

PRESERVING TRADITIONAL CULINARY OF SEMARANG AND ITS DISTRICT AS CULTURAL HERITAGE TO SUPPORT CENTRAL JAVA TOURISM PROGRAM THROUGH MULTIMEDIA

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Abstract

The specific objective of this study is to know the diversity of traditional snacks, especially in Semarang and its districts which have uniqueness in terms of its making and flavors. It is qualitative descriptive study, the technique of collecting data is through observation on the type of traditional snacks, interviewing the vendors who makes and sells the snacks in the traditional market, recording the process of making products in the form of photo and videos. The findings show twelve typical traditional culinary as cultural heritage that need preserving and documenting with multimedia so as to be known for the future generation and also help to promote for tourism.

Keywords: *culinary, traditional snack, multimedia*

A. Introduction

Traditional snacks are part of the Indonesian traditional culinary that needs to be maintained and preserved to promote Indonesian tourism. Tourism industry which is a source of regional income continues to grow from year to year. Tourism has rapid growth rates in recent decades. Thus the development of tourism should be considered as the strategic policy. For Indonesia itself it is a sector of activity that shows a very significant role, especially as economic activity through its contribution on regional revenue, increasing investment, business opportunities and employment. To support Central java Tourism the local government should hold an exhibition to expose the traditional culinary. Based on Suara Merdeka Wednesday, 17 April 2013 reported that there were many kinds of traditional culinary in Semarang deserved to be promoted to the wider community through cultural and business activities that are regularly held. Semarang government routinely conducted "Semarang Great Sale" in 2013 and also this was stated "the year of visit Central " <http://www.visitjawatengah.com/in/latest-news/item/explanation-about-visit-Java-Middle-2013> , <http://www.visitjawatengah.com/in/latest-news/item/semarang-great-sale-2013>.

Central Java Province especially Semarang is an area that has a lot of potential tourism objects that need to be professionally managed with the aim to increase local revenue that would be used to build the region. Tourism sector in Semarang is excellent which can be used as local revenue sources. It is the capital of Central Java province and located on the north coast which is a very important route for business from west to east. It is a city of trade and services, of course, supported by adequate infrastructure. It has historical attractions such as ancient buildings, as well as traditional snacks that have potential attraction for tourists

both domestic and foreign. It is a city of trade and services that has many typical traditional snacks. The traditional snacks are not only spring rolls and "Bandeng presto", but also "ganjel rail", "ketan biru", "wingko babat", "moci", "ice conglik", "wedang tahu", "es panekuk", "kue kapur", Kue Kocomoto, Kue Senteling, and many others. With many kinds of traditional culinary found in Semarang, the writers have intention to find out and preserve them in order that the younger generation can appreciate that they have the traditional culinary that should be preserved as the cultural heritage. Documentation of the culinary heritage is one reason that no other countries claim that the traditional snacks belong to their country.

B. Theoretical framework

The word preserving means making or keeping safe from danger, attack, or harm. (<http://www.thefreedictionary.com/defend>). Talking about traditional snacks, preserving is keeping the snacks in order it is still recognized from generation to generation as culinary heritage. Traditional snacks are traditional culinary heritage of our country that needs special attention. Therefore, it needs to be preserved to document the typical snacks of Semarang and its districts.

The definition of food is product that is ready to be served or be eaten. The food is typically generated from food after first processed or cooked (Soekarto S.T., 1990). While that includes traditional food is food (including snacks) and drinks as well as a mixture of materials (ingredients) that are traditionally used and developed in the area or the people of Indonesia (Anonymous, 1996) in Eliazer, Bahrudin, Aziz, Vol.1, No. 1, Art Nouveau, 2013.

