



**TECHNIUM**  
**SOCIAL SCIENCES JOURNAL**

**Vol. 22, 2021**

# **A new decade for social changes**

**[www.techniumscience.com](http://www.techniumscience.com)**

ISSN 2668-7798



9 772668 779000

## Potential Gastronomy Tourist Attraction in the Area of Alun-Alun Utara Yogyakarta

**Setyo Prasiyono Nugroho**

Sekolah Tinggi Pariwisata AMPTA Yogyakarta, Indonesia  
[tiyo@ampta.ac.id](mailto:tiyo@ampta.ac.id)

**Dr. Neni Kurniawati**

Fakultas Ilmu Budaya, Universitas Dian Nuswantoro, Semarang, Indonesia  
[neni.kurniawati@dsn.dinus.ac.id](mailto:neni.kurniawati@dsn.dinus.ac.id)

**Nikasius Jonet Sinangjoyo**

Sekolah Tinggi Pariwisata AMPTA Yogyakarta, Indonesia  
[nikasius\\_jonet@ampta.ac.id](mailto:nikasius_jonet@ampta.ac.id)

**Mona Erytrea Nur Islami**

Sekolah Tinggi Pariwisata AMPTA Yogyakarta, Indonesia  
[info@ampta.ac.id](mailto:info@ampta.ac.id)

**Abstract.** Culinary tourism happens when the tourists visit a certain tourist destination and their aim is to enjoy the traditional cuisines. Gastronomy tourism, however, happens when the gastronomy is considered as the main motive behind the people who prepare and serve the food and beverages ingredients. The aim of this research is to observe the tourist attraction of gastronomy tourism in the area of Alun-alun Utara (Northern Alun-alun) of Yogyakarta. Qualitative method was applied in this research. The research techniques were interview, documentation, observation, and literature review. The data analysis technique was done by employing the data reduction, data presentation, and conclusion. The result of the research shows that there are four potencies of tourist attractions found in this area. There are: *Wedang Ronde Mbah Sulastinah*, *Angkringan Pendopo Lawas*, *Gudeg Yu Djum Wijilan*, and Prince Joyokusumo's House (*Gadri Resto*). In these places, the tourists are able to enjoy the dishes and listen to the stories behind the process of making/producing these dishes. There are also the story of their origins and how to cook/make these dishes as well. Those activities can be considered as the gastronomy tourist attractions.

**Keywords.** Tourist Attraction, Tourist Destination, Gastronomy.

### 1. Introduction

Yogyakarta is considered as one of the Indonesia's biggest cities. It is also considered as the fourth most populous city in southern area of Java Island. Special Region of Yogyakarta is one of the most well-known tourist destination. It has several potencies in tourism such as natural tourism, cultural tourism, religious tourism, and also culinary tourism which make this city

becomes the tourists' destination. Yogyakarta has many traditional dishes which can be used as one of the tourist attractions for local and international tourists. These dishes, which are closely related to cultural history of Yogyakarta, make the tourist interested to try the dishes, snacks, and traditional beverages in Yogyakarta.

This city, which is considered as the city of *Gudeg*, has offered traditional dishes which only can be found in Yogyakarta such as the *Gudeg* itself as the icon of the city. There are a lot of domestic and international tourists who visit this city to enjoy these dishes. Supported by Indonesian society who has been aware about the needs of travelling, it makes Yogyakarta gets a lot of traffic jams when the holiday is coming. Even on the weekend, this City of *Gudeg* is very crowded by the outsiders' vehicle.

*Alun-alun Utara* Yogyakarta is an icon of tourist destination for both local and international visitors. It has become a public space which can be used by everyone. In this place, there are a lot of street vendors which are available from morning to evening. At certain times, there are also several events held in *Alun-alun Utara*, such as *Sekaten*, *Grebeg Maulud*, and other sacred ceremonies. Other events which are usually held in this place are cultural and art performances, music concerts, fairs, and etc. Moreover, there are a lot of the tourists or visitors who spend their times by enjoying the culinary products which can be found in the area of *Alun-alun Utara*, such as *Gudeg Wijilan*, *wedang ronde*, *angkringan*, and Sultan's most favorite dishes at Prince Joyokusumo's House (*Gadri Resto*).

