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The Processing Technique of *Urutan Celeng* as A Superior Product for Culinary Tour in Sangeh Abiansemal Tourism Village, Badung, Bali, Indonesia

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Abstract— one of the goals of tourism development in Indonesia is to develop local food in an area including traditional Balinese food globally. For now, this goal has not been achieved as expected. This happens because the local food in the villages is still abundant and not fully utilized. One example is the food that is usually used as a presentation/offering in Sangeh Tourism Village. This research will discuss the types of “Urutan Celeng” that can be developed into superior culinary tourism products as well as what cooking techniques can be done to improve the quality of “Urutan Celeng” in Sangeh Tourism Village, Abiansemal District, Badung Regency. The research method was carried out with a qualitative approach using several The informants were selected purposely and the data collection techniques were carried out by the method of observation, in-depth interviews and documentation studies with the theory developed in the form of the theory of culinary tourism and its several microforms, and cultural theory. The results showed the types of processed products such as urutan celeng metunu (smoked), urutan celeng medendeng (dried in the sun), the urutan celeng mekukus (steamed), and “Urutan Celeng” (just finished processing). Processing techniques that can be done to develop culinary tourism are related to the preparation of ingredients, processing of ingredients, and serving of food to be able to create new variations and good quality products for tourists to enjoy.

Keywords: Urutan Celeng, Culinary Tour, Toursim activity, Tourism Attraction, Tourism Village

1. Introduction

The development of world tourism will influence strategic decisions in several countries in seeking a country's income. Tourism has become the largest industrial sector capable of turning on the wheels of the economy in a region and is even capable of contributing to development for a country, especially developing countries, which respond positively to the development of tourism. The development of the tourism industry, which is also called the

smokeless industry, is influenced by the way the world views tourism itself after the weakening of the role of natural resources such as oil and natural gas so that development in several countries is more directed at tourism development (Trimurti & Utama, 2019).

The operational concept of tourism in terms of culture and nature has indeed become the spirit of Balinese tourism. So it can be said that Bali can be a famous tourist destination for a long time because of its pristine culture and nature. However, at this time the culture shown is limited to physical cultures such as sacred buildings, carving, crafts, art performances, and local culinary products. Where in the art of carving, crafts, and performing arts as well as traditional regional food, there have also been many changes/adjustments based on the wishes of tourists. An example that can be seen from the adjustments in Balinese art performances is the time and storyline of an art performance and the time for the performance is shortened due to the consideration of the time taken by tourists and the quality of the dancers who are ordinary because of the assumption that all Balinese can dance Balinese. Likewise, in the arts of carving and crafts, artists are forced to follow the tastes of tourists so that the terms created when ordered are listed on the artist's name board. Nature which should be more beautiful, beautiful, and original, on the contrary, becomes more damaged due to unplanned and controlled land use for the sake of tourism facility development, pollution caused by waste which is indirectly a negative impact of tourism development. The traditional food of an area has changed a lot because it is adjusted to the wishes and needs of tourists who want to vacation in a tourist destination with satisfaction, safety, and comfort (Utama, 2018).

The development of traditional food will also affect the welfare of the community, the results of field observations show that it is still running in place. Even though there are many restaurants built, the types of food products sold are not traditional Balinese food but food from other countries such as China, Japan, Korea, or Italy. Balinese specialties still do not play a significant role in culinary tourism in Bali. So the Balinese do not hold a key position in this sector of the culinary industry.

Therefore, Bali Province, especially Badung Regency, for the last few years has taken the initiative to explore its new tourism potentials. The development of the chosen tourist attraction is in the form of rural tourism, which is a form of tourism where tourists will live in the village, most of these villages are still traditional and away from crowds, tourists will learn about the culture of life and traditions of the local community and are often involved in community activities local. The local community will build, manage, and serve this tourism by themselves and get direct benefits from tourists (Inskeep. 1991: 250).

Sangeh Village is one of the villages in the Badung Regency that has been declared a tourist village through Regent Regulation No. 47 of 2010. Sangeh Village is one of the tourist villages located in the Abiansemal District, Badung Regency, with promising natural and cultural potential for tourism development. In terms of accessibility, Sangeh Village has a strategic location, which is located between the route to the tourist attractions of Sangeh (on the west) and Ubud (on the east). It is backed by also utilizing transport and communication systems are quite smooth.

