

Tourism Management Policy: Division of Makassar City Culinary Area

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Abstract. Tourism development has a significant role in the development of economic, social, cultural, environmental, political and security aspects. The purpose of this study was to determine the distribution of the culinary area of Makassar City. The development of the tourism sector and its supports has an important meaning in national integration. Infrastructure not only serves to bind the geography of the archipelago, but also guides the birth of participation, efficiency and welfare. This study uses a qualitative method. The results of this study indicate that the division of the culinary area in the city of Makassar is divided into 3 parts of the culinary area, namely Datu Museng Makassar City, Culinary Area of Perintis Kemerdekaan Street and Culinary Area of Sultan Alauddin Street. These three areas have their respective culinary icons. The culinary area of Datu Museng, Makassar, has a variety of culinary delights such as seafood, epe bananas, konro, otak-otak-pallu butung, pallu basa and others. While in the culinary area, the pioneering street of independence, the culinary icon is Mie Titi. Next, the culinary area of Jalan Sultan Alauddin icon is Coto Alauddin. Makassar's traditional culinary potential has a very big opportunity to develop, especially if it is associated with tourism which triggers interest in visits, regional income and the community. With an effective regional division, culinary will support the economy in Makassar City.

Keywords: Tourism; Culinary; Management

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INTRODUCTION

The city of Makassar is also a city that is famous for its culinary tourism, but the unorganized facilities that accommodate culinary activities in Makassar make the culinary in Makassar become ordinary, besides that there are no organized educational facilities that provide knowledge about a variety of typical Makassar culinary, starting from the place and how to make it. to processing into interesting special foods so that a place and facilities are needed that can accommodate activities in the culinary field in Makassar City.

In addition to tourist destinations in the form of beautiful small islands to historical places, Makassar also has traditional food that also attracts the attention of the city community, people outside the city and abroad. Makassar traditional foods include (Hasbi, 2016); (1) Coto Makassar is a traditional Makassar food consisting of pieces of beef, beef tongue, beef heart, beef tripe, and

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beef liver; (2) Konro is a traditional Makassar food consisting of beef ribs and beef kikil; (3) Sop Saudara is a traditional Makassar food consisting of pieces of beef, beef lung, beef intestine, vermicelli and cakes; (4) Pallubasa is a traditional Makassar food consisting of pieces of beef, beef brain, beef liver, beef tongue and raw free-range chicken eggs (optional); (5) Pallumara is a traditional Makassar food that uses snapper head as a characteristic of its cuisine; (6) Pallu Kaloa is a traditional Makassar food that uses snapper as a characteristic of its cuisine; (7) Mie Titi is a traditional Makassar food consisting of dry noodles, seafood, and mustard greens.

Tourism development has a significant role in the development of economic, social, cultural, environmental, political and security aspects. Tourism is a complex nature, including the movement of people, goods, and services related to organizational and institutional relationships, and individuals, service needs, provision of service needs and various other things (Nirwandar, 2011). These elements are sub-systems that are interrelated in a functional link that forms a system. Thus, tourism is a system that requires careful, reliable and comprehensive planning.

The development of the tourism sector and its supports has an important meaning in national integration. Infrastructure not only serves to bind the geography of the archipelago, but also guides the birth of participation, efficiency and welfare. Tourism activities are aimed at increasing economic growth, improving people's welfare, eradicating poverty, preserving nature, the environment and resources, advancing culture, elevating the nation's image, fostering a sense of love for the homeland, strengthening national identity and unity, and strengthening friendships between nations (Akib, 2020). In simple terms, tourism has a dual effect on other sectors. In the context of tourism development, it always considers aspects of diversity, uniqueness, and uniqueness of culture and nature, as well as human needs for tourism. Tourism development includes the tourism industry, tourism destinations, tourism marketing, and tourism institutions (Safitri, 2019). Culinary tourism is a journey which includes the activity of consuming local food from an area; a trip with the main purpose of enjoying food and drink and or visiting a culinary activity, such as a cooking school, visiting the center of the food and beverage industry; and to get a different experience when consuming food and beverages (Besra, 2015).

