

Determinants of Culinary Tourism in PACITAN City with The Typical Food of NASI TIWUL As a Tourist Attraction

ADITYA JENESTA¹, B SYARIFUDDIN LATIF²

^{1,2}Univeristas Nasional Jakarta Indonesia

Abstract- This research aims to analyze part of the culinary tourism attraction in Pacitan City, with the typical Nasi Tiwul food. The research used a qualitative approach with descriptive methods, where data was obtained through interviews with parties related to the typical Nasi Tiwul culinary delights. The aim of this research is to analyze the opinions of the tourist community regarding the typical nasi tiwul food as a culinary tourism attraction in Pacitan district. The data collection methods proposed in this research are interviews, documentation and observation. The results of this research show that there is a diversity of local dishes, such as Nasi Tiwul, the typical Nasi Gandul, delicious Sate Blengong, and Jenang Greng. Tiwul rice, made from dried cassava or cassava, has a unique texture and a very distinctive sweet taste. Tiwul rice was originally a traditional food since the Dutch colonial period, because the people of Pacitan were only allowed to enjoy cassava as a staple food, because rice was only consumed by inlanders, or palace servants. Currently Tiwul rice is a typical Pacitan rice served at every tourist spot. The community's economy began to grow well with the culinary cash nasi tiwul.

Keywords: Culinary tourism, Nasi tiwul, Pacitan district.

I. INTRODUCTION

The study of culinary tourism in Indonesia is divided into two main categories, in terms of the final results offered, namely culinary services and culinary goods. The culinary services referred to are services providing food and drinks outside the home. Judging from the aspects of preparation and presentation, this can be divided into two general categories, namely restaurants and culinary services. A restaurant is a place that provides food and drinks where consumers come to visit, while catering services are providers of food and drinks that come to consumers' locations. Culinary goods referred to within the scope of the culinary subsector are food and beverage processing products which generally take the form of packaged products – specialty foods.

The development of culinary tourism can certainly provide various benefits, one of which is as a tool or medium for introducing or promoting local culture (Levyda et al., 2020). Typical Pacitan food has cultural values that contain local wisdom which must be preserved, one of the local wisdom comes from the sea, such as fish, shrimp, etc.

One potential source of local revenue for Pacitan Regency is the tourism sector. The development and advancement of regional tourism is reinforced by Law No. 10 of 2009 concerning tourism, which explains that the presence of tourist destinations in the region will have beneficial impacts. These benefits include improving community welfare, increasing economic growth, preserving nature and the environment, fostering a love of the homeland, and strengthening national identity (Fatkhul Muin, 2014).

Furthermore, regarding regional tourism development, particularly in Pacitan Regency, as stipulated in Pacitan Regency Regulation No. 10 of 2021 concerning the Pacitan Regency Medium-Term Development Plan (RPJMD) for 2021-2026, it is explained that one of the goals and objectives of Pacitan Regency is to establish Pacitan Regency as a tourism development area.

Pacitan City, located in East Java Province, Indonesia, exudes the charm of a rich and appetizing culinary tourism. The diversity of local cuisine, such as the signature Nasi Gandul (rice porridge), the delicious Sate Blengong (spicy satay), and the tempting Jenang Greng (spicy jenang), is a major draw for foodies seeking a unique experience (Khusnawati, 2022). Pacitan, a city located at the southwestern tip of East Java, is often referred to as the "City of 1001 Caves" due to the numerous caves scattered throughout the region. Besides its extraordinary natural beauty, Pacitan is also known

for its culinary specialties, one of which is tiwul rice.

The culinary business is the process of processing raw materials into various culinary products ready for marketing. Therefore, the purpose of consuming culinary delights is not only to fulfill basic human needs, but also to savor the flavors and even learn how a dish is prepared. Tiwul rice, made from dried cassava or gaplek, has a unique texture and a distinctive sweet flavor. While tiwul rice was once a

staple food for the local community, it has now become a popular culinary delight among tourists visiting Pacitan.