Through an interview with Mr. Bendesa, Sangeh Village on August 22, 2018, some information was obtained in the form of potential in Sangeh Tourism Village which can be used as a tourism resource, one of which is processing "*Urutan Celeng*" which can be used for religious ritual purposes and can also be used. as an additional producer of society in selling these products to the public and tourists. *The order of wild boar* is a side dish product that comes from the fermentation of food ingredients containing animal protein and other nutrients that come from these ingredients and spices. *Urutan Celeng* can be enjoyed in person or can be used as a mixture of other food ingredients. Based on information above, obtained from several tourism actors who take guests to Sangeh Tourism Village to see rice terraces, plantations, and

religious ritual activities in the village. It can be concluded that they have no idea about the processing of “*Urutan Celeng*” in Sangeh Tourism Village. So tourists are escorted to this village just to enjoy the panoramic view of the rice terraces and plantation products before continuing the journey to the resting location and enjoying lunch there. Therefore, referring to the development of tourism destinations, attractions and businesses in Bali, the potential for culinary tourism in processing “*Urutan Celeng*” in Sangeh Tourism Village, Abiansema District, Badung Regency is quite interesting and relevant to be researched so that it can become one of the leading tourism products culinary.

Based on this background, the formulation of the problem that will be used as the basis for the development of this research is how the types of processed “*Urutan Celeng*” in Sangeh Tourism Village can be developed as superior products of culinary tourism and what efforts can be made to develop culinary tourism in processing. *Urutan Celeng* in Sangeh Tourism Village.

The results of this study are expected to contribute to the development of knowledge related to culinary tourism theory, knowledge of food ingredients, processing of ingredients and serving of food, tourism, and tourist attractions and cultural tourism. The development of science related to the theory as described earlier is more focused on forms of culinary tourism that can be used as tourist attractions, efforts that can be made so that the form of culinary tourism in processing “*Urutan Celeng*” can be used as superior products and culinary tourism attractions in the Tourism Village. Sangeh Pertiwi, Abiansema District, Badung Regency.

On the micro-level, for the tourism industry and Sangeh Tourism Village, the results of this study are expected to be used as an alternative solution to problems related to the development of potential in Sangeh Tourism Village, especially the potential for culinary tourism in processing “*Urutan Celeng*” so that they can be used as superior culinary tourism products. For the Regional Government of Badung Regency, the results of this study are expected to be used as a material for consideration in making policies related to tourism development in Badung Regency.

2. Research Method

2.1. Research Location

This research is located in Sangeh Village, Abiansema District, Badung Regency. The reason for choosing this location is because many villagers produce “*Urutan Celeng*” either for religious ritual activities on holidays or sold installs for daily enjoyment by the community.

2.2. Types and Sources of Data

The type of data in this study is a type of qualitative data, which is data from interviews obtained from informants. Meanwhile, quantitative data is data in the form of written information in the form of numbers such as the background of the Sangeh Tourism Village, as well as other related information. Sources of data in this study used primary data sources, namely informants and observed objects in the form of activities carried out by the Sangeh Tourism Village community in preparing various materials for processing “*Urutan Celeng*” in the local village. Meanwhile, the secondary data sources used were literature and documents.

2.3. Determination of Informants

The determination of informants was carried out purposefully, namely, informants who were selected with certain considerations and purposes and were considered potential to provide correct and relevant information with accountable quality, until the data obtained were considered saturated.

2.4. Data Collection Methods and Techniques

The data collection method in this research is by conducting observation methods, in-depth interviews, and documentation studies. While the data collection technique used in qualitative research is a recording technique using photos. The data is obtained by recording all the activities carried out by the people of Sangeh Tourism Village in preparing raw materials, preparing the ingredients until they are ready to be cooked, processing the ingredients until they are ready to be enjoyed and then offering them to religious rituals, the community, and tourists.

2.5. Data Analysis Techniques

The data analysis technique used in this research is descriptive qualitative, which is an analysis based on the data obtained, which will then be described using words that are adjusted to the theoretical basis so that a sentence is formed that can explain the actual event. From a theoretical basis, it will also describe things that should be so that it can answer the objectives of this research (Utama and Mahadewi, 2012).

