



The Role of Traditional Food Menu in Improving NTT Cultural Tourism Promotion at Sylvia Kupang Hotel

Friend Zakharia^{1*}, Boiris Milyardo², Veronika Flora³
Kupang State Polytechnic

Corresponding Author: Friend Zakharia fzakharia5@gmail.com

ARTICLE INFO

Keywords: Traditional Food Menu, Promotion

Received : 27, April

Revised : 25, May

Accepted: 29, June

©2024 Zakharia, Milyardo, Flora: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This research entitled the role of traditional food menu's as accultural promotion medium (case study on Hotels Sylvia kupang)based on the problem as we usually know in the sale of food products in the hotel industry,it cannot be separated from the sales of cultured menu's such as chinese food,european food, Japanese food,and various other types of menu's regardless of the potential peculiarities of regional food.this study aims to determine the role of tradisional food menu's as a medium for cultural promotion. Data collection was carried out by documentation,direct observation and also interviews with several informant, namely departie chef and manager of food and beverage related to traditional food menu's sold in Sylvia Kupang Hotel then processed the data correctly according to the data obtained from the Hotel Sylvia Kupang.The conclusion from the results of the data concludedthat the role of traditional food menu's as a media for cultural promotion in Slyvia Hotel has its own charm for local guests, outside the region or abroad. Because of its uniqueness and distinctive characteristics that distinguish it from other food menu's that are always sought after by guests who come to stay at Sylvia Hotel. And also promoting traditional food that is characterized by regional specialties throughelectronic media namely whatsapp, instagram, and facebook to the general public. So the traditional food is growing and its existence is preserve.

INTRODUCTION

The Indonesian government does not want to lose out in developing its tourism industry, because Indonesia is very rich in various kinds of culture, arts, culinary delights and beautiful natural resources. Apart from nature and culture, the culinary sector is also one of the main components determining the progress of tourism. Culinary is a part of life that is closely related to daily food consumption. Culinary can also be interpreted as processed products in the form of cooking and these dishes are in the form of side dishes, food or snacks and drinks. NTT itself has thousands of types of culinary delights which of course can be a very strong attraction for tourists, because culinary contribution is very large in the tourism industry, while the supporting facilities for tourism businesses themselves are hotels. The hotel industry includes various kinds of businesses, where to attract consumer visits, each company innovates to achieve sales targets in the business it manages. One of them is the sale of food products, food is the primary need for every human being to maintain survival. As we usually know, the sale of food products in the hotel industry cannot be separated from the sale of menus from foreign cultures such as Chinese food, European food, Japanese food and various other types of menus without paying attention to the potential uniqueness of the regional food. Menu preparation needs to realize that visitors who come to a place are not solely looking for satisfaction through the senses and looking for views, but also want to enjoy typical/unique food found in that area.

East Nusa Tenggara (NTT) is an archipelagic province with various ethnicities, cultures, religions, culinary delights and language dialects. The many islands in Indonesia make Indonesian cuisine vary depending on the region. People in the city of Kupang are very close to local food, both from fisheries and agriculture, they really use food products as a source of processed food. According to Guerrero in Tyas (2017:3) traditional food or local culinary is a food product that is often consumed by a community group or served at certain celebrations and times, passed down from generation to generation, made according to recipes handed down from generation to generation, made without or with little engineering, and has certain characteristics that differentiate it from culinary delights from other regions. Various regions in Indonesia have a variety of traditional dishes, snacks and drinks that have long developed specifically in each region Rosyidi (2011). This proves that Indonesia is not only said to be rich in nature, but also in all the cultural and food diversity that exists. Each region and ethnic group in Indonesia has traditional food that has the potential to become a regional attraction. Sylvia Kupang Hotel is a 4 (four) star hotel located on Jalan Naikoten no 1, Kelapa Lima Kupang, East Nusa Tenggara (NTT). Hotel Sylvia kupang is a business providing accommodation services (lodging, food and drink services), which is equipped with supporting facilities that prioritize guest comfort and satisfaction, provides a buffet for breakfast in the morning with local specialty menus. Various traditional menus available at the on the rock hotel include: Fish Lawar , Sei Sapi, Lawar Sambal, Nasi Goreng Se'i , Ayam Amarasi and Bose Corn as well as traditional snacks.

