

# Analysis Influence Power Pull Tour Culinary Streetfood in Bandung City

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## Analysis Influence Power Pull Tour Culinary *Streetfood* in Bandung City

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**Abstract** . The city of Bandung is developing into a business center that has advantages in several fields, especially in the field of culinary tourism, which is part of the local identity and is growing rapidly. The purpose of this research is to see the potential of street food in Lengkong to increase the interest of culinary tourism in the city of Bandung. This research method is quantitative and phenomenological through field studies and using the internet as one of the means we use to get information about street food places in Lengkong as our analysis material. This study found that Lengkong street food culinary products can improve the economy of Bandung city traders quickly, because many food vloggers review various types of food in Lengkong so that many domestic and foreign tourists are curious about one of the street foods in the city of Bandung. Social media also plays an important role as a development or form of promotion to increase more tourists and advance local SMEs within the scope of the Lengkong area and develop interest in culinary tourism in the city of Bandung.

**Keywords** : Bandung, Culinary, Lengkong, Streetfood, Tourism

### INTRODUCTION

The city of Bandung now has tourism opportunities in the fields of natural tourism, attraction tourism and especially culinary tourism. Everyone knows that Bandung is the best place for culinary lovers because of the cool weather and the variety of plants that grow abundantly around it which adds to the diversity of forms, dishes and tastes ( Aditia , P., Saleha, A., & Sutawikara, ES 2016 ). We see that the culinary potential opportunities on Jalan Lengkong are very promising for increasing the culinary business in the city of Bandung. It could be said that the culinary business never dies, because it continues to innovate and Bandung is one of them place tour favorite in Indonesia, Bandung is planned For become city an interesting mainstay in Indonesia traveler from throughout the world (Nidar et al., 2018) .

In the current era, many people are interested in gastronomic tourism. In fact, many people from the area come to the location just to taste the food. Gastronomic tourism continues to develop and becomes more rampant, from time to time, new and viral foods continue to appear . There are new foods and there are also modified foods. Gastronomic tourism can reach all ages and social groups. Gastronomy has also

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developed with the help of social media, especially in this era where many children have cell phones and can access information through social media.

We can find gastronomic tourism anywhere, even in remote areas, they have regional food. Their regional food can be an attraction for tourists to come and taste the food. Gastronomic tourism not only reviews food and taste, but gastronomy also invites emotions and memories. which concerns a lot about the taste, shape, price and uniqueness of a food.

Culinary gastronomy in the city of Bandung is a topic that is very much discussed because of its culinary paradise and various choices of food and snacks which make it a potential tourist destination. The city of Bandung is a street food paradise, there are many choices of street food places in the city of Bandung, from halal street food to street food with a non-Muslim target market.

We analyzed the price range given by *streetfood fans* , which varies, not only from cheap to expensive, but also from the places provided by the facilities available to the hygiene provided to consumers. We think that the abundance of street food in the city of Bandung has a big influence on the choices that will be made, especially for tourists who want to try the culinary atmosphere in the city of Bandung.

Apart from that, the experiences you will gain will definitely be many and varied because of the creative and marketing methods provided by the sellers and also supported by the provision of facilities by the local government. We think that for gastronomic tourism in the city of Bandung, especially those we analyzed at *Streetfood* in Lengkong, we feel that the potential provided by this *gastronomic tourism* is very large and will grow the economy of the people of Bandung city and create lots of job opportunities.

#### ETIS THEORY STUDY

Traveling done with a <sup>5</sup> very different way from a few years ago. Tourists prefer to enjoy authentic local food rather than looking for familiar foreign restaurants. Additionally, most itineraries focus on culinary exploration rather than visiting landmarks and shopping. In some situations, it becomes a major topic in travel, such as when people choose a particular destination because of its interesting food. Every moment, millions of food photos spread on social media. This shows that <sup>5</sup> social media has clearly played an important role in the emergence of this trend. (Kautsar, 2018)

Street food is defined by <sup>1</sup> the Food and Agriculture Organization of the United Nations (FAO) as 'ready-to-eat food and drink prepared and/or sold by street vendors, especially on streets and <sup>1</sup> other similar public places'. Street food is a heterogeneous food category that includes meals, drinks and snacks. These foods are cheap and easily accessible, and are part of the diet in many countries. Snack foods are consumed regularly and consistently <sup>1</sup> across all income groups, but especially consistently among the urban poor and children in some countries (Simopoulos & Bhat, 2000) . Traveler is every individuals who come from a country with the intention of spending the money they earn in another country temporarily rather than settling or working there on a regular basis. (Drs. H. Oka A Yoenti, 1996) .