The main issue, which is the basis for understanding the socio-economic dynamics of the people in Makassar City, is basically based on the idea that every development activity, in this case the spatial change of the city, will affect the process of change at the level of the people who have inhabited an urban area for a certain period of time. The development shows symptoms of differences in access to space between community groups to develop their economic businesses (Surya et al., 2019). In this context, a policy framework is needed that is able to accommodate

various socio-economic interests of the urban community. Thus, what is meant by the socio-economic interests of the community in this study is an effort made to prepare a location or space as a forum to support increasing community economic productivity within the framework of improving welfare.

One of the efforts made by the Makassar City government at this time is to prepare space for the community to support increasing the productivity of formal and non-formal economic enterprises. One of the urban areas designated to support these efforts is the establishment of culinary tourism locations located in several culinary areas in the city of Makassar, by utilizing pedestrian paths (Riyadi, 2017).

Thus, the determination of the location of the location will be related to several aspects that will be studied in depth, namely; (i) the existence of culinary tourism locations on the spatial aspects of Makassar City, (ii) the existence of culinary tourism locations on the city transportation movement system, (iii) the existence of culinary tourism locations for the preparation of parking facilities, (iv) the existence of locations for the pattern of city activities that have been developed. developing, (v) the existence of culinary tourism locations on the environment, and (vi) the existence of culinary tourism locations for the modes of production that have developed around them.

Spatial Planning Policies and Strategies in Tourism Development

Policies and strategies are ways that are taken in order to achieve a mission in developing tourism. The strategy is described in the direction of policies, objectives, program targets and priority activities that will be implemented within a certain period of time. To maintain the consistency of the vision and mission, especially in elaborating it on development planning policies for the next five years, the relevant government has set a strategy to realize the vision and mission as follows (Kuncoro, 2018); (1) Coordination, is a communication effort that is established, both horizontally and diagonally to achieve certain goals; (2) Friendly system is a system that pleases tourists; (3) Improve is an effort to continuously improve the level of service to tourists; (4) Exceed expectations are efforts made to meet what tourists expect to dominate the market by setting high service standards and communicating those standards to staff; (5) Motivation is the urge to do the best continuously in carrying out daily tasks; (6) Eligible means that something produced always satisfies the customer, can be accounted for and as expected; (7) Corporate culture, namely the creation of an organizational culture dedicated to excellent service. The emphasis is on how to build a good name in the eyes of tourists, creating an organizational image through services that provide tourist satisfaction.

Meanwhile, in supporting the development of tourism, spatial planning policies include the following; (1) Regional development with an ecosystem development approach, namely spatial planning is carried out in an integrated and coordinated, sustainable and environmentally friendly approach; (2) Increasing the linkage of the function of developing good tourism activities with other sectors to provide high efficiency values and accelerate regional economic growth; (3) Tourism development must be linked to national, regional and local economic development. At the national level, the tourism sector must act as a prime mover and be interactively linked to the development of other sectors; (4) Tourism development must be sought to involve all stakeholders. In this context, the role of the community is involved starting from the upstream sector (providing extractive production activities) to downstream activities (service production activities); (5) Utilization of national regional development plans which in this case must be related to the National Spatial Planning (RTRWN). In this RTRWN, directions for protection and cultivation functions are given. Protected areas can also be optimized as areas that provide support for tourism development activities (forets tourism) and cultivation areas provide space allocations for tourism development, especially with mainstay areas; (6) Development of support for transportation facilities in an integrated manner and related to the structure of regional development.

METHODS

This study uses a qualitative descriptive method, which describes, describes, and explains the factors needed in planning and the factors that determine the design. This study uses field observations in collecting data and documentation. The informant of the research is culinary owner of Datu Museng Makassar City, Culinary Area of Perintis Kemerdekaan Street and Culinary Area of Sultan Alauddin Street. This research located in in the city of makassar is divided into 3 parts of the culinary area, namely datu museng makassar city, culinary area of perintis kemerdekaan street and culinary area of sultan alauddin street. The analysis is carried out interactively and takes place continuously until it is complete, until the data is saturated. Activities in data analysis, namely Data Transcribing, data reduction, data display, and conclusion. Transcribing is the process of converting data from the recording into the sentence form. So, the researcher listen the result of the interview and write down what the students said. Then, data reduction, the information from interview collected correctly. When the data is collected, the researcher classified the result of the data interview and field notes. Data display is presentation of this data is a set of sentences that are arranged logically and systematically, so

that it will make it easier for researchers to understand various things that are happening, and allow researchers to carry out analytical actions based on their understanding. The last step, the researcher concluded the result of the interview that is already transcribed by the researcher. The researcher made a summary from the result of the interview and field notes.