Apart from the menu mentioned, the Sylvia Kupang hotel also provides a variety of food and drinks as well as other market snacks which are included in the A'la carte menu (preparation of a food menu list by including direct prices) and are available 24 hours. From the above background, the author is interested in conducting research with the title *The Role of Traditional Food Menus in Increasing Cultural Promotion at the Sylvia kupang Hotel*. From the above background, the formulation of the research problem is "What is the role of traditional food menus as a media for cultural promotion at the Sylvia kupang Hotel?"

LITERATURE REVIEW

The menu is a list of food and drinks provided for guests to choose for themselves the food and drinks they want Gregoire (2010:45). Sugiarto and Sulartiningrum (2001: 106) also understand that the menu is a list of foods that have been prepared and are available in the restaurant. From the definition of the menu, it can be understood that the menu is a list of foods that contains the names of the foods to be ordered along with explanations. a brief explanation of the existing menu with its respective prices. Understanding traditional food according to Nurdiyansah (2014: 139) food is tradition, what is interesting about food is the process and role of food in various rituals and traditional ceremonies, from generation to generation, ancient recipes for processing food continue to be passed down from generation to generation. According to Guerrero in Tyas (2017:3) traditional food or local culinary is a food product that is often consumed by a community group or served at certain celebrations and times, passed down from generation to generation, made according to recipes handed down from generation to generation, made without or with little engineering, and has certain characteristics that differentiate it from other regional culinary delights. Various regions in Indonesia have a variety of traditional dishes, snacks and drinks that have long been developed specifically in each region. The criteria for traditional food according to Suwandi in Fatoni Nur, (2015) are: Prepared according to a food recipe or spice composition that has been known and established from generation to generation in the family or community system. Raw materials are obtained from local sources, whether they are the result of their own farming business or are available. in the local market system. Specific processing methods according to methods that have been developed by local communities.

Promotion is one of the most important activities within a company, because promotion is not only a means of communication with potential customers but is also able to change the image of a company. According to Djaslim Saladin (2011: 192) says that "The promotion mix is one of the elements in the marketing mix that is utilized to inform, persuade, and remind about the company's products." According to Fandy Tjiptono & Gregorius Chandra (2012: 150), the promotional mix elements for the final consumer market are: Advertising is any form of presentation and promotion of ideas, goods or services paid for by an identified sponsor. Sales Promotion is a variety of short-term incentives intended to encourage trial or purchase of products/services. Personal

Selling is face-to-face interaction with one or more potential buyers to make presentations, answer questions, and get orders. Public relations are various programs designed to promote to protect the image of a company or its individual products. Direct marketing is the use of letters, telephone, fax, e-mail, or the internet to communicate directly with customers or to obtain direct responses from specific customers and potential customers.

Culture is a concept that has the energy to arouse interest, while formally culture is an order of knowledge, beliefs, values, experiences, time, hierarchies, meanings, attitudes, concepts of the universe, relationships between spaces, material objects, and a right to own them. community groups obtained from hereditary results through humans or groups Warsito (2015), Meanwhile, according to Hawkins (2012), culture is "a complex that includes beliefs, knowledge, art, morals, customs, as well as other abilities and freedoms that humans have as part of society." The definition of experts can be concluded that culture is a way of life that develops and is shared by a group of people, and is inherited from generation to generation.

