CHAPTER I

INTRODUCTION

A. Background of The Research

Food is an essential component of tourism along with transportation, accommodation, and attractions. When travelling, visitors engage in some forms of dining, ranging from eating food that is familiar from where they are from to seeking novel and different local dishes. Seeking experiences with the food of a destination has gained increasing attention amongst the visitors (Ellis et al., 2018). This means that food no longer functions as a physiological need, but also to enhance their experience as a tourist, offering opportunities to learn about the culture of the area they are visiting through direct encounters with local cuisines. Experiencing local food can provide a gateway to new cultures, leading visitors to learn about the culture of other societies than their own and to meet locals with whom they can share their experiences and to move away from what they are comfortable with. Since eating is an integral part of travelling, it is commonplace for visitors to expect pleasurable culinary experiences. The term culinary tourism can be interpreted as a tourism trip, during which the consumption or experience of local food and beverages is expressed in various food related activities, regardless of whether experiencing local food is or is not a primary purpose for travel. Recent attempts to utilize culinary tourism as a destination attraction have been evident in Asia (Wijaya et al., 2016).

There are 8 million Chinese People residing in Indonesia which covers about 19.86% of the Chinese that are overseas and are present all over Indonesia asimmilation happened which caused Chinese Food to be accepted more in Indonesia (Poston & Wong, 2016). According to Kompas.com, Xiao Long Bao is one of the favourite chinese menus of Indonesian people.

Though its origin is disputed, Xiao Long Bao is most believed to have originated in late 19th-century Shanghai: during a time in which the steamed-bun market was becoming increasingly competitive. Restaurant owner Huang Mingxian invented his 'little basket buns' in an attempt to win out. He served them at his Ri Hua Xuan restaurant in Shanghai's Nanxiang area. His dumplings stood out with the addition of his jellified soup that melted into a fresh broth when steamed. Another proposed origin for the Xiao Long Bao is one rooted in a historical legend: in the 18th century, Emperor Qianlong tried the Xiao Long Bao when visiting a city near Shanghai. In his travels, he gained the nickname youlong, or 'swimming dragon' — some then attribute xiao long bao was named after him, as the word long means 'dragon' as well as 'basket'(Week in China, 2018)'

Indonesian cuisine is a collection of various regional culinary traditions that formed the archipelagic nation of Indonesia. There are a wide variety of recipes and cuisines in part because Indonesia is composed of approximately 6,000 populated islands of the total 17,508 in the world's largest archipelago, with more than 1,300 ethnic groups.(R.G.Richardson, 2021). Xiao Long Bao has traditionally only been

made out of either pork or chicken as that was how it was traditionally made in Shanghai but the team has decided to try and help spread the culinary knowledge of the country to different areas of the world and to small communities.

The reasons why the team has decided to choose the Indonesian cuisine lineup compared to other available options are simple, the first reason is that the culinary options in Indonesia are almost endless (Hartog et al., 1967) and the fact that it seems to be underutilized made the team consider what kind of service the team can do for the country that they reside in. The team felt as though other Asian cultures seem to get more recognition in the culinary department whereas Indonesia, even though the variety and choices are plentiful, seem to get the least amount of attention in the culinary area. The other reason is because making Indonesian cuisines from Indonesia is simpler when it comes to finding the right ingredients and trying to find new ingredients from a recipe of a different country is more difficult.

Xiao Long Bao is also a dish that can be served to almost anyone and they would have a high chance of enjoying the meal; that is one of the reasons why the dish was chosen. The other reason is that Xiao Long Bao is seen more as a snack rather than a full meal; the reason why this is important is because asking someone to eat a large meal that they never had before is harder to sell rather than a simple snack. A snack is something that can be quickly eaten and the opinion of the one eating it can be quick which is something the researchers need.

In essence, the team wanted to do a fusion of two food cultures into one entirely

new design that can spark interest in further creativity and may even promote globalization. The reason for our thought process is that the combining of two cultures into one is the first step into true globalization and integrating cultures into one unified group. Indonesia is all about unity and the group thought that one of the best ways to do that is to make a fusion between two cultures. Another reason which ties into globalization is that the team thought that outside of Indonesia the food is not as recognizable as other Asian cuisines for example, Japanese food is easily recognizable from the outside (Mandl, 2018) but you can scarcely see any authentic Indonesian cuisines outside of the home country.

B. Research Question

1. Will the creation of fusion cuisine between the classic Chinese dish Xiao Long Bao and various Indonesian traditional cuisines are acceptable by the general public and be able to highlight Indonesia's cuisines to a new height internationally?

2. What is the level of likeability of the aroma, taste, color and texture of the fusion of Xiao Long Bao and Soto Ayam Lamongan?

3. What is the level of likeability of the aroma, taste, color and texture of the fusion of Xiao Long Bao and Soto Betawi?

4. What is the level of likeability of the aroma, taste, color and texture of the fusion of Xiao Long Bao and Sop Ikan Batam?

5. What is the level of likeability of the aroma, taste, color and texture of the fusion of Xiao Long Bao and Rawon?

C. Purpose of Research

1. To know the quality of the fusion between the classic Chinese dish Xiao Long Bao with various Indonesian traditional cuisines

2. To know how the panelists feel about the different Xiao Long Bao with Indonesian cuisines fusions.

D. Benefits of Research

This part lists the benefits of this research for different parties involved in the research:

1. The contribution of the development of the method obtained is the result of research by innovation existing products to produce superior and authentic products from xiao long bao chinese fusion to xiao long bao Indonesian fusion.

2. Practice contributions show that the resulting xiao long bao Indonesian fusion product can provide commercial or non-commercial benefits to the party developing the product.

E. Systematic Writing

Chapter 1: Introduction

This chapter consists of the background of the research, the questions that need to be asked in this research, the purpose of this research and the benefits of this research and the writing systematics of the research.

Chapter 2: Literature Review

This chapter consists of the theories used for the purpose of the research, previous similar research results, frame of mind and the hypothesis of the research

Chapter 3: Research Methodology

This chapter consists of the general view of the research object, research design, Method of sampling, Method of data collection, Measurement of variables and the method and technique of data analysis

Chapter 4: Results and Discussions

This chapter consists of the result of the research using the method from previous chapters and the discussion of these results

Chapter 5: Conclusion, Suggestions and Plans for Further Research

This chapter consists of the conclusions, suggestions or feedback and plans for further research