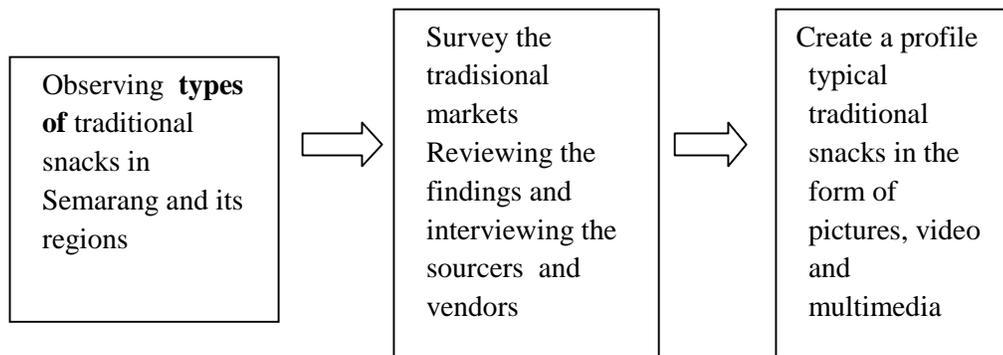
Traditional snacks is a unique culture, and it is often forgotten but actually quite attractive. Although small, but the traditional snack is part of the Indonesian nation tradition culinary that needs to be maintained and preserved, as a local jewel to promote Indonesian tourism (Shelly, 2012).

According to Dawn and Ferdiana (2012), stated that aspects of technology utilization and easy use as well as attractive interface will affect the successful delivery of information to users. They have also developed a mobile application to display information and culinary tourism in Yogyakarta.

Pansiri and J. Courvisanos (2011), examined the synergy between the strategic use of technology to support the promotion of the use of technology to support tourism. Thus, through tourism, traditional snacks as distinctive culinary heritage needs to be preserved by using technology so that it does not disappear even continue sustainably.

C. Method

In this study the writers would like to observe the habits typical of traditional snacks of Semarang and its region, namely observing the traditional snacks in Semarang traditional markets, making appointment with the producers and the vendors, planning to visit, taking pictures, and recording the process of making them.



D. Findings

Semarang is a coastal city which borders the Kendal district in the west, in the east by Demak district, north by the Java Sea and south by the District Ungaran. It is a trade city. There are facilities that support activities such as Ahmad Yani International Airport and Tanjung Mas seaport. Semarang is a city of trade and services in the north coast of Java, known since fourteen centuries when the arrival of Chinese merchants sailed and landed in Semarang

Semarang port has become one of the trading venues and services in the northern coast of Java. The traders migrate from their home country heading to Semarang for selling their products. The next development occur the marriage between the local residents and from other residents. Thus, there is cultural acculturation among immigrant population with local residents. Acculturation happens not only culture but also culinary. The typical traditional culinary can be maintained up till now. The followings are typical traditional culinary of Semarang and its districts that need to be preserved through multimedia, namely:

1. Kue Kapur



Looking at the shape and the material it has no relationship with lime. Kue kapur tastes savory and fragrant with natural green color. It is served with grated coconut. It is delicious served in the morning and accompanied with a cup of tea.

Ingredients:

- Rice flour, starch, green coloring / pandan leaves, grated coconut and ½ tea spoon of borax.

2. Ganjel ril



Ganjel Rel is a typical snack of Semarang. Ganjel rel is less well known than other snacks because the texture is not soft. The texture is slightly chewy. Ganjel ril has a box-shaped and sprinkled with brown sesame, dense chewy texture and combined with the scent of chocolate and cinnamon. Because the texture is chewy and dense if one eats two pieces, it can cause the stomach full. This snack contains a lot of fiber and makes full for breakfast, and good for digestion. Ganjel ril becomes the favorite snack in Semarang during ‘dugderan’ celebration.

It is made from wheat, brown sugar, sesame and fennel.

3. Ketan biru



“Ketan Biru” is one of traditional snacks that are so popular. Ketan biru can only be found in traditional market. According to the seller, once the blue glutinous had been ordered by the buyer who wanted to hold an event for a child who is expected to start walking. It is called "tedak siti". In this ceremony ketan biru is served with 6 different colours such as green, yellow, black, brown, red and white. So there are 7 colors of

glutinous rice used for “tedak siti” traditional events. Blue depicts the child who would later in adulthood can have a extensive knowledge. Ketan biru is made from glutinous rice that is given blue food coloring, coconut liquid, brown grated coconut (name entenenten)

The ingredients: glutinous rice, coconut, food colouring, pandan leaves, salt and vanilla

