

DEVELOPMENT OF MADURA TRADITIONAL CULINARY AS TOURISM AND CULTURAL TRADITIONS (STUDY OF PHENOMENOLOGY ON TRADITIONAL CULINARY SELLERS OF MADURESE SOCIETY)

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ABSTRACT

Madurese traditional cuisine is one of the developing cultures and has become a symbol of each region. Culinary may be the main attraction for others. In other words, culinary tourism is a tourist activity that highlights the characteristics or culinary delights as a tourist attraction. A typical food serves as a sign of an area and can distinguish its existence from other regions. Therefore, the researcher hopes to study the development of Madura's traditional culinary as a cultural heritage and tradition in more depth. Culinary existence has touched all aspects of life and is the cornerstone of every economy, marking social differences, boundaries, ties and contradictions. The interesting thing about food is the changing discourse about food itself. Changes in discourse that arise as a result of shifting views about food as a practical issue into an aesthetic problem. This study aims to explain concepts and solutions regarding culinary development on Madura Island as a cultural heritage and tradition with a focus on efforts to improve the culinary existence of Madura in the current era, thus making Madura as an island rich in its characteristics. culinary field so as to be able to compete at the international level. national and international. This effort will ultimately encourage the improvement of the quality of human resources on the island of Madura through Madura culinary entrepreneurship. This research will go through observation, in-depth interviews and documentation to obtain the desired data. Then this study uses the AGIL scheme from Talcott Parsons as the theoretical basis. Using primary and secondary data sources to support the completeness and validity of the data.

Keywords: Development, Culinary, Madura, Culture, Tradition

1) INTRODUCTION

Economic development is marked by changes, this creates various obstacles for business actors in business development. The current business growth condition is quite high, this can be seen from the growth of businesses from various types of businesses as competitors, there will be competition in the market and consumer competition. In order to increase competitiveness among business actors, business actors are required to work hard and carry out activities for the continuity and development of the company, efficient operation, business actors must have the right strategy to be

able to compete in business, one of the things that must be considered in When starting a company, the main factor in starting a business is the right marketing strategy or marketing combination based on an established business.

Marketing activities play an important role in the following aspects: The survival of a company. The use of good marketing concepts can lead business actors to business success, namely so that production results can be accepted by consumers, so that business actors increase their business. Marketing is the main function of a company's success in receiving revenue and selling its products. Any kind of similar business will advance and develop with each other to develop their business, hoping to get quality from their competitors. Business development is expected to win the competition in the consumer market, this can be based on many factors that affect the maximum commercial profit performance. Therefore, commercial actors, especially Madura culinary professionals, must be very selective in choosing products to be marketed. Because if the products sold do not meet consumer tastes, Madura culinary business actors must be prepared to accept the risk of becoming a loss. To overcome this, typical culinary entrepreneurs must be able to create a culinary menu that is in accordance with the goals and needs of the market, tastes good and has a unique culinary name, easy for the public to remember. In addition, business actors must set a selling price that can be utilized by all levels of society. Price can be a consideration when someone buys a typical culinary product. To make unique culinary products known to the public, commercial promotion actors are needed. The more frequent promotional activities are carried out, the more the culinary community will be known.

2) METHODS

According to the analytical approach, research is divided into research with a qualitative research approach. The type of research used in this research is a qualitative approach, which is a form of research that is intended or intended to describe the state of the object of research based on the facts that appear or as they are (Moleong 2006:3) with a phenomenological approach. The use of this method is based on the reason that the focus of this research is how the sellers and the Madurese community develop and preserve their traditional culinary. While the phenomenological approach aims to describe the meaning of sellers and the Madurese community in preserving their traditional culinary.