Pacitan is not only a place to explore new flavors but also to enjoy stunning natural beauty. Klayar Beach, with its soft white sand and majestic waves, and Teleng Ria, with its stunning ocean views, make Pacitan a paradise for beach and nature lovers (Oktafiantika et al., 2022).



Nasi Tiwul Khas Pacitan, 2025

Tourists' motivation to visit Pacitan City extends beyond its culinary delights and natural beauty. Its rich cultural heritage, such as local traditions and performing arts, adds an additional dimension to their travel experience. Furthermore, the hospitality of the local community creates a warm and welcoming atmosphere, making tourists feel at home (Oktafiantika et al., 2022).

Pacitan also continues to develop its tourism infrastructure, from accommodations to recreational facilities, to enhance visitor comfort. With its unique

combination of culinary richness, natural beauty, cultural heritage, and the warm welcome of its residents,

Pacitan is an attractive and satisfying destination for tourists seeking a comprehensive travel experience (Dhamayanti, 2021). Local cuisine can reflect the region's history and culture and can be a potential tourist attraction, provided the food served is of high quality. The food must be unique from other regions. Most tourists enjoy, or at least try, local cuisine (Adam et al., 2023; D. F. Lestari et al., 2022).



Soto pacitan, dan rujak soto Pacitan Jl. Kebon Agung Pacitan

Soto Pacitan, a soto with a distinctive clear broth and a strong spice flavor, is enriched with a sprinkling of crunchy fried peanuts. The addition of young bean sprouts provides a fresh touch, while shredded free-range chicken enhances the savory delicacy.

Culinary tourism encompasses many aspects, including the cooking and consumption of food, the storytelling behind each dish, the distinct culture behind each dish, and the unforgettable dining experience. Culinary tourism attractions include culinary festivals, traditional dishes, and restaurant atmospheres (Baltescu, 2016). Based on this, the researcher is interested in conducting a study on culinary tourism, entitled "Culinary Tourism as a Supporting Tourism Tool in Pacitan Regency, East Java."



Sego godong jati khas Pacitan, dan Soto Ayam Pacitan 2025

Research Objectives

This study aims to determine the profile of tourists visiting Pacitan Regency and to identify Pacitan's signature culinary delights, namely Tiwul Rice, which can support tourism in Pacitan Regency.

II. RESEARCH METHODOLOGY

In this study, the researchers used the interactive data analysis method developed by Miles and Huberman, which consists of three stages: data collection, data reduction, data presentation, and conclusions. This method was applied to analyze the culinary tourism potential and tourist motivations in Pacitan City (Frederick & Parappagoudar, 2021). Data collection techniques included observation, interviews, and literature review. Observations were conducted systematically at culinary tourism sites in Donorejo District, Pacitan Regency, while interviews were conducted in a structured manner using an interview guide. The literature review only included sources related to the research problem.

III. LITERATURE REVIEW

1. Culinary Tourism

Global attention to culinary as a potential commodity in the creative industry has increased in the 21st century. Since 2005, UNESCO, through its Creative Cities Network (CCN) program, has defined seven subsectors within its creative industries, including culinary/gastronomy.

Chengdu, a city in Sichuan Province, People's Republic of China, was awarded UNESCO Creative City of Gastronomy designation in 2010. Chengdu boasts a unique culinary culture, exploring local

potential and preserving and developing culture with a creative touch. Chengdu's traditional culinary heritage is distinguished by its diverse flavor combinations based on the five elements of sweet, sour, bitter, spicy, and salty. Furthermore, the city boasts rich natural resources and frequently hosts various international culinary programs and festivals, such as the International Food and Tour Festival. Chengdu's vision as a UNESCO City of Gastronomy Network is to promote traditional Sichuan cuisine to international standards and quality.

The Ministry of Tourism, Culture, and Recreation and the Wine Council of Ontario define culinary tourism as a journey that includes consuming local food from a region, primarily for the purpose of enjoying food or visiting a culinary activity. Therefore, the purpose of this study is to explore the motivating factors for tourists visiting Pacitan, including natural beauty, cultural heritage, and culinary experiences.

