

CHAPTER I

INTRODUCTION

A. Background

Tourism is a travel activity carried out by a person or group of people by visiting a particular place for recreational purposes, personal development, or learning the uniqueness of the tourist attraction that is visited in a temporary period (*UU RI No. 10 Tahun 2009*). If travel is going from one place to another. So that the understanding of tourism can be formulated as a trip and stopover made by humans outside their place of residence with specific motivations or goals, but not to move residence or permanently settle in the place visited (Nirwandar, 2014).

Tourism is an activity of people who visit certain places for sightseeing, visiting friends and relatives, taking vacations, and having fun (Goeldner and Ritchie, 2012). While Tourism is a whole activity related to tour, travel, and is multidimensional and multidisciplinary in nature which emerges as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the Government, Regional Governments, and entrepreneurs. Tourism also defined by the World Tourism Organization (UNWTO) as social, cultural, economic phenomenon which is the movement of people from one country to another, but out of their daily habits it can be for personal/work reason. According to the World Travel & Council (WTTC) annual research into the economic impact and social

importance of the sector, Tourism is the second-fastest growing sector in the worlds, ahead of Healthcare (+3.1%), Information Technology (+1.7%), and Financial Services (+1.7%) behind only manufacturing, which grew by 4%.

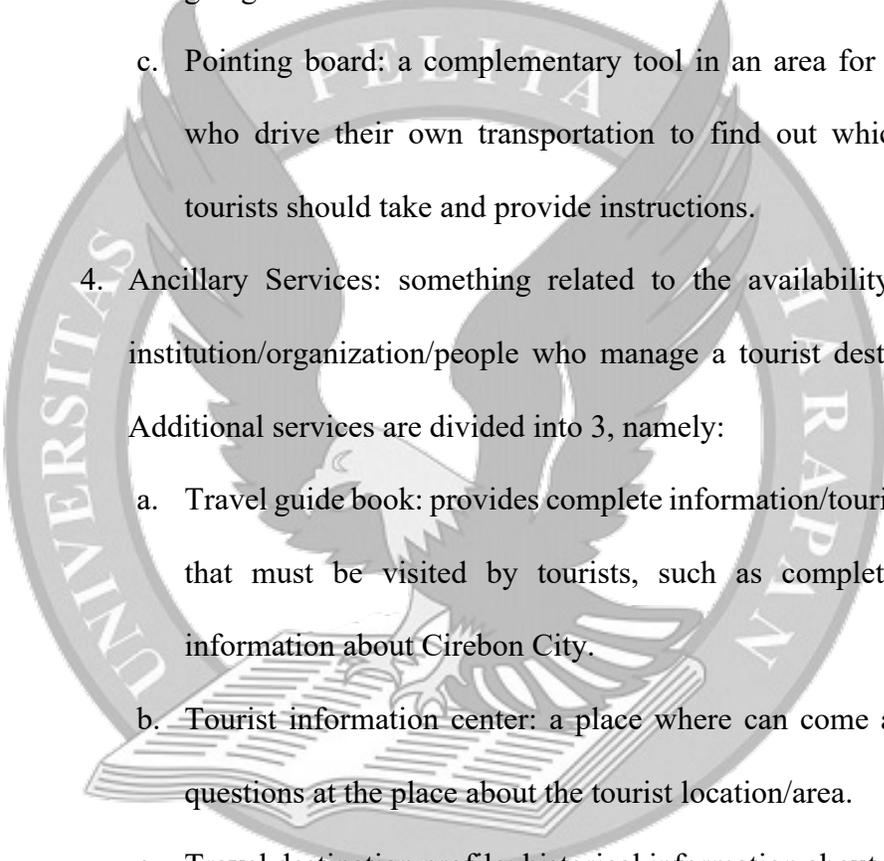
According to John Fletcher (2017), there are 4 supporting components or commonly known as 4A, which are required to exist in a tourist destination and of course will also develop the area, namely:

1. Attraction/Tourist attraction: a factor that is very influential in analyzing a tourist attraction so that visitors are interested in visiting the object. The attraction itself is divided into 4 aspects:
 - a. Natural attraction: everything that comes from nature that can be used in tourist attractions and attract tourists, for example, mountains, lakes, and nature.
 - b. Culture attraction: everything that comes from human art and creations, for example, religious ceremonies, traditional ceremonies, and traditional dances.
 - c. Man-made attractions: everything that comes from human work and can be used as a tourist attraction, for example, historical objects, religion, and human procedures.
 - d. Human beings: everything from unique human activities which has a special attraction that can be used as a tourist attraction, for example, tribes found in Indonesia that still have their own uniqueness.