As a scientific discipline, phenomenology studies the structure of experience and consciousness. Literally, phenomenology is the study of phenomena, such as appearances, things that appear in our experiences, the way we experience things, and the meanings we have in our experiences. The focus of attention on phenomenology is not just a phenomenon, but a conscious experience from the point of view of the first person or who experienced it directly (Kuswarno: 2009: 22)

Qualitative data analysis techniques are efforts made by working with data, organizing data, sorting it into units that are can be managed, synthesize them, look for and find patterns, discover what is important and what is learned, and decide what to tell others (Moleong, 2008. 248). According to Miles and Huberman (1992. 20), there are three qualitative data analysis, namely:

1. Data Reduction Data reduction is a qualitative data analysis technique. Data reduction is a form of analysis that explains, categorizes, uses, directs, discards unnecessary and organizes data in such a way that final conclusions can be drawn.
2. Presentation of Data Presentation of data is the activity of compiling information obtained by researchers so as to give rise to the possibility of drawing conclusions. This analysis technique is

needed so that researchers can easily understand and see an overview of what has happened in the research that has been done or the results of the research so that they can determine the next step.

3. Drawing conclusions Conclusions are drawn at the time the research takes place. This process occurs when the researcher knows what is happening when conducting research. Through drawing conclusions, it can be seen the next steps that will be taken by the researcher.

3) RESULTS

There are certain special foods that are found in several cities, but have different tastes. This difference is caused by the spices and ingredients slightly different used. Madurese culinary tastes for cooking spices are dominated by spicy, sour and salty flavors. Meanwhile, traditional tajan (porridge) is dominated by sweet taste. Madurese culture and customs influence the taste of Madurese food.

The existence of traditional Madurese culinary on tourists visiting the island of Madura has a positive impact and provides opportunities for the development of special interest activities towards traditional and typical Indonesian food. Because the food served on the island of Madura is very diverse which has its own uniqueness and peculiarities, such as:

Table 1. The division of Madura Culinary

Ajem/Ayam Ayam Serondhing/chicken serundek	Bibik/Duck Guring/Fried	Jukok/Side dish tripe	Nasek/Rice Jegung /corn	Rojek/Rujak Cengur/cingur. Beef on the nose of
Palapa with good spices/processed coconut milk such as opor.	Cooked well/processed with coconut milk such as opor.	Deging kella tomatoes/tomato stew meat.	Nyaletel/mix	Sweet
Ajem palapa mera/ chicken with red seasoning	Songkem/ steamed	Pareh kella parotan nyior/ pare boiled with grated coconut	Sella/rice mixed with sweet potato/cassava	Salted
	Duck with black spices	Sembing koa konceng/fishyell ow sauce	Sembilangserpa ng	Mattal/raw
			Already/sweet	Potato mixed with Coreq Dulit

Table 2. Culinary distribution of Madura

Sate	Soto	Tajin/Bubur	Rawon
Deging Pelappa nyior/meat with coconut	meatbeef	Plothan/ sticky rice	Beef
Deging sapeh/ soy sauce Acen beef soy sauce	Osos/ intestine	Sobih/ porridge with sticky rice and with brown sugar sauce	
Lalak/ flies/ satay with small size of meat	Offal/ spleen, liver	Sorah/ porridge from rice flour	
Seasoned chicken beans	Chicken meat		

Source Tables 1 and 2: obtained from primary research data

A function is “a complex of activities directed at meeting a need or u need the system (Ritzer, 2012:408). According to Parson, a society in order to exist in order to maintain its existence must be able to perform functions or fulfill needs as a system, there are four important functions that are absolutely needed for all social systems, including adaptation (A), goal attainment (G).), integration (I), and Latency (L). These four functions are known as the AGIL scheme and are mandatory for all systems in order to survive.

1. Adaptation: a system must cope with urgent external situational needs. The system must adapt to its environment and adapt the environment to its needs.
2. Achievement of Goals: a system must define and achieve its main objectives. That is, the system is required to narrow the individual's thinking in order to shape the individual's personality in achieving the goals of the system itself.
3. Integration: a system must manage the relationships between the parts of its components. The system must also be able to manage the relationship between the three other important functions, namely adaptation, goal attainment, and pattern maintenance.
4. Latency (pattern maintenance): a system must provide, maintain, and renew both the motivation of individuals and the cultural patterns that create and sustain that motivation.