4. Wingko babat



“Wingko babat” is a traditional snack that can be found in Semarang. It is Semarang typical snack and very famous as souvenirs. Wingko itself is a snack made from glutinous rice and dough burned coconut. It was tasty and can last for 2-5 days, though made without preservatives. Now it is available with a variety of flavors, ranging from young coconut, jackfruit, “durian” until chocolate tastes

5. Kue Klepon



“Kue Klepon” is one of the traditional snacks that is popular as snacks in Indonesia as well as in Semarang. Klepon is usually served in the morning or afternoon while drinking tea. When bitten, this cake discharges viscous brown sugar and very delicious. At the time of eating please be careful because it can squirt the liquid sugar when one is too eager to bite even if it can leave stains on clothes

The ingredients: glutinous rice, pandan leaves, grated coconut, salt

6. Kue Senteling



“Kue senteling” is very attractive with pink and light yellow color. This traditional snack is made from grated cassava. The grated cassava is mixed with a little salt and vanilla. After it becomes dough, it is divided into two; one part is given food coloring and the other is still as natural as the color of the grated cassava. After that both doughs are steamed and finally it is cut into pieces according to the vendor. These snacks are served with grated coconut on it

7. Kue Kocomoto



This snack is one of the traditional snacks in Central Java. The main ingredients are cassava. This snack has round shape and a slice of a banana on the centre. It looks like glasses when it is put side by side. Therefore, this snack is called “kocomoto” (Java Language). Each vendor makes different colour to sell “kocomoto”. The green ones use natural colour that is from pandan leaves. The pink ones use food colouring.

8. Wedang tahu



“Wedang tahu “is one of the typical culinary of Semarang and people can often found around ‘GG Baru Market”, “Jagalan and Mataram” streets. It is made from raw materials such as soybeans soaked for \pm 6 hours later refined by means of milled, filtered with a cloth until it becomes dough like a jelly / pudding. This drink is served with boiled ginger water, and it could keep warm for one who drinks it during the rainy season

9. Es panekuk



“Es panekuk” is one of the typical traditional drinks in Semarang, which can be found behind PLN Jalan Pemuda. This stall also sells gado - gado as a main dish. Es panekuk consists of pancakes / pancake, slices of pudding, bread with ice puter three flavors namely: the taste of young coconut, chocolate and durian. Serving es panekuk is suitable to serve during the day during hot weather

10. Tahu Bakso



“Tahu bakso”/Meatballs tofu is a typical food of the Ungaran region. It can be enjoyed by first frying / consumed directly because it has been cooked by steaming. Meatball tofu becomes one of the mainstays of traditional food in Semarang districts.

11. Getuk kethek



“Getuk Kethek” is quite delicious. Many customers come or pass Ungaran, buy special traditional culinary from Ungaran region. It is getuk kethek as one of traditional snacks that has been known since long time until today it still becomes the favorite snack among many people. The snack is made from cassava that is first boiled until it is cooked. Then it is pounded and moulded. Finally it is cut and sold in to pieces

12. Serabi



According to a story from the seller that in the old times every Sa'ban month people ate “serabi” and bathed in the spring. Bathing in the spring is believed to get a "mate" quickly. According to the Javanese calender and the term “serabi” called "Rabbi" (married).

Ingredients: Rice flour, coconut (coconut milk), sugar, brown sugar, salt, suji leaves (food coloring), jackfruit, and banana cured.

E. Conclusion

From the findings of traditional snacks in Semarang and its districts, the writers are aware of the limitations that we have in terms of the data because not all makers of traditional snacks Semarang would help in the form of information about how to make these snacks. Limitations of this study as follows:

1. Interests in traditional snacks most are the parents. The children and teens are not so fond of these snacks. They prefer the modern food because of the prestige.
2. Snacks are not often found in bakeries, buyers visit to the traditional markets to buy these snacks.
3. Most the producers/sellers of traditional snacks have been old and still made in traditional ways; they do not use modern tools.
4. These snacks traditionally known by the older people as a nostalgic factor when they were children and enjoy traditional culinary of Semarang and its environment
5. The process of producing traditional snacks takes a long time. The materials using natural ingredients so that the snacks are not harmful to health.

However, these typical traditional culinaries need to be maintained in in the form web through multimedia order that the next generation will know that their hometown, Semarang and its districts have owned them. Beside that the

traditional culinary can become one sector that help promote the Central Java Tourism.

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