RESULTS AND DISCUSSION

Makassar City Culinary Area

Datu Museng Culinary Area, Makassar City

Makassar culinary offerings are available in a number of corners of the city. The thing that attracts tourists to visit Makassar is with a variety of culinary delights. The city of Makassar is not only famous for its stunning coastal tourist destinations that captivate the hearts of anyone who wants to visit the capital city of South Sulawesi Province. However, the city nicknamed the city of Anging Mammiri is a paradise for culinary tourism destinations in South Sulawesi. A number of locations in the corners of the city store a number of dishes typical of the city of Daeng. Some of Makassar's specialties found in the Datu museng area are seafood, epe bananas, konro, otak-otak-pallu butung, sweet potato soup, pallu mara, pallu basa, coto, lime, green bananas, titie noodles, brother soup, street kote, and various other types of Makassar culinary.

Therefore, to make it easier for tourists and culinary lovers to enjoy a number of special dishes from the Makassar city menu. Jalan Datu Museng is designated as a Makassar Culinary Area. The strategic location is in Makassar's mainstay tourist icon, which is in front of Losari Beach, Ujung Pandang District. Jalan Datu Museng is the center of the Makassar Culinary area to make it easier for tourists to enjoy culinary delights. There are Mie Titie, Sop Ubi, various kinds of seafood, banana epe and so on. This does not mean that in other places there are no culinary delights, but this road has been designated by the city government as a culinary area.

From the culinary area, it makes it easy for visitors to be able to visit other tourist destinations. Shopping tourism, cultural tourism, beach tourism, or religious tourism. No need to use a car to access several locations, with easy access to add to the excitement of adventure in the city of Makassar. However, for those who are not used to walking, there are a number of transportation facilities around this area. However, you can use the services of taxis, trishaws, bentor (motorized rickshaws), or even pete-pete transportation (public transportation). Tourists visiting Makassar do not need to worry because in this city there are a number of lodging facilities ranging from jasmine to five-star classes, depending on where you want to stay.

The Culinary Area of the Perintis Kemerdekaan Street

One of the best culinary areas in Makassar is also in the pioneering area of independence. One of the culinary is Mie titi. Dry noodles topped with thick spiced gravy mixed with egg mixture, accompanied by green vegetables, sliced chicken, squid, mushrooms, liver, gizzard, fried food and shrimp make anyone who sees it can't stand to eat it. The appearance of this noodle is quite similar to tamie capjay or ifumie, the only difference is that the shape of the noodles is very thin even though the noodles used are both fried. Mi Titi is also one of the mainstay culinary specialties of Makassar city, so it's not complete if you go to Makassar without enjoying Mi Titi.

Mie Titi was originally founded by Mr. Rusmin Kohen in 1975. Titi is neither a person nor a name. In Chinese, Titi means younger brother. That's the name that is known until now. Over time, until the mid-1990s with the center on Jl Irian. Now Mi Titi already has many branches. These branches are located on Jl Boulevard, Jl Datuk Museng, in Bumi Tamalanrea Permai Housing, in Sungguminasa, Gowa Regency and on Jalan Perintis. For the Makassar Chinese people in the 1950s, especially in the Chinatown area, Angko Tjao was a well-known typical noodle trader. At that time, local residents called it 'noodles omelette' because the noodles were fried in a little oil in a frying pan until they flattened like an omelet. Baked or fried noodles are a typical Chinese dish of Kwantong. While the fried noodles are a little wet, it is a typical Hokkien Chinese period. Even then, it is now better known as dry noodles, that's because the noodles are served not wet, like noodle soup or meatball noodles, but dry.

