassava and banana plantations. Cassava becomes mocaf (modified cassava flour) as a substitute for wheat flour for various culinary products. c). The supporting potential really strengthens culinary tourism through the tourist attractions of Air Šanih, Pokmawas and Pokdarwis, in Bukti Village. d). There is potential to become a tourist village (maritime tourism and agriculture tourism), because it is supported by opportunities to develop culinary tourism (traditional and innovative) based on mocaf (modified cassava flour) and bananas. Meanwhile, research conducted by [26] shows that Salatiga City Culinary directly or indirectly has the potential to introduce and improve the existing tourism industry. This is related to the fact that the culinary delights of Salatiga City can be a pulling factor to encourage people outside the area to come to Salatiga City. The relevance of research [23], and [24] to this research is to provide support that the potential for culinary tourism in Yogyakarta can be developed in line with innovation and tourists' good perceptions of culinary tourism.

3. Research Methodology

The methodology of this research is descriptive qualitative, focusing on the opportunities and challenges of traditional tolphit/adrem cakes as gastronomic tourism in Bantul district, Yogyakarta, Indonesia, by positioning the researcher's role as a key instrument, based on triangulation data collection techniques. The data analysis is inductive/qualitative and emphasizes on meaning rather than generalization. Through the in-depth interview method, the data collection method was carried out directly at the location where the tolphit/adrem cake products were made. It is aimed to conduct non-participatory observation. Meanwhile, document studies in the form of photos and interview results are used as a complement in observation and interview methods. Data were collected using purposive sampling, namely sampling data sources through informants. It is expected to make it easier for researchers to explore objects in depth. Research data was obtained through key informants, namely tolphit/adrem cake producers who understand the research object. Researchers conducted the interview with data sources who are considered to have control over the social situation/research object (Sugiyono, 2016). The key informant in this research is the cake maker and owner of "Mawar Merah" as an MSME actor or producer of typical Bantul food, while tourists and culinary enthusiasts act as informants. Data analysis technique used in this research is a theoretical approach from Milles and Hubberman (2014) which consists of data reduction, data presentation, drawing conclusions and verification.

4. Finding and Discussion

4.1 Opportunities for Adrem Cake as a Gastronomic Tourism

Gastronomic tourism has opportunities for entrepreneurial interest in traditional food businessmen. It is known that there are quite a lot of traditional food businesses in Bantul. This
is directly proportional to the growing interest in entrepreneurship in society. The motivations that arise are very diverse. One of which is because the food served is traditional food and is in a tourist area. Therefore, the opportunities for the food industry are quite promising. However, this opportunity requires the role of the community and other stakeholders such as the government, local communities, academicians and the media as partners in developing the potential of traditional food in Bantul. Based on the results of the interview with the traditional tolphiit cake producers, it was found that cooperation and promotion for traditional Adrem food was only participating in events. Meanwhile, things needed to be achieved in this collaboration between stakeholders are to build a traditional food brand, to enrich the culinary types available in Bantul, to be able to increase regional economic income and to serve processed food through the concept of gastronomic tourism as a form of restoration for the activities of tourists and food traders.

Like the Adrem cake, this food does not have innovation and creation in the form of taste, packaging and marketing. With this creativity, it is hoped that Adrem can be created in new flavor variants and attractive packaging for tourists who will bring this food as souvenirs. Adrem can be packaged in the form of vacuum packaging to extend the storage period. However, before entering the Adrem vacuum packaging, it must go through a spinner process, which is a process where the Adrem will be spun using a rotating machine to reduce the oil content that sticks to the Adrem during the frying process. Moreover, creativity brings out the aesthetics of the food, both in terms of Adrem appearance and serving way. Therefore, Adrem has its beauty and is able to give an attractive impression for tourists to enjoy.

Dealing with the marketing, there are not many business actors in Bantul who have moved to digital promotions. Thus, the product publications of Adrem cannot be reached by the tourists widely. However, this is different from the Adrem Mawar Merah production house, which belongs to Mbak Tini. Adrem Mawar Merah produced by Mbak Tini has been marketed via social media platforms, namely Facebook, but it has not done so effectively. The obstacle is the lack of knowledge about marketing strategies in online media. Tourists may not only enjoy Adrem dishes, but also try to cook Adrem and carry out photo activities for their own collections on social media. This activity is an activity chosen based on the tourist's lifestyle.

Tourists or people, especially young people, are now making food a part of their lifestyle. Those who understand the use of social media often want to show themselves by uploading their activities, including the food they consume. This makes traditional food synonymous with a lifestyle that shifts consumption patterns from basic needs to entertainment and leisure. Thus, the opportunity to preserve traditional food through gastronomic tourism can be targeted at various age groups, especially young people.

4.2 Challenges of Adrem Cake as a Gastronomic Tourism

The most important challenge in making Adrem a gastronomic tourism destination is the lack of understanding among the adrem producers. They thought that traditional food and culture cannot provide benefits towards the increasing of the community's income significantly. This assumption comes from the condition of the community that has experienced a decline in sales and steady income. It causes a feeling of boredom and some traditional food businessmen choose to stop their business and some of them switch to modern food products such as baked goods. Besides that, regarding the quality of human resources, Adrem is not managed based on the desired tourism concept, but it is carried out independently. This constraint causes low interest from tourists to visit and the publication of traditional food has not been known yet by the wider community. The cooperation among stakeholders such as government, local
communities, business actors, academicians and media has not been well established. It is because the involvement of traditional food business actors is only in regional events. This is a challenge to create a pattern of cooperation between business actors to collaborate in preserving and developing Adrem as a gastronomic tourism destination in Bantul, so that all parties can be structured and able to increase the number of tourist visits.

Furthermore, the challenges in the tourism industry are always about the competitors there in public market. The same condition is that the traditional food producers have competitors in modern food in the current era. This is the toughest challenge for business actors to be able to survive in the midst of the presence of modern food. This challenge will be a strong motivation for business actors to create traditional foods such as Adrem to better taste or appearance, to innovate and to adapt into sophisticated technology. It is intended to reach target consumers more widely through online media.

5. Conclusion

Until now, marketing for traditional Adrem food is only in the form of participating in events organized by the local government or province government. Meanwhile, what is needed to be achieved in this collaboration between stakeholders is to build a traditional food brand, to enrich the culinary types available in Bantul, to increase regional economic income and to serve processed food through the concept of gastronomic tourism as a form of restoration for the activities of tourists and food traders. Moreover, creativity brings out the aesthetics of the food, both in terms of appearance and serving way of Adrem, so that Adrem is able to show its beauty and is able to give an attractive impression for tourists to enjoy. Regarding the marketing of business actors in Bantul, not many business actors have moved to digital promotions. Therefore, the Adrem publications cannot be reached by the tourists widely.

References