2. Amenities: This supporting component had a tight connection with many facilities which are in tourism attraction. Facilities are divided into 6 components:

- a. Accommodation: something that is provided to fulfill needs, such as places to rest/temporary places for people who travel.
- b. Restaurants: an industry that is engaged in the management and presentation of ready-to-go food.
- c. Public toilet: a room that is specially designed with the closet, water supply, other equipment that is clean, safe, and hygienic which people can use it when they visit a tourism destination.
- d. Parking lot: a place or building provided as a parking lot for tourists who can use it when visiting a tourist destination.
- e. Worship place: a place used by religious people to worship according to the teachings of their respective religions or beliefs.
- f. Souvenir shop: a place that provides handicraft items that are the product of the creativity of locals which are sold and attracted by a lot of people, especially tourists.

3. Accessibility: it is an important element in analyzing a tourism destination so that tourism destinations can be reached by tourists. Both in terms of transportation facilities and existing facilities during the trip to the tourist attraction. Accessibility itself is divided into 3, namely:

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- a. Road access: road conditions to tourist attraction locations are important elements that can provide convenience and comfort for tourists to reach their destinations.
 - b. Transportation medium: it is also one of the important elements for tourists who will come to an area, to facilitate tourists for going to tourist sites in an area.
 - c. Pointing board: a complementary tool in an area for tourists who drive their own transportation to find out which road tourists should take and provide instructions.
4. Ancillary Services: something related to the availability of an institution/organization/people who manage a tourist destination. Additional services are divided into 3, namely:
- a. Travel guide book: provides complete information/tourist areas that must be visited by tourists, such as complete book information about Cirebon City.
 - b. Tourist information center: a place where can come and ask questions at the place about the tourist location/area.
 - c. Travel destination profile: historical information about the tour being visited.

Indonesia is the largest archipelago in the world. Indonesia has more than 17,504 islands of which only around 7,000 islands are inhabited (Consulate General of the Republic of Indonesia). Kalimantan, Java, Sulawesi, Sumatra, and Papua Islands are the main islands in Indonesia. In addition, Indonesia also

has small islands such as Bali, Gili, and Lombok which are both local and international tourist destinations. The capital city of Indonesia is Jakarta which is located on the island of Java. With so many islands, cultures, unique things that can be attractions for tourists to come to a certain place in Indonesia. Cultural tourism is a travel activity carried out by a person/group by visiting certain places for recreational purposes, personal development, and learning cultural attractions by utilizing the cultural potential of the place visited. Studying cultural appeal by utilizing the cultural potential of the visited.

One of Indonesia's islands that is growing is in a culture destination is Cirebon City, located in Java Island. Cirebon city is built on 1 Asyura Tahun 791 Hijriyah or on 1389 AD. Cirebon city was located on 108.33 degrees East Longitude and 6.41 degrees South Latitude on the north coast of Java Island, extending from west to east approximately 11 kilometers with an altitude above sea level. Cirebon city can be reached by road as far as 130 kilometers from Bandung city and 258 kilometers from Jakarta city. Cirebon city had 5 districts and 22 villages. That 5 districts include Harjamukti District, Lemahwungkuk District, Pekalipan District, Kesambi District, Kejaksan District. Those 22 villages were divided into 5 districts which are 5 villages in Harjamukti District, 4 villages in Lemahwungkuk Districts, 4 villages in Pekalipan Districts, 5 villages in Kesambi District, and 4 villages in Kejaksan District (Central Bureau of Statistics of Cirebon 's City, 2019).