METHODOLOGY

In this research the author used qualitative research methods. Qualitative research aims to reveal qualitative information so that it places more emphasis on process issues and meaning by describing a problem. The research carried out is descriptive in nature to find out or describe the reality of the events being studied or research carried out on independent or single variables, that is, without making comparisons or connecting with other variables Sugiyono (2009:11). Research Subjects are sources or informants who can provide actual facts and data from the research object. In this research, the researcher used a purposive sampling technique (data source with certain considerations). This particular consideration is that the informant is considered to know the most about local culinary, history and culture. Another subject is tourists.

Research Instrument

In qualitative research, the research instrument or tool is the researcher himself. Therefore, researchers as instruments must also be validated to what extent qualitative researchers are ready to carry out research and then go into the field. Validation of the researcher as an instrument includes validation of understanding of qualitative research methods, mastery of insight into the field being researched, readiness of the researcher to enter the research object both academically and logistically. The person who carries out the validation is the researcher himself, through self-evaluation how far he understands qualitative methods, mastery of theory and insight into the field being researched as well as his readiness to enter the field (Sugiyono, 2017: 222) Qualitative researchers as human instruments, function to determine research focus, select informants as a data source, collecting data, assessing data quality, analyzing data, interpreting data and making conclusions about the findings.

Data analysis technique

According to Sugiyono (2017:244) data analysis techniques are the process of systematically searching and compiling data obtained from interviews, field notes and documentation, by organizing data into categories, breaking it down into units, synthesizing it, arranging it into patterns. , choose what is important and what will be studied, and make conclusions so that they are easily understood by yourself and others. Data analysis begins by reviewing all available data from various sources: namely interviews, observations that have been written down in field notes, personal documents, official documents, drawings, photos, and so on.

RESEARCH RESULT AND DISCUSSION

Some of the local culinary potential at the Sylvia Kupang hotel which can promote cultural tourism include:

Amarasi Grilled Chicken

It is called Amarasi grilled chicken because it is taken from an area in West Kupang which is a producer of wood charcoal and coconut charcoal in the Kupang area. This menu is highlighted by the taste of chicken meat grilled using charcoal made from the Amarasi area and served with a special chili sauce Sylvia Kupang Hotel.



Figure 1. Amarasi Grilled Chicken

Sei Fried Rice

Namely local beef which is thinly sliced lengthwise while removing the fat, after which it is sprinkled with salt and then stirred by lifting and slamming it. In the next stage the meat is put into a sack which is tied tightly with the aim of pressing it by pressing the beef for 8 hours. This is done so that the water and blood come out so that the color looks fresh red. The final stage in making this typical NTT food is simply

hanging it over coals. Usually, to ensure that the heat received is not excessive, kusambi leaves are used as a smoke control. In the next stage, rice is cooked, fried using spices and put in the se'I meat then mixed until evenly distributed and cooked then the menu is ready to be served



Figure 2. Sei fried rice

Fish Lawar/ Sambal Lawar

Dabu-dabu fish meat covered in fresh lawar chili sauce added with lettuce leaves, tomatoes, cucumbers, carrots and onions makes the menu look fresh and rich in nutrition. The city of Kupang itself is an abundant fish producer, so many fish menus are mixed and matched with lawar sambal or even raw fish that is given acid, such as ikan bilis, which is usually immediately processed by pickling and adding vinegar and then adding several vegetables, for example cucumbers and tomatoes. Hotel Slyvia provides lawar fish and at the same time lawar chili sauce which can include various types of protein, one of which is fish



Figure 3. Fish Lawar

Bose Corn

Bose corn is a local food that is a mainstay of the people of East Nusa Tenggara in general. The source of carbohydrates is usually obtained from rice in several provinces in Indonesia, but in the city of Kupang itself, people consume corn more often, so many local culinary delights in NTT are sourced from corn served in Sylvia kupang Hotel . In

The process of making corn bosc, the corn is pounded using a mortar, the corn is pounded until the corn skin is removed and cleaned, after that the corn is roasted. then boiled with sugar and salt. In this dish, red beans and peanuts are usually mixed in. This porridge gives a savory impression because this dish also contains coconut milk.



