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"SEGO GONO" AS A CULINARY TOURISM ATTRACTION IN TEMANGGUNG REGENCY, CENTRAL JAVA

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ABSTRACT

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Temanggung has a diverse array of local cuisine, ranging from traditional dishes to contemporary ones. One notable traditional food item is called 'Sego Gono,' which has been passed down through generations and holds its own unique historical significance. While it serves not only as part of Indonesia's rich culinary heritage but also as a cultural symbol for the people of Temanggung, it remains underappreciated as a culinary touristic attraction. Given this background, the purpose of our research is to delve into the history of Sego Gono, explore how it is prepared, analyze whether it could serve as a draw for culinary tourists in Temanggung, and examine the gastronomic aspects inherent within Temanggung's traditional cuisine. Our methodology

involves qualitative descriptive research methods combined with data collection techniques such as interviews with practitioners of cooking, experts in gastronomy, historians, and literature studies to understand the origins of Sego Gono as a specialty dish in Temanggung. Data analysis will involve reduction, presentation, and conclusion drawing. Our findings conclude that 'Sego Gono' has potential as both a tourist attractor and a developmental tool for culinary tourism in Temanggung, given its historical value and philosophical depth. It can be promoted as a destination for gastronomic tourism while providing additional knowledge for consumers or travelers enjoying their meals there. Furthermore, recognizing Sego Gono as a local specialty can enhance storytelling among visitors, thereby boosting economic values within the tourism industry in Temanggung.

Keyword: sego gono; gastronomy; tourist attraction; development of culinary tourism; tourism

INTRODUCTION

Culinary tourism is an important aspect of the tourism industry that not only offers taste experiences but also introduces local culture and traditions. In this context, culinary tourism becomes a primary attraction for many travelers seeking to experience the uniqueness of a region through its distinctive food and beverages. Food often reflects the culture and traditions of an area, allowing tourists to understand the history and norms of the local community. Culinary tourism



provides opportunities to try flavors that differ from those typically found at home, offering a range of options from street food to fine dining, making it appealing to various types of travelers, including backpackers and families. Some dishes possess rich histories and have become part of the world's cultural heritage. Culinary tourism enables tourists to appreciate the unique contributions of diverse cultures to global gastronomy. It not only serves as an attraction for travelers but also plays a significant role in the overall development of tourism. In Indonesia, for instance, the culinary sector contributes 41.4% to the total creative economy. Initiatives like tourist villages offering traditional foods in Temanggung demonstrate how cuisine can enhance regional appeal and encourage tourist visits. Overall, culinary tourism is an integral part of a meaningful tourism experience, allowing travelers to enjoy delicious food while learning about local culture, supporting local economies, and creating lasting memories. Therefore, the development of culinary tourism should be continually promoted to enhance destination appeal and improve local community welfare.

Kabupaten Temanggung, located in Central Java, boasts a rich tourism potential that offers a variety of natural attractions, cultural experiences, and culinary delights. The culinary scene in Temanggung is diverse, ranging from street-side stalls to upscale restaurants. The food offerings showcase a wide array of dishes, including both traditional and modern fast food. Traditional menus are just as delicious as contemporary options, featuring dishes such as sego gono, sego kluban, sego jagung, tempong, empis-empis tempe, and more. These signature dishes of Temanggung can often be found at local markets or roadside eateries across various districts in the region. Traditional meals typically represent the daily fare of the local community. Some dining establishments highlight the unique culinary heritage of Temanggung, serving dishes like sego gono, sego kluban, sego jagung, tempong, empis-empis tempe, lento, ketan jali, and ndas borok. These foods not only tantalize the taste buds but also reflect the culture and traditions of the Temanggung people. Gastronomy is defined as the art and science of good eating, encompassing all aspects related to the enjoyment of food and drink. The term originates from ancient Greek, where "gastros" means stomach and "nomos" means law or rule. Gastronomy studies not only food itself but also the relationship between food and culture, as well as how food reflects the traditions and environments from which it originates. It serves as a guide to various ways involving everything about food and drink. Gastronomy or culinary arts is the science or art of good eating, with studies related to cultural representations, history, and environmental contexts concerning "where," "when," "why," and "how."