Talcott Parson designed the above four schemes (AGIL) on all systems. First, adaptation is carried out by behavioral organisms by carrying out adaptation functions by adapting and changing the external environment. Meanwhile, the function of achieving goals or goal attainment is functioned by the personality system by setting system goals and mobilizing resources to achieve them. The integration function is carried out by the social system, and the latent function is carried out by the cultural system.

The relationship between the AGIL scheme in the theory of Structural Functionalism and the phenomenon of the challenge of developing traditional Madurese culinary in the Modern Era is that in developing traditional Madurese culinary in the modern era there must be four AGIL schemes, namely adaptation, goal achievement, integration and latency. First, in the adaptation process, how the traditional culinary of the Madurese community must be able to adapt to the development of the

era in the modern era like today by looking at the needs of the community. Second, in the process of achieving goals, traditional Madurese culinary sellers must have a goal in developing or preserving them in the modern era. Third, in the integration process, Madurese traditional culinary can indirectly integrate several community groups in rural areas into urban communities. Fourth, in the latency process, rural community groups and urban community groups maintain and preserve traditional Madurese culinary in the modern era.

Moderanization of typical Madura cuisine

There are several modern aspects that are most often seen in culinary actors to see modern culinary:

- a. Places or stalls
- b. Drink menus
- c. Services to consumers
- d. Types of payments
- e. Food delivery services

Some of the things above are the results of statements by several research informants, which often happens to measure success of a restaurant or restaurant. These skills not only attract customers from outside Madura, but also include the prestige of the owner's popularity and the dishes served. One of Rozi's informants from Pamekasan, 35 years old, said; "The parking lot doesn't have to be wide and big, the important thing is that it's enough to get in and out of the vehicle, and safe, so that people who come don't worry about the vehicle being parked."

The drink menu is the second modern aspect, which doesn't mean more choices. Drinks are becoming more modern. But the drink menu provided is at least representative of practicality and ease of service, such as packaged drinks that are usually sold at roadside mini-markets, such as tea, mineral water or soda drinks. Rudi, 40 years old, owner of the Sate Kambing shop, Sampang also explained: "... the important thing is that the drink is fast in serving, cheap and easy to clean..." This modern packaged drink is a symbol of practicality. Adaptation efforts and Madura's modern lifestyle are understood as complementary forms of cuisine. Strengthen the image

Service is one of the important factors in management. traditional does not impede internal service innovation Most of the typical restaurants that researchers t emui in Madura provides services. Service is queue mode, ordering with the waiter. Researchers did not find self-service or all-you-can-eat models in Madura, so this adaptation is rare or possible. Some researchers found that, except for Japanese, Korean, Padang or non-special types of Madurese cuisine.

The cashless type of payment is rarely used. Scan the barcode, or through the payment app. Madurese culinary performers, payment for services directly and via account transfer, if there are more orders the next day (pre-order), or model orders for certain events (such as weddings, congratulations, circumcisions, or conferences).

There are not many choices for Madurese food delivery services, but Madurese food connoisseurs still provide delivery services as their cooking service. In most cities In big cities, such as Surabaya, services that send messages through applications are common. The affordability of the delivery service application cannot reach remote areas of Madura. So in addition, delivery service is only provided when the order reaches a certain quantity or special order such as box packaging, or special packaging.

4. DISCUSSION

Based on the results of the research entitled Development of Madura Traditional Culinary, several conclusions can be drawn which are considered relevant to the discussion, culinary in Madura can develop with the challenges of today's era. As well as being able to adapt traditional roles in today's modern environment and the challenges of AEC in the future. Challenges and problems with traditional Madura culinary include the unavailability of a list or information about the culinary island of Madura. The emergence of fast-food restaurants such as Pizza Hut, KFC, and others. The problem with culinary Madura is the lack of capital owned by culinary tourism actors to develop their work or production in order to keep up with developments.

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