Figure 3. Bosc Corn

The existence of traditional food at the Sylvia Hotel is introduced to the general public through promotions. The promotional media used according to the informants are: Several tourism promotion methods that have been implemented by the Sylvia Kupang Hotel to increase cultural tourism in East Nusa Tenggara include:

Advertising

which at this stage is also called the advertising stage where Sylvia Kupang Hotel advertises its products or promotions. The media used are social media such as WhatsApp, Instagram and Facebook.

Personal Selling

At this stage promotion is carried out by presenting the product or promotion that will be or is being carried out directly to the target. The usual method is carried out by waiters or waitresses who make offers directly to the target.

Direct Marketing

At this stage, the activity carried out by the Sales and Marketing Team is to contact the target directly, either via email, telephone, letter, or responding directly to comments or questions that appear on Sylvia Kupang Hotel social media. Usually this activity will be carried out in stages but consistently until the target is interested and actually tries the Food and Beverage products being promoted or offered for themselves.

Sales Promotion

Namely the stage where Sylvia Hotel Kupang offers promotions with the aim of encouraging guests or consumers to buy as many products as possible.

Public Relations

In this stage, the sales and marketing department of the Sylvia Kupang Hotel offers a la carte menus, banquet menus and traditional menus at the Sylvia Kupang Hotel. Through media regarding the promotion of the products offered, however, of the five promotional mixes that are more often used are advertising media and personal selling.

CONCLUSION

From the results and discussion above, the author can draw the conclusion that the role of traditional food menus as a media for promoting NTT culture sold at Hotel On The Rock has its own attraction for local, foreign or international guests, because of its uniqueness and characteristics, starting from the way it is cooked, The ingredients used as well as the processing and serving techniques still use traditional methods that differentiate it from other food menus, which is what guests who come to stay at Sylvia Kupang Hotel are always looking for. Apart from offering traditional food menus directly to guests staying, Sylvia Kupang Hotel also carries out promotions through electronic media such as WhatsApp, Instagram and Facebook to provide information to the general public regarding the existence of these food menus. So that these traditional foods are increasingly known and preserved.

REFERENCES

- Fandi Tjiptono & Gregorius Chandra T. (2012). *Periklanan Dan Promosi Aspek Tambahan Komunikasi pemasaran terpadu*. Jakarta: Erlangga.
- Hendrayana, Made. (2011). *Strategi Pengembangan Makanan Tradisional Bali Pada Hotel Di Kawasan Sanur*. Denpasar: Universitas Udayana.
- Ira Ade Sofia Tobing (2009). *peranan makanan tradisional dalam pengembangan wisata kuliner dikota medan*.
- Sari, Indah Puspita (2015). *Analisis Promosi Makanan Khas Melayu Bolu Kemojo Pada Gerai Al Mahdi Pekanbaru*. Jurusan Ilmu Administrasi, Program Studi Pariwisata, Fakultas Ilmu Sosial dan Ilmu Politik. Pekanbaru: Universitas Riau
- Sugiono, ~~(2009)~~. *Kuantitatif Kualitatif dan R & D*. Bandung: CV Alfabeta
~~(2012)~~. *Metode Penelitian Bisnis*. Bandung : Alfabeta (2013). *Teknik Analisis Data*. Bandung: Alfabeta
- Suwandi Dalam Fatoni Nur (2015) *Makanan Khas Dan Makanan Tradisional khas Kota Medan*. Erlangga
- Tyas, A.S. purwarning. (2017) *.Identifikasi Kuliner Local Indonesia Dalam Pembelajaran Bahasa Inggris*. universitas gadja mada: Bandung.
- Wahritasi (2017). *Pelaksanaan Promosi Makanan Tradisional Khas Melayu Di Hotel Furaya Pekanbaru*. Riau

Zakharia(2020). Local Culinary Development Strategy in Improving The Tourist Attraction in Tedis Beach Kupang.Proceeding International Conference on Science and Technology