The distinctive flavors of Temanggung's traditional cuisine result from a combination of basic spices and the use of local herbs. Cooking techniques such as sautéing, boiling, steaming, and frying are commonly employed, which, along with traditional practices, produce robust flavors in the dishes. In addition to these cooking methods, the selection of quality ingredients also contributes to the high taste standards of the cuisine. According to previous research, visitors are drawn to sample the variety of dishes offered in the market area (Pasar Entho) because they wish to explore the uniqueness or distinctiveness of the food presented, reflected in its taste, appearance, presentation style, ingredients, and of course, the culinary origins (Rizqi, 2014). This study aims to analyze the cooking methods used for traditional dishes from Temanggung, as well as the tools and ingredients involved,

in order to preserve and develop culinary tourism in Temanggung. The objectives of the study are: (1) How is the gastronomy of traditional food from Temanggung viewed from the aspects of tools, ingredients, and cooking methods? (2) How can traditional food from Temanggung contribute to the development of culinary tourism?

LITERATURE REVIEW

Culinary Tourism

The term "culinary" originates from the Latin word "culinarius," which relates to cooking and "culina," meaning kitchen. Culina refers to the kitchen or cooking and is also used for food, beverages, and dishes (Montarini & Staniscia, 2009), as well as referring to ingredients, prepared foods, drinks, production processes, and activities (Horng & Tsai, 2010). Culinary skills encompass not only food but also beverages (Sanchez-Canizares & Lopez-Guzman, 2012). The term culinary is derived from "cuisine" or products related to cooking and "gastronomy" or consumption patterns, thus culinary can be described as a given practice of consumption based on food or dishes. In addition to cooking skills, the term culinary is used to denote a country or place of cuisine, food, and food preparation techniques (Kivela & Crotts, 2006). Culinary tourism positions food as both a subject and medium, serving as a destination and a tool for tourism development. Culinary tourism involves not only tasting or enjoying exotic new foods but also requires the engagement of all five senses, such as taste, aroma, touch, and sight. Culinary tourism is definitively a participatory activity in consuming, preparing, and presenting dishes, as well as engaging in unusual eating practices (Lazuardi and Triady, 2015).

Ardika (Putra et al., 2011) states that culinary tourism is an activity undertaken by travelers to seek out unique and impressive food and beverage experiences. While culinary tourism may involve the desire to enjoy the pleasure of food, what is more significant is the uniqueness and memories generated after experiencing the meal. Wolf (2004) notes that "...culinary tourism is not pretentious or exclusive. It includes any unique and memorable gastronomic experience, not just those rated four stars or higher, and includes both types of beverages." Karim and Chi (2010) use terms such as food tourism, culinary tourism, and cooking expertise tourism, defining them as forms of travel to experience different cuisines at specific destinations. Additionally, Hall and Mitchell (2005) define culinary tourism as visits to primary and secondary food producers, festivals, restaurants, and special locations to taste food and/or experience specialized food production attributes as the main motivation for traveling.

Molz (2007) emphasizes that culinary tourism goes beyond learning and experiencing other cultures; it also involves seeking adventure, adaptability, and openness. The desire to travel and try unique and authentic cuisine remains one of the greatest motivating factors within the tourism industry (Kim, Goh, & Yuan, 2010). Food consumption in the context of tourism can be seen as a pull factor simultaneously acting as marketing and merchandise tools that should not be overlooked (Kivela & Crotts, 2006). The experience of consuming food among tourists can serve as powerful promotional tools for destinations (Kivela & Crotts, 2005). Offering traditional cuisine to tourists benefits destination development by promoting positive images of the destination and strengthening overall local food

systems (Green & Dougherty, 2009). Research has shown that food plays a crucial role in sustainable tourism (Sims, 2009). Increased ethnic food consumption leads to a multiplier effect benefiting local economies (Torres, 2002 cited in Sims, 2009).