Cirebon City is located on the northern coast of West Java Province. With its strategic geographical location, which is the main transportation route from Jakarta to West Java, Central Java, and through the North Coast, Pantura Toll. The location makes it an advantage for the city of Cirebon, especially in terms of transportation and communication (Local Government of Cirebon City, 2019). Not only that Cirebon is also bordered by Java Sea, it causes Cirebon to be a port. This whole thing cause the Cirebon City has its own attractiveness for tourists, such as:

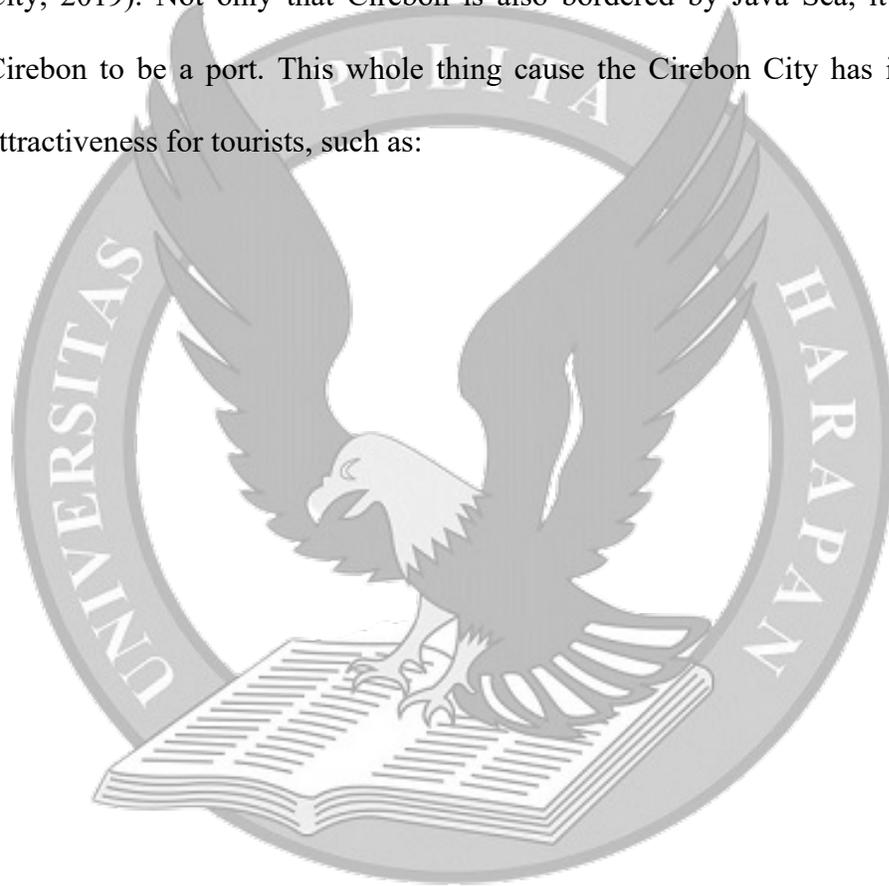


TABLE 1

Cirebon City Tourism Destination

Tourism Type	Tourism Destination
Nature Tourism	<ul style="list-style-type: none">a) <i>Bukit Gronggong</i>b) <i>Curug Putri</i>c) <i>Gunung Ciremai</i>d) <i>Pantai Kejawan</i>e) <i>Taman Doa Regina Rosari</i>f) <i>Taman Sari Gua Sunyaragi</i>
Culture Tourism	<ul style="list-style-type: none">a) <i>Gedung BAT (British American Tobacco)</i>b) <i>Gedung Perundingan Linggarjati</i>c) <i>Gereja Bunda Maria</i>d) <i>Keramat Plangon</i>e) <i>Keraton Kacirebonan</i>f) <i>Keraton Kanoman</i>g) <i>Keraton Kasepuhan</i>h) <i>Klenteng Hok Keng Tong</i>i) <i>Makam Sunan Gunung Jati</i>j) <i>Masjid Agung Sang Cipta Rasa</i>k) <i>Masjid Merah Panjunan</i>l) <i>Masjid Raya At-Taqwa</i>m) <i>Vihara Dewi Welas Asih</i>