The definition of culinary in Indonesia's creative economy is: "The activities of preparing, processing, and serving food and beverage products that utilize elements of creativity, aesthetics, tradition, and/or local wisdom as the most important elements in enhancing the taste and value of these products, to attract purchasing power and provide an experience for consumers."

This creativity can be expressed through creative recipes, creative processing methods, and creative presentation methods. The creative process does not always have to produce something 100% new, but can be an improvement on something that already exists, thus increasing its selling value and making it more attractive in the market.

Meanwhile, aesthetics is defined as the appearance of food and beverages, arranged with attention to aesthetic elements, thus enhancing the culinary product's value and stimulating consumer appetite. An example is presenting traditional regional dishes in a more modern way.

Tradition refers to something that has been practiced for a long time and has become part of the life of a community, related to the customs of preparing and consuming food and beverages. The most fundamental aspect of tradition is the transmission of information from generation to generation, both written and oral, because without this process, a tradition can become extinct.

Local wisdom refers to the identity of a region, expressed in the truths that have been ingrained in a region. Conceptually, local wisdom and local excellence are human wisdom based on a philosophy of values, ethics, methods, and behaviors that have been traditionally institutionalized. In relation to culinary arts, local wisdom shapes the culinary character of a region, which must be promoted and introduced to the wider community.

2. Tourism Development Potential

According to the Big Indonesian Dictionary, potential is the ability to possess resources to be developed, strength, or power. Potential in the context of tourism can be defined as all resources that can be developed to support tourism, either directly or indirectly. According to Mangatas Siringoringo (2017), the tourism potential of a tourist attraction must have five elements:

- a) A favorable climate
- b) The hospitality of its residents
- c) Beautiful scenery
- d) Traditional customs
- e) Arts and culture

According to Pratiwi (2015), tourism development brings many benefits and advantages. Therefore, tourism development is directed at enhancing tourism as a leading sector capable of outperforming other economic activities, including related sectors. This will increase employment, community income, regional and state revenues, and foreign exchange earnings through the development and utilization of various tourism potentials. Tourism development is one way to make a tourist attraction attractive and attract visitors.

Several factors influence a tourist's choice and visit. Therefore, local governments and tourism managers need to make maximum efforts to optimize the destination's image and facilities to ensure consumer or visitor satisfaction. Culinary experiences featuring local Pacitan specialties, such as fresh seafood, are a significant attraction for tourists (Afifah & Zuhdi, 2022). Furthermore, efforts by the government and relevant parties to develop tourism infrastructure in Pacitan City also play a significant role. This includes road construction, accommodation facilities, and increased accessibility to tourist attractions (Al-Jundi et al., 2019). The development of facilities such as public restrooms, rest areas, and parking areas is also part of the initiative to improve tourist comfort (Ikorasaki et al., 2022).

IV. RESEARCH METHOD

The type of research conducted by the researcher is qualitative. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and

observable behavior. This approach is directed at the setting and individuals holistically. This research was conducted through direct observation, documentation, and interviews with local residents. The research data was analyzed using a SWOT analysis.

A SWOT analysis is the systematic identification of various factors to formulate a strategy. This analysis is based on logic that maximizes strengths and opportunities, while simultaneously maximizing weaknesses and threats. This is called a situational analysis. The most popular model for situational analysis is the SWOT analysis (Rangkuti, 2006: 86)

Stages in Research Data Analysis.

In data analysis, the researcher used qualitative descriptive methods to create a detailed, systematic, factual, and accurate picture of the culinary tourism potential. Primary data was obtained directly from interviews and observations, while secondary data was sourced from literature and related documents. This research also included documentation methods to collect data from archives of tourist activities and observe things that benefit tourists, including food and beverages. This study employed a SWOT analysis. A SWOT analysis compares external factors, namely opportunities and threats, with internal factors, namely strengths and weaknesses (Rangkuti, 2006: 86).