Giving tourists the opportunity to experience and savor traditional food through demonstrations or competitions is one way to enhance their appreciation for local culture (Smith & Costello, 2009). Consuming food or beverages deemed "local" while on vacation does not merely mean seeking something different; it also involves obtaining local flavors (Sim, 2009). Food is culture, a true transition from seed to soul (Gibson, 2007 in Beer, 2008). Furthermore, Mak, Lumbers, & Eves (2012) indicate that tourists consume local food to understand the symbolic meanings of the food and connect them with local characteristics, history, and culture. Local food expresses a lifestyle (Fonte, n.d.). Additionally, Hjalager and Richards (2002), as cited by Kim, Goh, & Yuan (2010), explain that food tourism is promoted to publicize the identity and culture of destinations, supporting sustainable tourism while creating opportunities for local food producers by adding value and creating unique experiences for tourists.

Gastronomy Tourism

Gastronomic tourism pertains to the flavors of food and beverages in a region, providing experiences for tourists through the local community (Karim and Chi, 2010 in Durmaz et al., 2022a). Gastronomic attractions consist of local foods from a community (Sutaguna, 2022), where the unique dishes represent a destination through local cuisine (Mirea & Siea, 2022). Authentic food and beverage products are crucial in gastronomic tourism (Dancausa-Millan et al., 2022). Culinary elements can impact gastronomic tourism by relating to the history and culture of local foods, the places where food is made, and how it is prepared (Bendavid, 2022). Additionally, the selection of ingredients, food processing, and presentation can provide new attractions for tourists. Furthermore, gastronomy brings tourists closer to the culture of the community (Sutaguna, 2022).

The relationship between globalization, localization, and gastronomy highlights various aspects of food from different regional and national identities and the economic development benefits (Özbay & Uçkan Çakir, 2022). Social media has a significant impact on the development of gastronomic tourism (Vukolic et al., 2022). The use of digital media before, during, and after seeking information about gastronomic tourism, as well as sharing travel experiences, contributes to marketing local cuisine in gastronomic tourism activities at a destination (Wachyuni et al., 2022). Branding and marketing from various gastronomic tourism destinations provide different gastronomic travel experiences (Lin et al., 2022). According to the UNESCO Creative Cities Network, if a destination aims to improve the standard of living in an urban area or country, it can do so through the marketing of gastronomic tourism by promoting anything produced in the city and country through tourism. One way to enhance an area is by improving gastronomic tourism through increasing logistical capabilities and the capacity of destinations to provide gastronomic products (Kiliç & Delipinar, 2022). Gastronomic tourism has an economic impact on communities within destination areas (Putri et al., 2022). Gastronomic tourism serves as a promotional strategy for sustainable tourism (Pramezwary et al., 2022). It significantly contributes to the sustainable development of a region where gastronomy is located (Rodrigues et al., 2022).

METHOD

The data collected is primarily qualitative. The primary data collection method involves surveys using questionnaires. In this study, the researcher will use one food dish as a sample, selected through Purposive Sampling technique. The method employed is Semantic Differential combined with in-depth interviews. In-depth interviews are utilized to uncover existing facts. The results of the in-depth interviews are further supplemented with literature studies to synthesize, refine, and contextualize relevant theoretical sources and other data regarding the gastronomy of typical dishes from Temanggung Regency. The Semantic Differential technique is used to measure attitudes, opinions, and perceptions of individuals or groups regarding social phenomena (Sugiyono, 2011). This scale is arranged along a line where the response "very positive" is located at the right end of the line, and "very negative" is at the left end, or vice versa (Sugiyono, 2011).