2.6. The technique for Presentation of Data Analysis Results

The results of data analysis will be presented formally and informally where what is meant by formal is the presentation of research results such as photographs, while the informal form is in the form of narrative text, containing brief descriptions to make it easier to understand what happened then can be planned for further work based on what has been found and understood in the field (Utama, 2018).

3. Results and Discussion

3.1 Types of Processed Wild Boar Order in Sangeh Tourism Village that can be Developed into Leading Products for Culinary Tourism

In the discussion regarding the variety of types of food used for offering materials for processing wild boar sequences in Sangeh Tourism Village as a superior product and this tourist attraction, the emphasis is more on recapitulating the variety of types of food. The explanation of the various aspects or types is intended so that there is no misinterpretation of the results of the analysis described so that an understanding of what is meant by the variety of types of food used for offerings/presentation in processing the wild boar sequence as a tourist attraction in Sangeh Tourism Village. Culinary tourism which is also called reflective eating is a reflection of the enjoyment of dining as well as the arts or science related to food processing and culinary tourism as a study of the relationship between culture and food used as a basis for in-depth analysis of the variety of types of food in question. Furthermore, the variety of types of food produced in processing wild boar sequences in Sangeh Tourism Village, Abiansema District, Badung Regency can be described as follows:

Urutan Celeng Metunu (smoked)

The order of Celeng Metunu is a traditional food that characterizes every Galungan arrival, this sequence of wild boar is usually made individually by each family with the basic ingredients of fresh pork, genep base seasoning, and tanus oil (coconut oil) as shown in Figure 1.



Figure 1 *Urutan Celeng Metunu*

The processing of the urutan celeng metunu made by families in Bali is a means of religious rituals during holidays. The basic ingredients in the form of spices and strong aroma can give its characteristics, where after the process of filling the meat mixture into the intestines of the pork, the next step the product of the wild boar sequence will be hung on hot coals using firewood until it is slightly dry and has a slightly wrinkled texture.

Urutan Celeng Medendeng (under the hot sun)

The urutan celeng medendeng is usually done by residents because it is dried under the hot sun until the texture of the wild boar sequence is a bit dry and gives off a distinctive aroma. Here's how to dry the sequence of wild boars in the sun as shown in Figure 2.



Figure 2 *Urutan Celeng Medendeng*

Making them does not require difficult equipment because the mixture of processed pork dough is added to the cleaned intestine, then the next step is to stay in the sun in the sun until it emits a distinctive aroma and has a dry texture, slightly wrinkled and blackish brown.

Urutan Celeng Mekukus (steamed)

The product of Urutan Celeng Mekukus (steamed) has a moist and chewy finish because this type of sequence is processed using the steaming method. The final result of this sequence will give a distinctive aroma as shown in Figure 3



Figure 3 *Urutan Celeng Mekukus*

The process of making the Urutan Celeng Mekukus (steamed) requires equipment for steaming, namely by using traditional steaming jerky from woven bamboo. This tool will make it easier to steam the ingredients/mixture of the boar mekukus sequence because besides being easy to find, this type of steaming also makes the hot steam in the jerky more evenly and also gives a distinctive aroma to the product of this sequence.

The type of food in the Urutan Celeng Mekukus also reflects the simplicity that prevails in the community of Sangeh Tourism Village, where the use of these materials is reflected in the use of materials around them. Likewise, the steaming process in processing materials that is ready to be processed.

Urutan Celeng Matah (Fresh / Newly Made)

The Urutan Celeng Matah will have a delicious taste because the fresh ingredients from the wild boar sequence with herbs and spices that blend in the sequence mixture will give a distinctive aroma as shown in Figure 4.



Figure 4 *Urutan Celeng Matah*

The process of making *Urutan Celeng Matah* is after all the mixture of the dough goes into the intestines of the pig, then the next step in the *Urutan Celeng Matah* can be enjoyed immediately, namely by frying it or by roasting it. This product is made raw or without any prior cooking/fermentation process due to the demands of consumers/residents who want to enjoy fresh celeng sequence products because this product also has a distinctive taste and aroma and is liked by many residents/consumers to enjoy the order of meat made from basic pork.