According to Prof. Harsono Taroepratjeka: <sup>10</sup> Tourism development is essentially an effort to develop and utilize existing tourist objects and attractions <sup>6</sup> in the form of natural beauty, diversity of flora and fauna, diversity of traditions and culture, and historical and ancient heritage. Tourism includes various activities related to tourism, businesses, tourist objects and attractions, and other related businesses (Drs. H. Oka A Yoeti, 2006)

## RESEARCH METHODS

Article This use method Qualitative is intended to gain a deep understanding of symptoms, facts, or reality. All things, including problems, symptoms, events, and facts, can only be understood if researchers study them thoroughly. (Semiawan, 2010) . By using qualitative methods, which are centered on in-depth observations, research can cover more aspects. Jalan Lengkong Besar and Lengkong Kecil are the locations for this qualitative research. In our opinion, this location is very strategic because it is in the middle of Bandung city and an area that is easy to access. The potential of the location we will visit cannot be underestimated because it is one of the areas *strettfood* in the city of Bandung .

## RESULTS AND DISCUSSION

Already become confidential general that Bandung often attracting tourists from within and outside the country. Bandung has many things to see, including natural and man-made attractions and food. According to (Agmasari, 2021) Lengkong Kecil is one of the many places to eat in Bandung which is really liked by many people. Both local people and tourists usually have dinner on Jalan Sudirman or Jalan Dipatiukur in Bandung, West Java. However, a better dinner spot in Bandung is now on Jalan Lengkong Kecil. Before the pandemic, Jalan Lengkong Kecil was usually quiet at night even though there were cafes and restaurants nearby, according to TribunJabar. Nowadays, there are many restaurants on Jalan Lengkong Kecil that are open all night. When netizens post videos of food stalls on social media, eating places are getting busier.



Source: Personal)

## RESULTS

### 1. Potency

Something place tour own potential , also known as strength or ability. According to (Endah, 2020) Potential, such as strength and capacity that can be expanded, is an ability that already exists and can be improved or expanded. Lengkong culinary night, also known as Lengkong street food, has very diverse potential with many diverse choices. Not only does it provide culinary tours that we are used to seeing, but so far we have seen the development of several stands such as self photo studios and what stands out the most is the food which has many choices ranging from seafood, suki and grill, authentic Indonesian food to viral snacks that we often eat. Look.

### 2. Strength

Tour Culinary Longkong No only provide food , but also offers the beauty of the night and a different sensation. You can also enjoy the evening with your loved ones, such as family, friends and partner. It is not surprising that every visit to this place brings a unique sensation. This small Lengkong not only offers food, but often there is live music which makes the atmosphere even more lively and involves the emotions and feelings of tourists. In this small Lengkong, there is an open kitchen concept that tourists can see.

Lengkong Kecil was inaugurated by Bandung Mayor Ridwan Kamil in 2014 and can be accessed easily because it is in the city center and the road is asphalt.

### 3. Weakness

Tourists come When you go there you are often confused by the variety of food available. However, there are several MSMEs that sell the same food, such as crepes, where there are three to four sellers with the same brand. Apart from that, the number of places owned by MSMEs is very limited, so it can be considered that they have insufficient capacity to welcome customers and many snack foods do not have chairs for visitors, so visitors prefer to eat elsewhere. Apart from that, the tents owned by small and medium enterprises (MSMEs) are very limited, making it difficult for tourists to take shelter if it rains or during the rainy season.