Gastronomy is considered as some people's reasons to prepare and to encourage the needs of foods and beverages. These people include the farmer, cultivator, fisherman, hunters, cooks, and etc. Riski in [9] said gastronomy is a guideline of several ways which include everything about foods and beverages. Gastronomy or culinary art is an art or discipline of good eating. It is related to the description of culture, history, and atmosphere of the environment about where, when, why, and how. Gastronomy itself is a study which talks about the process of collecting, preparing, until serving the dish. This process can be considered as the practical manifestation of a culture and discussion about the dishes of a certain area which cannot be separated from the culture of this area itself. Therefore, there are a lot of people who still try to preserve the traditional dishes as the tourist attraction so that they come to visit their city especially Yogyakarta.

In this research, the writer is going to analyze the Potential Gastronomy Tourist Attraction in *Alun-alun Utara* (Northern Alun-alun) Yogyakarta. The aim of the research is to observe the gastronomy tourist attraction in the area of *Alun-alun Utara* Yogyakarta.

## **2. Literature Review**

### *1.1. The Concept of Attraction and Tourist Attraction*

The definition of Tourist Attraction based on The Constitution of the Republic of Indonesia No. 10 of 2009 about Tourism Chapter I, Article 5 explained in [13], "Tourist Attraction" is everything which has uniqueness, beauty, and values in the form of the diversity of natural resources, culture, and man-made products which become the target or the destination of the tourists. Tourist attraction is "any potencies which are considered as the magnet of the tourist visit to a certain tourism destination" [16]. Meanwhile, based on Ismayati in [8], tourist attraction is the main stimulus which motivates the tourists to visit a certain place. For example when they visit an amusement park such as Dufan to enjoy the rides or when they visit a waterfall to enjoy the fresh air. Tourist attraction can be the focus of orientation of integrated tourism development.

Tourist attraction must have four components, such as: 1) Attraction, 2) Accessibilities, 3) Amenities, and 4) Ancillary Services [1]. Tourist attraction based on Yoeti in [12] is

everything which makes the tourists interested to visit a tourist destination such as 1) Natural attraction, 2) Cultural attraction, 3) Social attractions, and 4) Built attraction.

Tourist attraction is closely related towards four things such as: uniqueness, originality, authenticity, and diversity [4]. Uniqueness is considered as the combination of the scarcity and peculiarity of the tourist attraction itself. Originality is a reflection of the genuineness. It refers to how far a product is not contaminated or not adopting another value which different with its original values. Authenticity also refers to the originality. The difference between these two terms is authenticity is often related to the cultural beauty or exoticism as a tourist attraction.

### *1.2. The Concept of Gastronomy*

Gastronomy is an art or the study of good eating. It is also explained that gastronomy is considered as everything related with the pleasure given by dishes and beverages [8]. Brillant-Savarin's opinion quoted by [3], said that there are three main things about gastronomy. They are: 1) gastronomy tourism is a method to do the cultural preservation through the preservation of food done by human, 2) the objective of it is to give guidance, based on a certain principles, to all of the people who look for, serve, or prepare the dishes, 3) gastronomy tourism gives an economic power for the farmer, breeder, fisherman, and other industries related to food serving services.

Based on Antón Clave and Knafo in [3], the characteristics of gastronomy tourism are: 1) Gastronomy as an element of globalization indicator: especially the affirmation of the competition of every areas in the world. 2) The tourists play the important roles of the gastronomy tourism evolution, 3) Tourism as the revealer of the regional or local gastronomy potencies and as a contributor in developing or renewing the national or subnational identity, 4) Gastronomy tourism as a tool in introducing the culinary products as a cultural product, 5) Gastronomy tourism evolution offers the tourism establishment, 6) Gastronomy as a constructive element in describing a tourist destination, 7) Gastronomy as a destination of a trip, 8) Gastronomy as an element of heritage with tourism dimension.

Based on the explanation above, it can be concluded that gastronomy includes the study of culture and history which become the identity of a certain area. Gastronomy corridor generally emphasizes on four elements, such as [6]:

1. History: it explains the origin of the ingredients, how and where they are cultivated.
2. Culture: it includes the factor which influences the people to consume the dishes.
3. Geographical landscape: it is about the natural factors (nature and ethnicity which influence the people to cook the dishes).
4. Cooking method: it is about the method in general. It is not about the techniques of cooking because a gastronom does not have to be able to cook.

Those four elements are considered as tangible elements which are always used as the benchmarks of Western people in discussing gastronomy.

### *1.3. The Concept of Tourism Products*

Tourism products are the sequence of several services which are intercorrelated one to another. The services which are served by many factories (economical aspects), people services (social aspects), and natural services. Essentially, the definition of tourism product is the whole services which are obtained, felt, and enjoyed by tourists ever since they leave their houses to the selected tourist destination and then go back to their houses again. [11]

Tourism products, as the bargainer products in tourism marketing, have three elements, which are: [10]

1. Attraction, everything which has the ability to attract the tourism activities. It can be in the form of nature, culture, or other special interests.