This restaurant is managed by one of Pak Kohen's daughters, Sitti Rabia. Its strategic location on the edge of a major road, precisely on Jalan Perintis Kemerdekaan km 9 Makassar, makes this restaurant easy to reach. This one branch is also the largest branch owned by Mie Titi. With a 3-story building equipped with lesehan and live music facilities on the 2nd floor, Mie Titi fans are more comfortable when enjoying this special dish. This restaurant room is also able to accommodate many visitors. In addition, there are also a variety of other culinary delights located on Jalan Perintis Kemerdekaan, including Kapurung Bopal, Coto Paraikatte and Padang Restaurant. Coto Paraikatte Who Was At The Pioneer Of Independence

Culinary Area Jalan Sultan Alauddin

Like taking medicine, Makassar residents have always set time to eat food. However, the unwritten rules are fading. Coto, which was originally a breakfast menu, is now the menu for friends who stay up late. The trend of staying up late coto stalls began to emerge in 2003. Some sources say that the pioneer was Haji Andi Sumang's coto badger stalls. The shop, which has existed since 23 years ago, was initially open from 08.00 until noon. The stall then extended its opening time until dawn. Later, the shop was open 24 hours non-stop. Coto's staying up late

actually attracts many buyers, especially students and workers whose stomachs growl in the middle of the night. From there, several other coto stalls joined in, such as Coto Pettarani, Aroma Coto Gagak on Jalan Gagak, and Coto Daeng Bagadang on Jalan Sultan Alauddin. Coto is a Makassar tradition. It is not clear when this tradition began to exist. Anthropologist at Hasanuddin University, Tasripin Tahara, suspects that coto developed along with the development of inter-island trade involving Makassar. Through trade, the influence of foreign flavors seeped into Makassar. "In the sharp spiced coto, there is the influence of the Arabic taste that has been adapted to the local tongue," he said. The location of Coto Daeng Bagadang is on Jalan Sultan Alauddin, very strategic because it is in an educational and office area so that during rest hours people will visit there.

Makassar City Culinary Development Opportunities and Potentials

Along with the development of civilization and the life of modern and global society today, as well as the support of information systems that are growing rapidly beyond the boundaries of administrative and cultural areas of society so that impressions from the Setak and electronic media have participated in disseminating and providing information to the public in recognizing, market and carry out economic activities from the potential of traditional culinary so that it has become a lifestyle of modern society.

The very exotic traditional culinary taste has given its own place to culinary tourism enthusiasts who are growing very rapidly (Syamsul Rahman, 2021). If so far culinary is only a complement to tourist travel activities, then culinary has become one of the tourist activities that is the main attraction for tourists to travel. The very distinctive and exotic taste is influenced by the use of natural and fresh ingredients, herbs, spices and concoctions so that traditional cuisine is also healthier than fast food sold by many international restaurants.

Traditional culinary is a cultural identity of the community which is very thick with processing and serving at certain times and for certain purposes such as linkages with cultural processions and beliefs and also held at certain times such as thanksgiving and wedding parties (Rijal, 2021). Thus, the approach to traditional culinary cannot be separated from the culture of the people of Makassar.

Makassar's traditional culinary potential has a huge opportunity to develop, especially if it is associated with tourism which can not only trigger interest in visits, regional and community income, job opportunities and business opportunities, but also as a medium in preserving community culture, forming a more prosperous society. healthy and smart, as well as a medium for promoting the city of Makassar in attracting tourist visits.

CONCLUSIONS

The division of the culinary area in the city of Makassar is divided into 3 parts of the culinary area, namely Datu Museng, Makassar City, Culinary Area on Perintis Kemerdekaan Street and Sultan Alauddin Street Culinary Area. These three areas have their respective culinary icons. The culinary area of Datu Museng, Makassar, has a variety of culinary delights such as seafood, epe bananas, konro, otak-otak-pallu butung, pallu basa and others. While in the culinary area, the pioneering street of independence, the culinary icon is Mie Titi. Furthermore, the culinary area of Sultan Alauddin street, the culinary icon, is Coto Alauddin. Makassar's traditional culinary potential has a huge opportunity to develop. In addition to the potential traditional culinary opportunities, some of the obstacles that are also faced in the development of traditional culinary in Makassar are the lifestyle of the people who tend to be modern, with the stigma that is built on people's thoughts and actions that modernity is following the lifestyle of the global community including consuming fast food in the past. restaurants or hotels with more luxurious physical facilities. The low appreciation for traditional culinary is more likely to be caused by the condition of the place of sale that provides traditional culinary, product standardization, eating and serving procedures that tend to be conventional with simple arrangements, as well as very limited promotion and marketing. This has further cornered the position of traditional culinary arts to compete with fast food culinary which is marketed more professionally by industry and international companies.

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