3.2 Efforts to develop culinary tourism in processing wild boar sequences in Sangeh Tourism Village to become a leading product and culinary tourism attraction

The catering service industry, which has a variety of menus, is in line with industrial developments to meet the needs and desires of consumers/tourists. One of the menus in question is a special menu whose translation is the establishment of special restaurants where the emphasis is focused on the basic ingredients of the products served. Based on this information, it can be seen that the presentation of food in a buffet manner which is named the buffet menu is one example of the efforts that can be made so that the presentation of food made from offering ingredients in making wild boar sequences in Sangeh Tourism Village can be used as a tourist attraction along with other foods.

To realize these development efforts, cooperation is needed between tour guides and tour agents who will take tourists to Sangeh Tourism Village with the Village Head and Sangeh Tourism Village Manager to be able to make tour packages in the form of activities to enjoy views of rice terraces in Sangeh Tourism Village. Ehen buffet service, where the food menu to be served/offered is made from offerings used in people's daily activities such as processing wild boar sequences. Local art performances can also be enjoyed by tourists while enjoying lunch. These were also efforts that could be made to add to the atmosphere of the banquet which was made more festive. Meanwhile, for the presentation of food that will be served in the form of individual portions, it should follow the rules for serving food as stated by Keister (1990). The five senses that first enjoyed food were sight (eyes). So good or bad the appearance of the food served will be enjoyed first by the eye and then will affect the appetite of the person who enjoys the food.

The dish/serving of food is likened to a painting and the plate or another tool on which it is served in the frame. So in serving / presenting food in the form of individual portions, things must be considered. Color (color between main food, side dish, sauce, and decoration) should be more than one so as not to look monotonous), Shape (a form of food consisting of several more types). attractive as well as color), Balance (balance between the size of the plate, main

dish, sauce, side dish and garnish), Texture (although the texture of the food is not visible and can only be proven by touch, it is also very necessary to pay attention not to serve food that is all soft textured only), and Aroma (the aroma of food that varies in one plate will make the food more interesting and delicious). So in presenting the food, the place of a presentation concerning appearance, simplicity, efficiency, and suitability also needs serious attention so that the food looks more pleasing to attractive.

4. Conclusions and Suggestions

4.1 Conclusion

Based on the problems that have been formulated, it can be concluded that several things concerning culinary tourism in processing wild boar sequences in Sangeh Tourism Village are as follows:

Types of processing of wild boar sequences in Sangeh Tourism Village consist of a sequence of smoked dried boars, sequences of wild boars that are dried in the sun, sequences of steamed wet boar, and a sequence of freshly made wet boars. All types of food after being assessed based on the criteria of uniqueness, variety, product quality, operational limitations, originality, and financial/commercial objectives are eligible to be developed into superior products and tourist attractions.

Efforts made to develop culinary tourism in processing wild boar sequences in Sangeh Tourism Village as one of the superior products of culinary tourism include the preparation of raw materials for food processing, processing food ingredients that are ready to be cooked into food ready to be eaten or enjoyed, and efforts to increase the presence of the intended food to make it more attractive

4.2 Suggestions

Based on the research results presented in the above conclusions, several suggestions can be made so that culinary tourism in processing wild boar sequences in Sangeh Tourism Village can be used as a tourist attraction as follows: The forms of culinary tourism in processing wild boar sequences in Sangeh Tourism Village should be developed by the principles of modern culinary tourism but their originality, authenticity, and uniqueness are maintained so that they have their uniqueness as a tourist attraction. Efforts to develop culinary tourism in processing wild boar sequences as a tourist attraction must be made by applying modern culinary tourism theory, starting from material preparation, processing, and food presentation so that new food variants can be offered to tourists. For that, we need a mentoring program from related social institutions and organizations such as hospitality and tourism education institutions, the tourism industry, and cultural observers. To give a broader meaning to the development of culinary tourism in processing wild boar sequences in Sangeh Tourism Village, especially for tourists and local communities, the involvement of mothers who are accommodated in a PKK organization forum and the younger generation who are members of the youth organization and “sekehe teruna teruni” can be increased.

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