2. Amenities, related to the facilities which help the tourist in enjoying their vacation activities. It can be in the form of lodging, food and beverages, and services.
3. Accessibility, the tourists' conveniences in accessing the tourist destinations.

#### 1.4. The Concept of Travel Motivation

Basically, a person who travels to a certain tourism destination is motivated by several things. They are classified into four groups, such as: [5]

1. Physiological motivation is the motivations which have physical forms, such as: relaxation, sanity, conveniences, participation in sports activities, etc.
2. Cultural motivation is an interest to know about the culture, custom, traditions, and the arts of other regions.
3. Social or interpersonal motivation is a kind of motivation which has social quality such as to visit friends, family, colleague, or do any activities which are able to give prestige towards someone, pilgrimage trip, or an escape from boring situations, etc.
4. Fantasy motivation is a motivation which leads someone to imagine that in another area/region, he/she will be able to free from his/her daily routines and it gives him/her a psychological satisfaction. There are several factors which make a tourist travels, such as: physiological needs, safety, social, prestige, and self-actualization. Meanwhile Jackson in [10] observes the important factor of deciding the tourism demand or the motivation to travel observed from the component of the tourists' hometown are: population size, financial means, leisure time, transportation systems, and the current tourism marketing systems.

### 3. Research Methods

This research will use the qualitative method in which it allows this research to describe the result of the observations and interview with the owners of the food/beverage stands in the area of *Alun-Alun Utara* Yogyakarta, gastronomy experts/historian, and also the tourists themselves. The source of the primary data in this research are the businessmen who are directly involved in the research. Meanwhile, the secondary data are taken from the literature reviews. The data collection techniques are done by doing interview, observations, documentations, and literature review [14]. The population of the research is the owners of food stands in the area of *Alun-alun Utara* Yogyakarta. The purposive sampling method is employed since there are so many stands in this area. Therefore, the researcher compiles the criteria based on the aim of the research. The data are determined by several criteria as follows: 1) The owner of the stands allow the tourist to see the process of making the dishes/beverages, 2) the owners or the cooks tell the tourist about the process they are doing, 3) the owners tell the tourist a story about the origin of the dishes. In this research, the researcher uses several samples, such as *Angkringan Pendopo Lawas*, *Wedang Ronde Mbah Sulastinah*, *Gudeg Yu Djum Wijilan* and Prince Joyokusumo's House (*Gadri Resto*). Operational variables in this research are determined by employing Brillat-Savarin theory in [3] which can be seen in the following table:

**Table 1.** The Operational Variables of the Research

No.	Operational Variables
1.	Gastronomy as the indicator element of the globalisation especially about the affirmation of the competition of every areas in the world
2.	The tourists play the important roles of the gastronomy tourism evolution
3.	Tourism as the revealer of the ragional or local gastronomy potencies and as a contributor in developing or renewing the national or subnational identity



4. Gastronomy tourism evolution offers the tourism establishment,
5. Gastronomy tourism as a tool in introducing the culinary products as a cultural product
6. Gastronomy as a constructive element in describing a tourist destination
7. Gastronomy as a destination of a trip
8. Gastronomy as an element of heritage with tourism dimension.

Source: Brillat-Savarin in [3]

## 4. Result And Discussion

### 4.1 Result

After doing the observation and interview process in several restaurants, food stands, and *angkringan* which have the potential as the gastronomy tourism destinations in *Alun-alun Utara* Yogyakarta, there are four interview activities done with four interviewees including restaurant/food stand owners, *angkringan* owner, gastronomy experts/historian, and the tourists. The chosen places are *Wedang Ronde* Mbah Sulastinah, *Gudeg* Yu Djum Wijilan, *Angkringan Pendopo Lawas* and Prince Joyokusumo's House (*Gadri Resto*). These kinds of culinary tourism destinations have their own histories which have been last until today. The visitors are able to observe and see the process of making the dishes and the beverages at those places while listening to the cooks/the owners telling the stories about the culinary products they are serving.

4.1.1 *Wedang Ronde* Mbah Sulastinah is located on a corner of the *Alun-alun Utara* Yogyakarta on the eastern side of *Alun-alun Utara* Yogyakarta. This place is very well-known because of its comfortable atmosphere and it is located directly on the face of the eastern side of the *Alun-alun Utara* Yogyakarta. This place was established on 1985. Even though it was established many years ago, the taste of the *wedang ronde* remains the same. The taste consistency happens because Mbah Sulastinah is still making and serving the ingredients by herself, starting from preparing ingredients such as glutinous rice flour, ginger water, *kolang-kaling* and others.