### 4. Opportunity

Location Longkong small very easily accessible to tourists and this highway is considered the main road because public transport passes through it. Current technological advances make it easier for MSMEs to market their products to the public. As a result, nightly culinary delights are becoming increasingly well known. There is a lot of food being promoted on social media, and many food bloggers in Indonesia, from beginners to famous, have made food go viral. Many tourists who visit restaurants to see how the food tastes are widely spread on social media, not only local people but also domestic and foreign tourists queuing to buy food. With very affordable prices, this culinary delight can reach all groups, from the economic class, even to the elderly.

### 5. Threat

There is Part area on the road The one that is less well lit is more precisely the road from the direction of Dalem Kalian towards Lengkong Kecil. In Bandung, there are many other culinary locations such as Dipatiukur, Jalan Sudirman, and Gegerkalong, which can be considered as competitors to Lengkong. Due to its affordable prices and wide variety of food choices, Lengkong may attract students as loyal customers, who often visit eateries on the street. However, hygiene issues and inconvenient parking may be obstacles to street food sales. There is also a parking fee which makes up some tourists are lazy to visit place the .



( source: personal)

## DISCUSSION

### **The Potential of Lengkong *Culinary Night* as a *Street Food Tour* in Bandung**

Study done For know potency Longkong *Culinary Night* . The results show that Lengkong has the potential to become not only a culinary tourism destination but can also support other tourism activities, such as introducing Bandung to social media and showing that Bandung has a food paradise that does not exist in other cities. (Rozak & Sukriyah)

#### **4A aspects that must be present at tourist locations**

Tourist attraction according to Cooper et al in their thesis (Ida Bagus Dwi Setiawan, 2015) [1] An important factor in attracting tourists is attractions. A place can become a tourist destination if conditions permit it. Once it becomes a tourist attraction, it is referred to as capital or a source of tourism. One must consider what tourists are looking for to determine a region's tourism potential.

In determine attractions tour longan *culinary night* , there are several things that are of interest to tourists, such as how the food is cooked and served, live music that accompanies the tourists who are eating and various interesting places that can be visited, one of which is the photobooth there which is where we held the session. Photos can be printed immediately at that time. [2] Amenities (facilities) include all the facilities and infrastructure that tourists need while at the tourist location. A field survey shows that Lengkong Culinary Night offers many facilities, including food stands with a variety of unique foods, parking, places of worship, toilets, and other supporting facilities. [3] In the tourism business, accessibility is the most important thing. Various types of transportation and means of transportation are very important. Lengkong Street Food is very easy to access because the location is not too far from the city center and the road is asphalt.[4] Ancillary includes management institutions, tourist information, travel agents, and parties involved in tourism. Lengkong Culinary Night has good support and involvement from the local government, surrounding community, management team and existing stakeholders. This manager has experience in the industry and helps with its promotion via social media. We also here want to provide the results of one of our interviews with a foreign tourist from the Czech Republic named Marec in an interview conducted by one of our members, that the tourist was on a tour to Bandung and coincidentally the tour guide recommended Lengkong as a place to eat. and explained that in Bandung there is not only natural and cultural tourism available but there is also culinary tourism, so these

tourists come to Lengkong. There is no doubt that Bandung is one of the culinary tourism paradises in Indonesia.

## CONCLUSION

Diversity culinary Longkong is one of the popular tourist attractions. The research results show that Lengkong Culinary Night has the ability to fulfill four aspects of SWOT fulfillment: Attractions, Facilities, Ancillary Facilities, and Accessibility. Therefore, Lengkong Culinary Night has the potential to develop into a tourist attraction and sustainable tourism development. There are several suggestions based on these findings, such as: managers can hire employees with appropriate backgrounds in their fields; local institutions can provide governance training on tourist attractions in terms of operations and services; and better maintain the available facilities. Then improving the parking area to be more organized and adding street lights at several points. Maybe pedestrian access is needed because the existing sidewalks are filled with sellers, so tourists who walk have to use the shoulder of the road, even if they are almost close to passing vehicles. Zebracrosses are also needed for pedestrians to cross.

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