The tool used to compile development strategy factors is the SWOT matrix. This matrix can clearly illustrate how external opportunities and threats facing culinary tourism in Pacitan Regency can be aligned with its strengths and weaknesses. The SWOT analysis matrix produces four sets of possible alternative strategies. This analysis is used to identify strengths, weaknesses, opportunities, and threats or challenges.

V. RESEARCH RESULTS

1. Opportunity Analysis.

Based on interviews with informants (the Tourism Office, Youth Tourism Promoters, culinary vendors, and the community), culinary tourism in Pacitan provides an unforgettable experience for tourists. Besides enjoying delicious cuisine, tourists can also enjoy the pristine natural beauty. Culinary tourism and traditional foods in Pacitan Regency. This area, nicknamed "1001 Caves," offers numerous beautiful

and stunning tourist attractions for tourists visiting Pacitan Regency.

Tourists to Pacitan have numerous options. Entering Gong Cave, you'll be greeted by beautiful stalactite and stalagmite formations. With adequate lighting, visitors can delve deeper and explore the 256-meter-long cave passage. Gong Cave, Pacitan, is renowned for its unparalleled beauty. Each element is named according to its shape and characteristics, such as Selo Bantaran Angin, Selo Jengger, Selo Pakuan Bomo, Selo Adi Citro Buwono, and Selo Tirto Cipto Agung. Gazing up at the cave ceiling, visitors are sure to be captivated. In addition to the numerous cave attractions, there are also numerous beautiful beaches, as well as culinary delights and the unique dishes of Pacitan Regency. Pacitan culinary entrepreneurs receive training in Culinary Innovation and Hygiene from the Pacitan Regency Tourism, Culture, Youth, and Sports Office.

Pacitan culinary tourism is a journey that combines culinary delights with the natural beauty of Pacitan. Tourists will be invited to visit various eateries serving delicious Pacitan cuisine. Furthermore, they will explore Pacitan's natural beauty, such as beaches, caves, and waterfalls.

Pacitan's culinary specialties are diverse, ranging from rabbit satay, free-range chicken satay, chicken soto, pecel rice, and much more. Each culinary dish has its own distinctive taste and aroma, and is prepared with abundant spices

2. Threat Analysis

a. Restaurants in Pacitan Regency complain about the rising prices of raw materials such as meat and seafood. Meanwhile, frequent rain and storms have led to a decrease in tourists.

b. Lack of consumer interest in purchasing Tiwul Rice due to the proliferation of cafes offering ready-to-eat meals. Over time, new products have emerged, and competition from foreign products with superior taste, appearance, and quality has increased.

c. Existence of competitors with similar quality but lower prices.

3. Strength Analysis

The Head of the Tourism, Youth, and Sports Office of Pacitan Regency, East Java, T. Andi Faliandra, proactively encouraged the public to promote the region's various leading tourist attractions, including

Pacitan's signature dish, Tiwul Rice. He stated that Pacitan has a wealth of enchanting tourism potential comparable to other regions. One of Pacitan's most appealing culinary specialties is Tiwul Rice and Nasigandul, a dish of white rice with empal (braised beef), served in a savory broth.

Besides culinary delights, Pacitan Regency is also a marine tourism destination. Demographically, its location, ranging from 0 to 1,000 meters above sea level (MASL), offers significant tourism potential. While Bali is a tourism paradise, Pacitan is considered the second tourism paradise in East Java. It boasts 70 kilometers of karst-based beaches, such as Klayar Beach, and the UNESCO-recognized karst landscape in Pacitan. Pacitan boasts a beach with distinctive black sand, Ngibroboyo Beach.

The tourism office also fosters MSMEs with training to increase the capacity of culinary entrepreneurs. Culinary arts are not merely a tourism support but, rather, they can become a tourist destination. Culinary arts are unique. They can endure because once their flavors and charms are well-known, they become a lasting attraction.

In addition to its numerous beaches, Pacitan also boasts cave tourism potential, including Gong Cave, Tabuhan Cave, and various others. The diversity of local cuisine in Pacitan offers a variety of innovative and unique products, making it a draw that rivals cuisine from other regions.