**Picture 1.** Mbah Sulastinah  
(Photo: Setyo, 2021)



**Picture 2.** *Wedang Ronde* (Right)  
(Photo: Setyo, 2021)

4.1.2 *Gudeg* Yu Djum Wijilan is an icon of *gudeg* in Yogyakarta. Its sweet taste makes *Gudeg* Yu Djum as a unique dishes in Yogyakarta. *Gudeg* Yu Djum is located in Wijilan as a branch of *Gudeg Mbarek*. This place is considered as the place where *gudeg* is produced while Wijilan is considered as the place where people sell *gudeg*. *Gudeg* Yu Djum was established since 1985. Even though right now it is handled by Yu Djum, the nick name of Djuwariah, but the taste of the *gudeg* is still the same. In fact, Mr. Pantja, a gastronomy expert and historian from *BPNB* (*Badan Pelestarian Nilai Budaya*) and the writer of "*serat centini*", said that *gudeg* has been

established since 1600s. He said that when Raden Mas Cebolang traveled and stopped at Pangeran's Tembayat cottage, there was a visitor named Ki Anom. As the banquet, Pangeran Tembayat served *gudeg*.



**Picture 3.** *Gudeg Yu Djum Wijilan*  
(Photo: Setyo, 2021)



**Picture 4.** *Complete Menu of Gudeg*  
(Photo: Setyo, 2021)

4.1.3 *Angkringan Pendowo Lawas* is a kind of food stands which has the concept of outdoor restaurant and it served the menu of *angkringan*. This stand is very crowded because there are a lot of visitors especially the youngsters who want to eat or just to hang out with their friends. *Angkringan Pendopo Lawas* is not like a usual *angkringan* which has carts in serving the food. *Angkringan Pedopo Lawas* is located on the eastern side of *Alun-alun Utara* Yogyakarta. This place is very well-known because of its comfortable atmosphere and it is located directly on the face of the eastern side of the *Alun-alun Utara* Yogyakarta. *Pendopo Lawas* also offers the chairs, tables, and decorations arrangement which make this place suitable to enjoy the beauty of Yogyakarta City. There are a lot of dishes and beverages offered to the visitors, such as *nasi kucing*, quail egg satay, chicken intestine satay, gizzard and heart satay, and many more. From the interview, it can be observed that Indonesian sixth president Susilo Bambang Yudhoyono and Mrs. Ani Yudhoyono had visited this place as well.



**Picture 5.** *Angkringan Pendopo*  
(Photo: Setyo, 2021)



**Picture 6.** *Pendopo Lawas Angkringan Menu*  
(Photo: Setyo, 2021)

4.1.4 Prince Joyokusumo's House, known as *Gadri Resto*, is not only a house but also a restaurant and a museum managed by the Late GBPH Joyokusumo's wife named BRAY Nuraida Joyokusumo, and their children as well. Moreover, *Gadri Resto* is used as the dinning place and museum which have many historical things of Sri Sultan Hamengkubuwono VII to IX. *Gadri Resto* was established on 1984 and it is located on Rotowijayan Street, Keraton,

Yogyakarta, or at the west side of the main entrance to Yogyakarta Palace (*Keraton Yogyakarta*). Gadri Resto also serves Keraton Yogyakarta dishes which are the favourite of Sri Sultan Hamengkubuwono VII to IX of Yogyakarta. There are *nasi blawong*, *sego gurih*, *pandekuk*, *manuk enom*, *gajah ndekem*, *prawan kenes*, etc. The visitors are also able to listen to the waiters or even the owner of the restaurant while they are telling about the origin of the dishes names which have been ordered by the visitors. They can also be the visitors' tour guide in enjoying the beauty of the museum in Prince Joyokusumo's House.



**Picture 7.** Gadri Resto.

(Photo: Setyo, 2021)



**Picture 8.** One of Sultan's Favorite Dish "*Nasi Blawong*"

(Photo: Setyo, 2021)

#### 4.2 Discussions

From the culinary places mentioned above and based on the result of the observations and interview processes, it can be considered that these places are potential to be the gastronomy tourism destination. The mapping based on the operational variable can be observed on the table below:

