

CHAPTER I

INTRODUCTION

A. Background

Indonesia is a country in Southeast Asia on the equator with a population of 270,203,917 people. In 2020, Indonesia became the fourth most populous country globally and the world's most populous Muslim nation, with more than 230 million adherents (*BERITA RESMI STATISTIK Hasil Sensus Penduduk 2020*, 2020). In general, Indonesia itself is known as a country that has millions of rich spices and unique foods from each region until the phrase "sticks of wood and stone become plants" because Indonesia is a country that has a very rich fertile soil and food provided by nature. Spices that have been known for a long time are cloves, pepper, nutmeg, and cinnamon which is quite popular in Indonesia. Spices are flavorful or strong-flavored parts of plants used in small amounts in foods as preservatives or flavor enhancers in cooking (large dictionaries Indonesian by the Ministry of National Education). The use of spices in the culinary arts has been widely known to come from the stem, leaf, bark, bulbs, rhizomes, roots, seeds, flowers, or other parts of the plant body (Fitofarmaka dan Wisata Kesehatan-kebugaran et al., n.d.).

One of the islands in Indonesia is the island of Kalimantan, which is the largest island in Indonesia. Kalimantan itself consists of several regions, cities, and provinces and various kinds of cultural diversity. There are borders from 3 countries on the island of Kalimantan, namely Indonesia, Brunei Darussalam, and Also Malaysia. Then Kalimantan itself also has five provinces, namely North

Kalimantan with Tanjung Selor, South Kalimantan with the capital Banjarmasin, East Kalimantan with the capital Samarinda, West Kalimantan with the capital Pontianak, and Central Kalimantan with the capital Palangkaraya.

Kalimantan Island itself has an area of 743,330 km², so that Kalimantan is one of the largest islands in Indonesia. Kalimantan is also one of the destinations that are in great demand by out-of-town tourists to travel and have culinary delights because Kalimantan is also known as one of the culinary tours that are in great demand by tourists. Like Balikpapan, Balikpapan is the largest city in Kalimantan. Balikpapan is one of the best, most comfortable, and cleanest cities in the tourism sector. It was proven when Balikpapan brought about 18 Adipura awards because of the environment and cleanliness that was maintained. Once held as The World's Most Lovable City in 2015, which means that Balikpapan is a livable and most comfortable city. Not only various awards, but Balikpapan also has various choices of charming natural attractions ranging from exotic beaches, romantic riverside culinary tours, to crocodile breeding tours (Rifka Sitiresmi, 2021).

As we know, with the onset of globalization, a unique phenomenon in human civilization that moves continuously in a global society, one of the processes in the development of human life. According to a survey from UNWTO (The World Tourism Organization) that some respondents responded that 87% of culinary is a high-value element in the tourism industry sector in a country (Fitri Anisa, 2018). According to culinary expert William Wongso said that countries in Europe and Asia have glimpsed culinary tourism trends for dozens or even decades, but unfortunately, when compared to culinary in other countries, especially Asia, traditional Indonesian cuisine is still not so famous and developed as one of the

attractions of tourism, both for domestic and foreign countries. With the development of information technology and telecommunications to increase the speed of the process from globalization. The existence of globalization influences many aspects of life from various fields, one of which is the field of culture. Cultural variability is low for Indonesian society.

The emergence of foreign cultures makes the indigenous people of Indonesia begin to ignore their original culture so that the potential for loss of culture is relatively high. The same thing with the typical culinary taste of the archipelago that foreign culinary or fast food restaurants increasingly replace. Foreign culinary is much loved, especially by young people and adults who are on average busy and do not have much time to choose food and wait longer than fast food. Fast food restaurants also provide an attractive, varied, and practical way of serving at prices that can be reached by the general public. Often the fame of traditional foreign culinary trumps the culinary archipelago. Sooner or later, the global lifestyle and diet will change the perceptions, mindsets, and behaviors of the younger generation towards traditional culinary (Adiasih & Brahmana, n.d.). The younger generation is now less interested in conventional food because it is unattractive in appearance and prefers to choose modern food.

To see the interest and interest of the community towards Kalimantan Special Foods, the author has distributed a questionnaire. The questionnaire is a technique to collect the data that provides a set of questions or written statements to respondents for answers (A. Kurniawan, 2021). The questionnaire was made using the Likert scale, which 100 respondents have filled out with an age range of 15-20 years as many as 31 (31%) respondents, ages 21-25 years as many as 62

(62%) respondents, ages 26-30 years as many as 5 (5%) respondents, ages 31-35 as many as 0 (0%) respondents, ages 36-40 as many as 0 (0%) respondents, and ages 41-45 as many as 2 (2%) respondents. With a scale of 1-5, which is 1 = Less Good, 2 = Good Enough, 3 = Rather Good, 4 = Good, 5 = Very Good. The following is the result of the questionnaire discussion:

The first question is a question with a yes or no answer whose question is whether they know the original food typical of Kalimantan. 47 (47%) of respondents answered no, and 53 (53%) of respondents answered yes.

PICTURE 1

Survey Result 1 to know people interested in Kalimantan Food (Do you know the original Kalimantan food)



The second question is a question with a yes or no answer whose question is whether they have ever tried native Kalimantan food that has not been mixed with Chinese culture. 65 (65%) of respondents answered no, and 35 (35%) of respondents answered yes.