TABLE 1 (Continue)

Cirebon City Tourism Destination

Man Made Tourism	<ul style="list-style-type: none">a) <i>Ade Irma Suryani Waterland</i>b) <i>Alun-Alun Kejaksan</i>c) <i>Balai Kota Cirebon</i>d) <i>Batik Trusmi</i>e) <i>CSB (Cirebon Super Block Mall)</i>f) <i>Gedung Bank Indonesia</i>g) <i>Grage City Mall</i>h) <i>Islamic Center Cirebon</i>i) <i>Kampung Batik Ciwaringin</i>j) <i>Pasar Kanoman</i>k) <i>Pemandian Cibulan</i>l) <i>Transmart Cirebon</i>m) <i>Yogya Kartini Cherbon Junction</i>
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Source: Government Tourism Office of Cirebon City (2019)

TABLE 2
 Number of Tourism Facilities in Cirebon Municipality
 2016-2018

No.	Type of Tourism	2016	2017	2018
1	Hotel	65	66	69
2	Recreation Object	13	13	13
3	Billiards	2	3	3
4	Dexterity Machine	14	15	15
5	Swimming Pool	9	9	9
6	Traditional Arts	-	-	-
7	Restaurants	147	147	147
8	Travel Agency	51	51	51
9	Impressionist	5	5	5
10	Cinema	3	4	4
	Total	311	313	316

Source: Central Bureau of Statistics of Cirebon City (2019)

Table 1 indicate that Cirebon city had nature, culture, man-made tourism, and these number of tourism facilities in Cirebon Municipality. With having that 4 tourism, it was proven that Cirebon city is growing in tourism for local tourists and international tourists.

Table 2 indicate that Cirebon is a growing city in hotel sector. From table 1 and table 2, writers decided to make book design A Taste of Cirebon.

Cirebon City is a city that mostly visited by local and international tourists, it can be seen in the number of tourists to Cirebon City, as follows:

TABLE 3

The Number Of International and Domestic Visitors in Cirebon Municipality 2013-2018

Year	Visitors		Total
	International	Domestic	
2013	10.328	530.617	540.945
2014	9.211	242.255	596.046
2015	14.788	671.333	686.121
2016	9.204	831.948	831.152
2017	11.558	1.022.086	1.033.642
2018	9.790	1.070.754	1.080.544

Source: Central Bureau of Statistics of Cirebon 's City (2019)

In Table 2, it can be seen that from the year 2013-2016, the number of tourists that come to Cirebon City always increased though in 2014 there was a decline in international and local tourists. Overall, the 2 categories continued to increase in total.

Besides an increasing of a number of tourists in Cirebon City, the progress of tourism in Cirebon City also has an impact on the increase in Gross Regional Domestic Product (GRDP) in the sector of providing accommodation, food, and beverages in Cirebon City from 2015-2018, as follows:

TABLE 4
GRDP of Provision of Accommodation, Food, and Beverages
Based on Current Prices According to Business Field
in Cirebon City in 2015-2018

Year	PDRB Total in Million Rupiah	PDRB Total in Percentage
2015	858.892,19	5,14%
2016	948.709,20	5,23%
2017	1.047.870,60	5,29%
2018	1.158.901,15	5,37%

Source: Central Bureau of Statistics of Cirebon City (2019)

From table 3 above, writers can conclude that in the length of 4 years (2015-2018) there was always increasing about 10.50% yearly in the total of GRDP in the accommodation, food, and beverage sector. From the 21 sectors that writers gather from the Central Bureau of Statistics about PDRB, the average percentage of accommodation, food and beverage supplies is averaged 5.30%. To conclude, the potential of the food and beverage sector in Cirebon city is high and will be developing.

Therefore, the potential of the tourism industry in the city of Cirebon is existed, and will certainly encourage culinary tourism as well. According to Erik Wolf (Executive Director of the World Food Travel Association) The definition of culinary tourism is the act of traveling to feel a place to get a taste of that place. Culinary tourism is food from a tourist destination is a very important aspect in the tour experience. It can be concluded that culinary tourism occurs because of two main factors. First, the desire of humans to find out where their food comes from and secondly the desire to know new foods and also the method of making them (UNWTO, 2012).