RESULTS AND DISCUSSION

Entho Market Parakan

Pasar Entho in Parakan, Temanggung, is a unique traditional market that attracts many visitors. Located behind the shops in the Chinatown area of Parakan, Temanggung, this market operates daily from 6:00 AM to 10:00 AM. It specializes in selling various traditional snacks, including rice dishes such as yellow rice, uduk rice, and gono rice. Additionally, there are savory snacks like misoa, risol, lumpia, martabak, and tahu bakso, as well as sweet treats like kue lapis, pia, nagasari, and putuayu. Pasar Entho has existed since ancient times and originally only sold a traditional snack called "Entho," made from cassava filled with palm sugar. Over time, the market has expanded to offer a variety of other snacks. Despite its hidden location, the market is always bustling with visitors, especially on weekends. Many people come to purchase traditional snacks for personal consumption or for special events. The snacks sold at Pasar Entho have diverse flavors that reflect the rich culinary heritage of Temanggung. Prices at this market are very affordable, ranging from Rp1,000 to Rp2,000 for light snacks and around Rp12,000 for heavier meals. Pasar Entho is not just a place to buy food; it also serves as a cultural center that preserves local culinary traditions in Temanggung. With its wide selection of snacks and lively atmosphere, this market is an attractive destination for culinary enthusiasts eager to experience the uniqueness of traditional Indonesian food.



Figure 1. Activity on Entho Market
Resource: Research documentation

Gastronomy of Typical Dishes from Temanggung Regency “Sego Gono”

“Sego Gono” is one of the traditional dishes from Temanggung, Central Java, with a rich history and cultural significance. This dish has been known since the 1950s and is often served during various traditional ceremonies, such as *nyadran*, as an expression of gratitude for the harvest. The name “Sego Gono” comes from Javanese, where “sego” means rice and “gono” is derived from the phrase “mergo onone,” which translates to “as it is.” This reflects the simplicity of the dish, despite its richness in flavor and nutritional value. Sego Gono is made from rice cooked with various nutritious local ingredients. The preparation process includes cooking rice until it is half done. The rice is then steamed together with a mixture of seasonings that consists of grated coconut, sugar, salt, bay leaves, galangal, and vegetables such as long beans and cassava leaves. Once cooked, the rice is mixed with side dishes like tempeh, boiled eggs, salted fish, or anchovies, providing a delightful variety of flavors. The dish has evolved over time. Initially, Sego Gono was known and enjoyed by the people of Temanggung primarily during traditional ceremonies. However, with the growing interest in traditional cuisine and culinary tourism, Sego Gono has begun to attract wider attention. The development of Sego Gono can be seen in the variations and innovations made in its presentation and flavors. Previously served only with cassava leaves and anchovies, it now includes additional ingredients such as tempeh and salted fish. Various eateries and restaurants in Temanggung now serve Sego Gono with a modern twist while still preserving its authenticity and deliciousness. Some dining establishments even offer Sego Gono as a buffet, allowing visitors to enjoy a wide array of side dishes in generous portions. The development of Sego Gono has also been influenced by advancements in technology and marketing. Many Sego Gono eateries now have an online presence through social media and websites, making it easier for potential customers to find information about their menus and locations. This helps expand their market reach and increase the popularity of Sego Gono both nationally and internationally. To protect intellectual property rights, the Temanggung Regency government, through the Regional Planning Agency (BAPPEDA), has proposed that the culinary dish Sego Gono, which has become popular in Temanggung Regency, be registered as part of the Traditional Knowledge Expression with the Ministry of Law and Human Rights of the Republic of Indonesia. Sego Gono represents one of the communal intellectual properties in Temanggung Regency.

