CHAPTER I

INTRODUCTION

A. Initial Idea

Tourism is an act of going abroad for several purposes, either for leisure, visiting friends and relatives, study, and business. “Tourism is the sum of the phenomena and relationship arising from the interaction among tourist, the tourism industry, host government, host communities, origin governments, universities, community colleges and non-governmental organizations, in the process of attracting, transporting, hosting and managing these tourist and other visitor (Weaver, 2002)”

When people are going on a trip, they will meet the hospitality industry which is divided into two, accommodation which provides everything that people needs while they are away from home, and food and beverage for the tourist and locals (Mackenzie, 2009). Food and beverages is one of the primary needs of human being, as described in A.H. Maslow’s theory (Lowenberg,1970), and as the needs and demand of food grows, so does the trends in foods. One of the trends that has been growing recently, according to Bloem from the Indonesia Chef Association, is fusion food. Based on the article from fusion revolution by Haley Helmstetler fusion cuisine is a mash up of two food concepts combined into one, one of the well-known fusion cuisine is Cronuts, a mix of croissant and a donuts. Based on the table below, Chinese visitors to Indonesia has grown rapidly. This condition push our team to innovate food to fit visitors food habit while acculturate Indonesian taste in it can support the idea of fusion food between
China and Indonesia.

**TABLE 1**
Number of International Tourists who come to Indonesia Based on Their Nationality, (2000-2014)

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Republic of China</td>
<td>594,997</td>
<td>726,088</td>
<td>858,140</td>
<td>1,052,705</td>
</tr>
</tbody>
</table>

Source: BPS (2014)

One of the examples that often found these days is typical Asian food with their lots of varieties available. The Chinese foods itself are mostly cook by using some basic ingredients such as garlic, sesame seeds, chili, soy, etc. Of all typical Chinese food available, the foods from Guangdong or Cantonese are very famous (Ling, 2007). Dim sum’s popularity for example, has been increasing from year to year, even in many Western countries. In 1800, dim sum was firstly introduced by Chinese immigrants, which then make brunch in America well known. As in Indonesia, especially in Jakarta, dimsum is one of the most popular choices of restaurant to eat in. For instance, Openrice.com stated that Din Tai Fung is one of the biggest dimsum chain restaurant that growing in Jakarta. It is firstly opened at Plaza Senayan, Jakarta in the year 2005. In 2013, there are already total of 6 Din Tai Fung and by 2015, there are 13 Din Tai Fung restaurant total in Jakarta. The number that keeps increasing from time to time shows the popularity of dimsum cuisine which had been accepted by the taste pallets of Indonesian people.

The word Dim sum itself basically means the act of drinking tea (yum cha). Firstly, the idea of making dim sum comes when the Chinese people are traveling on the Silk Road and think that they actually need a tearoom, which can offers them snacks too (Global Dimsum, 2009).
The example of steam dim sum that the team presents is Bakpao. Bakpao can be said as a kind of bread with fillings indeed. Bakpao with pork fillings is first created for people to enjoy dim sum, however nowadays many people modify them with chicken, beef, or something sweet like chocolate, cheese, and green beans. Dim sum actually can be eaten at anytime, however according to the culture itself, it is usually eaten in the morning with tea as the accompanied.

Due to the necessity of the dough to rise naturally, making bakpao bun itself takes longer time to make than any other dim sum. The bun is made of several ingredients such as wheat flour, sugar, vegetable oil, vegetable fat, baking soda, and yeast. There are several stages that require more attention during the process, in order to produce the outcome that is soft and savory in skin.

Xiao long bao on the other hand is originated from Jiangnan, China. This type of dimsum has a unique difference than any other dimsum available, this dumpling filled with soup are partially filled with meat and jellied consommé mixture that turns to liquid when they have been cooked. It is usually served with soy sauce on the side. Xiao long bao can be eaten any time of the day, at the certain time, from breakfast, lunch, up to dinner. It depends on people’s favorite. In Jiangnan for example, xiao long bao is eaten in the morning for breakfast, while in Guangdong, they usually eat xiao long bao in the evening with tea as the companied. There are no rules or style that everyone should follow actually.