In terms of foods, Cirebon foods are the result of a combination of "native" cuisine with Indian, Arabic and Chinese ethnicities which began to arrive around the 13th century through the port of Cirebon. Therefore, the basic ingredients of Cirebon special food contain more meat than fish. While more fish is processed by preserving rather than cooked, such as salted fish (stringed), shrimp paste, paste and crackers. Cirebon has a variety of foods, such as Jamblang Rice, Lengko Rice, Empal Gentong and Docang. Some foods can be found in other areas, but many are only available in this area. With the passage of time, there are types of food that still survive from generation to generation until today, but many are starting to be difficult to find. But in the city of Cirebon there are still many restaurants that still sell Cirebon traditional food. (Nur I.A, 2016)

According to *Peraturan Menteri Pariwisata dan Ekonomi Kreatif Republik Indonesia Nomor 11 Tahun 2014* concerning Restaurant Business Standards, first of all restaurant business means business of providing food and beverage services equipped with equipment for the process of making, storing and serving in a fixed place that does not move with the aim of obtaining profits. Then, Restaurant Business Standards are the formulation of restaurant business qualifications and restaurant business classifications that cover aspects of product, service and restaurant business management. Cirebon city itself has a total of 153 for restaurants & cafes. This proves that the city of Cirebon has a variety of tourism and restaurants that can be visited for tourists who come.

Similar book had been published by Cirebon Government name *Makanan Khas Cirebon* at 2013. But that book is not updated, so writers make *A Taste Of Cirebon* that is up to date. This 'A Taste of Cirebon' Book Design will also explain about foods, beverages, desserts, traditional snacks, and processed food production. Food is a basic human need that is very important and needed all the time which requires good and proper management to benefit the health of the body. According to WHO, food is all the substances needed by the body excluding water, drugs, and other substances used for treatment.

Beverages are drinks that is made and mostly consist of water which is used for human consumption and usually filled into a container. (NPCS Board, 2012) There are 2 types of beverages which are categorized based on alcoholic

or non alcoholic drinks. Cirebon City has some unique beverages which usually made by using Tjampolay Syrup.

Dessert is a dish that is eaten after the main dish. Desserts usually have a sweet and refreshing taste, sometimes some are salty or sour. As time goes by and culinary development, now dessert has become a very popular menu, everyone can enjoy dessert wherever and whenever. Nowadays dessert is no longer just a complementary menu in restaurants or cafés, many restaurants make dessert as their main menu. As the culinary world develops, dessert becomes an inseparable part of the course menu at breakfast, lunch, or dinner. Dessert usually has a sweet taste, but there is also a strong aroma (Cahyana & Artanti, 2013)

Traditional Snacks are a unique cultural heritage, and are often forgotten but actually quite popular among people. Traditional snacks is a type of culinary whose production is carried from generation to generation by the community, by way of processing that is controlled by the community. Traditional snacks are made using local ingredients. People called traditional snacks is also because it was sold in traditional markets. Traditional snacks are more organic because they do not use chemicals in the manufacturing process, so this snacks are indeed healthier. In terms of price, traditional snacks are also clearly cheaper. Traditional snacks are usually made in a limited way by steaming, boiling, frying and baking. For people in general, traditional snacks are needed to be consumed as snacks, there are also those who consume traditional snacks

as a booster before eating time, there are also those who use market snacks as a complement to special occasions (Fatimah, 2013).

Other than food and drinks, processed food productions is also a part of culinary. According to *Undang-Undang Republik Indonesia No. 18 Tahun 2012*, processed food is processed food using a certain method or method with or without additives. Processed food production is usually packaged with special packaging such as bottles or plastic so that making products from processed food can last longer. Cirebon City has several processed food products that have a unique taste that is still a specialty of Cirebon City.

B. Purpose

There are 3 purposes of making 'A Taste of Cirebon' Book Design which are:

1. To provide information about typical culinary tourism in Cirebon city.
2. As a reference for tourists (local and foreign) who will visit Cirebon city
3. To encourage readers to have a desire to try typical Cirebon culinary.