Sego Gono is a traditional food that contains various nutrients. A serving of Sego Gono includes carbohydrates, primarily sourced from rice; fiber obtained from vegetables such as long beans and cassava leaves; protein available from tempeh and eggs; and calcium derived from the anchovies used in this dish. Originally served only at specific events, Sego Gono has now become popular among the general public. Many eateries in Temanggung serve this dish with modern variations while maintaining its authentic flavor. Some places even offer Sego Gono in a buffet style to attract more visitors. With its savory taste and rich nutritional content, Sego Gono is a culinary symbol of Temanggung that everyone should try when visiting the area.

Table 1. "Sego Gono" Recipe Typical of Temanggung

<i>Yield: 3 Serves</i>		
Metric	Ingredients	Procedure
300 gr	Rice	1. Rinse the rice thoroughly and cook it with water in a rice cooker until it is half cooked.
450 cc	Water	
200 gr	Coconut	2. Blend the shallots, garlic, red chilies, and galangal. Add a little water to facilitate the blending process.
250 gr	Cabbage	
250 gr	Green Beans	3. Mix the grated coconut with the blended spices. Stir well.
250 gr	Mustard	
75 gr	Basil	4. Add the vegetables (cabbage, long beans, mustard greens, basil, and bean sprouts) and tempeh to the coconut and spice mixture. Stir until all ingredients are well combined.
100 gr	Bean Sprout	
250 gr	Tempe	
100 gr	Anchovy	5. In a steamer, place the half-cooked rice as the first layer.
75 gr	Shallot	
45 gr	Garlic	6. Add the vegetable and spice mixture on top of the rice, spreading it evenly.
100 gr	Red chilli	
20 gr	Aromatic ginger	7. Cover with another layer of rice, and repeat the process until all ingredients are used.
50 gr	Brown sugar	
190 gr	Egg	8. Steam the mixture of rice and vegetables for about 30 minutes or until fully cooked.
100 gr	Crackers	9. Once cooked, stir all the ingredients together to mix well.
		10. Serve on a plate lined with banana leaves to enhance the aroma.
		11. Add accompaniments such as boiled eggs, sweetened tempeh, and crackers on the side.

Resource: Research documentation

Development of Culinary Tourism in Temanggung Regency

Temanggung is one of the favorite tourist destinations for both domestic and international travelers. The potential for natural beauty, uniqueness, and culinary offerings creates a distinct appeal for visitors. Culinary tourism in Temanggung is also rapidly developing alongside the growth of the tourism sector. The unique culinary offerings need to be identified to ensure their sustainability and prevent them from being overshadowed by modern cuisine. One culinary dish that requires detailed identification is Sego Gono, which should become a hallmark of Temanggung's gastronomy. Many tourists are motivated to visit Pasar Entho not only to learn about the beauty of Temanggung but also to enjoy the culinary delights offered. In reality, tourists do not just eat; they are also interested in understanding the philosophy behind the naming of the Sego Gono dish at Pasar Entho in Temanggung Regency. With this curiosity, tourists do not hesitate to ask vendors questions, which provides them with unique experiences and insights. These experiences and understandings will be shared with their friends, family, and

acquaintances, encouraging them to return and enjoy Sego Gono as a typical dish from Temanggung Regency.

CONCLUSIONS

The development of gastronomic tourism featuring "Sego Gono" as a typical dish of Temanggung involves sustainable introduction and marketing to enhance its recognition. This includes providing knowledge about the history and preparation of Sego Gono, both through visualization and the service offered by vendors and local communities. Such interactions create additional activities for visitors to Pasar Entho, who are primarily local residents, as well as tourists, including both domestic and international travelers. These additional activities allow visitors to understand and create unique experiences through storytelling from vendors and local residents. The experiences shared by these tourists will lead to recommendations for future visits to their colleagues and families. Consequently, when they come to Temanggung, they will stop by Pasar Entho to enjoy the typical Sego Gono dish from Temanggung Regency. This approach ensures that the culinary heritage of Temanggung remains sustainable while also increasing the number of tourists motivated by culinary interests.

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