For the making of the xiao long bao itself, the most important aspect of it is the xiao long bao skin. It affects the appearance and taste of the dish itself. If the skin is not properly made, then it will make the taste a bit off, comparing to a well made xiao long bao.
Hagao is also considerable name in the term of dim sum. In Chinese, it is called xia jiao. Every restaurant that serves dim sum, might always seen selling hagao as a dish. Hagao itself is originated from Guangdong, China. The main difference of hagao from any other dimsum is it’s skin. Hagao’s skin is dumpling filled with shrimp showing through paper-thin translucency of a rice-flour wrapper. People can see the filling inside even before cutting it apart.

As for the Indonesian cuisine itself, usually they are rich in flavors as they used spices, herbs and seasonings when cooking, more than China. Generally each place around Indonesia has their specialization in food. One very typical example is the cooking from West Sumatra. Their food is very well known for their trademark use of chilies, spices and coconut milk, as can be found in rendang, a very popular food in Indonesia. Rendang cooking method is used to be a way to preserve meat longer in a condition without fridge.

Chapter 20 verses 2 of the Law No. 20 in the year 2003, talk about the National Education System. It is written that university is obliged to conduct a research and community service. What is mean by that is simply that universities here are expected to do something active that shows some care towards other, since they believe that it might bring positive impacts to the quality of human resources. Therefore, Pelita Harapan School of Hospitality and Tourism intends to organize a community service by having an Indonesian Dim sum Training Class for some SMK students.

The product that the implementation team decided to make an innovation of is bakpao rendang, hagao balado, and xiao long bao soto with the distinctive taste of Indonesia, which is actually something new. It is included in the category
of fusion food in which the meaning of fusion itself in culinary is combining ingredients and techniques from around the world countries to achieve exciting flavors. Other Indonesian taste can be incorporated, for example bakpao with kari ayam, gulai ayam filling can also be implemented in the product, but the team decide on bakpao rendang because rendang has been acknowledge by UNESCO as traditional Indonesian food under the Director General of Tourism Destination Development Ministry of Tourism and Creative Economy verse 776, but the team still thinks that with incorporating filling such as kari ayam, can still be a successful. The team will introduce the product to some of SMK students in the form of direct training.

The methods used in this training process are providing information regarding to the selection of the ingredients, giving a demonstration of making the dimsum dishes stated above from beginning to the end, and also guiding the participants in the making process.

The team intent to tighten the cultural gap between ethnics through food habits as stated by Gofton (1986), “the system which they form cannot be understood apart from the ways in which it interrelates with other social institutions, in the process of historical development. At one and the same time, the system provides a communicative resource, a language, which both expresses the main themes and values of the society and enables individuals to pursue their individual projects and purposes. Every occasion of usage is, then, both a reaffirmation of a world view and a subtle modification of its shape as the individual interprets and restates it.”
B. The Objectives

The implementation team decided to do the community service activities at SMK Santa Maria, SMKN 60 and SMKN 38 based on the consideration that those school have a culinary major, where they are actually young generations who were prepared for the university stages, work, or even opening a business related to the industry. However, the conditions of the kitchen and the program itself are inadequate, which bring impact to the limited terms of knowledge that they receive. In addition to that, their main focus besides cooking the Indonesian food is Western food only. Therefore, the training activity that the implementation team done to make Indonesian version of dim sum hopefully can inspire as well as providing additional knowledge and skills for them.

The purposes of the community services are:

- Teach students about cooking technique and product knowledge

  The information that the team had given to the students, can surely increase their knowledge of food for since the team gives them knowledge that they have not learned yet, which focus only on Western cuisine.

- Teach students to become more creative

  The students might use their creativity in experimenting with their own innovative ideas after getting to know about the fusion food that the team introduced. It could prepare them for entering the competition, especially in the culinary industry.

  Of all, these purposes are very possible to achieve since the ingredients and tools needed are relatively easy to find in the local markets.