4. Weakness Analysis

1. Culinary service providers have not yet utilized technology because many still sell food traditionally. (Food stalls do not accept online sales or online orders.)
2. Lack of effective promotion/marketing strategies.
3. Food preparation processes are limited and time-consuming.
4. The presence of many buskers creates discomfort.

VI. CONCLUSION AND SUGGESTIONS

1. Conclusion

Pacitan Regency can be developed as a culinary tourism destination because in addition to its unique and authentic food, it also has a rich culture, one of which is Tiwul Rice. Pacitan's traditional food is an effective approach, method, and promotional tool because it certainly has its own unique

characteristics or authenticity that distinguishes it from other tourist destinations. Pacitan's traditional food can be a target destination for tourism, in addition to nature tourism, cave tourism, and marine tourism. Pacitan independently can become a complete destination, where tourists who come can enjoy not only its abundant and very beautiful natural attractions but also can go on culinary tours by enjoying a variety of authentic culinary delights available so that it is hoped that with more mapping in terms of culinary, it can further increase the number of tourists coming to visit Pacitan district.

2. Recommendations

The government is expected to provide tourism promotion assistance to ensure continued growth in tourist visits. For researchers, the results of this study are expected to provide additional references and generate interest among culinary tourism observers, thus contributing to further research on culinary tourism.

REFERENCES

- [1] Dhamayanti, P. (2021). The Influence of Location, Promotion, and Tourism Image on the Decision to Visit Tourist Attractions in Pacitan City. Muhammadiyah University of Surakarta.
- [2] Frederick, D. P., & Parappagoudar, S. K. (2021). SWOC Analysis of Zomato-A Case of Online Food Delivery Services. *International Research Journal of Modernization in Engineering Technology and Science*, 3(3), 537–544.
- [3] Ikorasaki, F., Arwa, K., & Hrp, N. A. (2022). Rancang Bangun Aplikasi Pengenalan Masakan Nusantara Berbasis Android. *Blend Sains Jurnal Teknik*, 1(1), 48–54.
- [4] Istikomah, I., Sudirman, A. D., Iswati, I., & Pranata, E. (2023). Pengaruh Citra Destinasi, Fasilitas Wisata, terhadap Kepuasan Konsumen pada Wisata Goa Gong Pacitan.
- [5] Lestari, D. F., Purbowo, P., & Fadhli, K. (2022). Strategi Pengembangan Wisata Kuliner pada Jombang Kuliner. *Jurnal Inovasi Penelitian*, 3(2), 5047–5054.
- [6] Lestari, S., Yulita, I. K., & Prabowo, T. H. E. (2022). Pengaruh Citra Destinasi, Fasilitas Wisata terhadap Minat Berkunjung Ulang (Studi kasus Wisatawan Pantai Klayar Pacitan). *EXERO: Journal of Research in Business and Economics*, 5(1), 1–28.

- [7] Oktafiantika, W., Triono, B., & DJ, E. W. (2022). Strategi Dinas Pariwisata dalam Mempromosikan Wisata Daerah pada Masa Pasca Pandemi Covid-19 di Kabupaten Pacitan. *Jurnal Terapan Pemerintahan Minangkabau*, 2(2), 132–142.
- [8] Prasetyo, Y. A., Octavian, Y. P., & Sirait, E. D. (2022). Rancang Sistem Informasi Transaksi Berbasis Java pada Warung Makan Soto Ayam Pacitan. *Jurnal Riset Dan Aplikasi Mahasiswa Informatika (JRAMI)*, 3(04), 715–722.
- [9] Sugiyono. (2019). *Metode Penelitian*. CV Alfabeta. Sutrisno, E. (2020). Pengembangan Song Terus Sebagai Objek Wisata Edukasi PraSejarah di Pacitan. *STKIP PGRI Pacitan*.
- [10] Wicaksono, I. Y. (2018). *Aplikasi Pariwisata Berbasis Kebudayaan dan Kearifan Lokal Kabupaten Pacitan*.