PICTURE 2

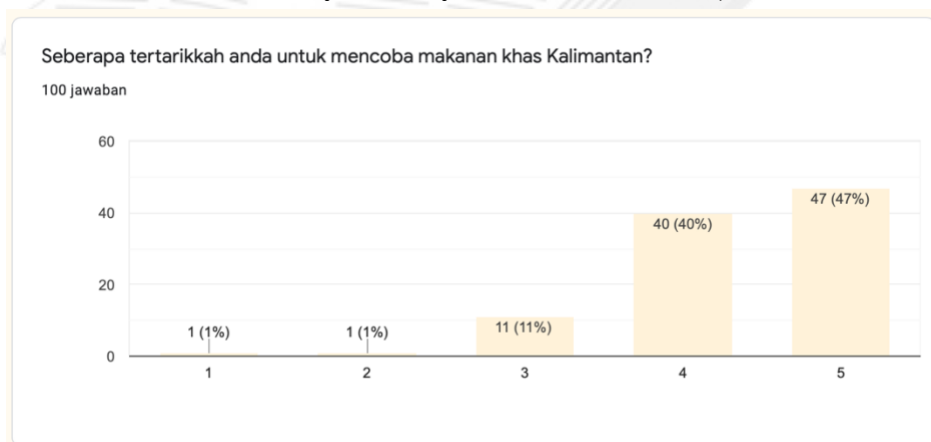
Survey Result 2 to know people interested in Kalimantan Food (Have you ever tried Kalimantan food that has not been mixed with Chinese culture)



The third question is, how interested are they in trying typical Kalimantan food. 47 (47%) of respondents gave excellent statements, 40 (40%) of respondents gave good statements, 11 (11%) of respondents gave rather good statements, 1 (1%) of respondents gave quite good statements, and 1 (1%) of respondents gave negative opinions.

PICTURE 3

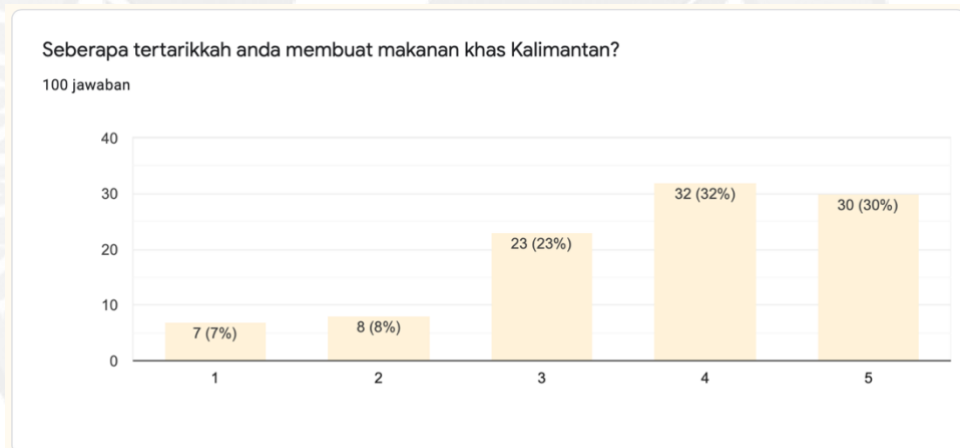
Survey Result 3 to know people interested in Kalimantan Food (How interested are you to try Kalimantan's food)



The fourth question is, how interested are they in making typical Kalimantan food. 30 (30%) of respondents gave excellent statements, 32 (32%) of respondents gave good statements, 23 (23%) of respondents gave rather good statements, 8 (8%) of respondents gave quite good statements, and 7 (7%) of respondents gave negative comments. From the results of the questionnaire data above can be seen that the majority of respondents answered very well and generously. It can be concluded that there are so many people who are interested and also interested in trying and making typical Kalimantan food.

PICTURE 4

Survey Result 4 to know people interested in Kalimantan Food (How interested are you in making typical Kalimantan dishes)



The presence of cultural influences from the outside causes a decreased alloy for some traditional foods in Indonesia. Traditional food is a type of food that is closely related to an area and is passed down to all generations as part of the tradition (Siwi & Tyas, 2017). The diversity of existing traditional foods is influenced by the state of the area or residence and the culture that exists in the area. One of them is that traditional cuisine from Kalimantan itself can be an excellent

asset to be introduced to the wider community. Some traditional specialties from the Kalimantan area tend to have replaced their position with the presence of external things, so this gives the interest of people who care to start ignoring their traditional food. It also provides the potential for the younger generation to start forgetting the traditional cuisine of their own culture.

The design of this typical Kalimantan culinary recipe book is designed because considering that the author himself is a native of Kalimantan who has minimal knowledge about the cuisine. Moreover, looking back at the questionnaire that the author has distributed, it can be concluded that there are still many young generations who do not know the typical cuisine of Kalimantan. The author does not want the next generation to have a similar fate, so it is expected that the Design of Culinary Recipe Books typical of Kalimantan can provide education about culinary diversity from Kalimantan so that the next generation can continue the tradition of Kalimantan specialties. In addition, the author also hopes this recipe book can encourage people to get to know the typical culinary of Kalimantan more deeply so that some people who have never known the cuisine can attract interest to try the culinary tastes distinct of Kalimantan. The author also makes this recipe book typical of Kalimantan with the aim of preserving the culture and culinary of the archipelago in Indonesia so that it will not be forgotten in the future.

B. Purpose

The purpose of the author of this recipe book is as follows:

1. Providing culinary diversity education typical of Kalimantan.

2. It introduces typical Kalimantan culinary to the community to attract interest to try these culinary flavors.
3. As an idea to open a typical Kalimantan restaurant business.
4. To provide knowledge How to make typical Kalimantan dishes.