**Table 2.** Result of the Research

No.	Operational Variable	Wedang Ronde Mbah Sulastinah	Gudeg Yu Djum Wijilan	Angkringan Pendopo Lawas	Prince Joyokusumo's House (Gadri Resto)
1.	Gastronomy as an element of globalization indicator: especially the affirmation of the competition of every areas in the world.	V	V	V	V
2.	The tourists play the important	V	V	V	V



	roles of the gastronomy tourism evolution					
3.	Tourism as the revealer of the ragional or local gastronomy potencies and as a contributor in developing or renewing the national or subnational identity	V	V	V	V	
4.	Gastronomy tourism as a tool in introducing the culinary products as a cultural product	V	V	V	V	
5.	Gastronomy tourism evolution offers the tourism establishment	V	V	V	V	
6.	Gastronomy as a constructive element in describing a tourist destination	V	V	V	V	
7.	Gastronomy as a destination of a trip	V	V	V	V	
8.	Gastronomy as an element of heritage with tourism dimension	V	V	V	V	

Source: Field Documentations, 2021

The first variable is gastronomy as an element of globalization indicator: especially the affirmation of the competition of every areas in the world. It can be said that, *Wedang Ronde Mbah Sulastinah*, *Gudeg Yu Djum Wijilan*, *Angkringan Pendopo Lawas*, and Prince Joyokusumo's House (*Gadri Resto*) are able to fulfill the aspect of this variable. It is because these four culinary tourism destinations have been famous since many years ago but the taste of the dishes and the beverages are still the same. Moreover, even until now these places have been visited by the many visitors and tourists. The locations of these places are also around the main destinations in Yogyakarta such as Malioboro, Yogyakarta Palace, Sono Budoyo

Museum, and Train Museum. They are all located at the center of Yogyakarta City and they have very precious historical values.

The second variable is the tourists play the important roles of the gastronomy tourism evolution. This indicator observes how these four culinary tourism destinations are well established. It can be seen that at first these places are used as the usual restaurants and food stands. However, nowadays they are well-known as one of gastronomy tourism destinations in Yogyakarta. In these places, the tourists are not only able to enjoy the dishes but they are also able to observe more about the dishes and to increase their knowledge about the dishes.

The next variable is tourism as the revealer of the regional or local gastronomy potencies and as a contributor in developing or renewing the national or subnational identity. This indicator is supported by the Government especially the Tourism Ministry of the Republic of Indonesia which is very supporting the existence of Indonesian gastronomy tourism potencies especially those which are well established in Yogyakarta.

The fourth variable is gastronomy tourism as a tool in introducing the culinary products as a cultural product. One kind of well-established cultural tourism is culinary tourism. *Wedang Ronde* Mbah Sulastinah, *Gudeg Yu Djum Wijilan*, *Angkringan Pendopo Lawas*, and Prince Joyokusumo's House (*Gadri Resto*) are the culinary tourism destinations which reflect the culture. These places are included as the part of the history when Indonesia was colonized by the Netherlands in 16<sup>th</sup> century.

The next variable is gastronomy tourism evolution offers the tourism establishment. As what has been mentioned before, the places which are located in the area of *Alun-alun Utara* Yogyakarta and suitable to be the research data are *Wedang Ronde* Mbah Sulastinah, *Gudeg Yu Djum Wijilan*, *Angkringan Pendopo Lawas*, and Prince Joyokusumo's House (*Gadri Resto*). These culinary places are able to become gastronomy tourism destination because they have several aspects including how they offer the storytelling method in telling about the origin of the dishes and how they make the dishes.

The sixth element is gastronomy as a constructive element in describing a tourist destination. In this element, it can be said that at first, *Alun-alun Utara* Yogyakarta was used as the destination of historical, cultural, and culinary tourism. Therefore, it was expected that these culinary tourism destinations may become the gastronomy tourism destination by giving the tourists knowledge about the dishes. Thus, this constructive element is very important to establish a good image of a certain tourism destination.

The next element is gastronomy as a destination of a trip. It can be seen how the owners and the sellers are able to offer their dishes and beverages by applying the storytelling method in telling the visitors about the origin of the dishes' names, the process in making these dishes, and how they get the ingredients to make the dishes. It is very potential to make the culinary tourism destination in the area of *Alun-alun Utara* Yogyakarta to be the gastronomy tourism destination.

The last but not least element is gastronomy as an element of heritage with tourism dimension. As what has been explained before, these culinary tourism destinations are the results of the human intellectual during the Netherlands' colonialism era in 16<sup>th</sup> century. Therefore, it can be considered that these places are the heritage of Indonesia especially Yogyakarta which should always be preserved. It can be done by establishing the dishes in the international culinary exhibition or traditional food festivals. Thus, these culinary destinations will always be the tourists destination.

## 5. Conclusion

The area of *Alun-alun Utara* Yogyakarta has the potential to become the gastronomy tourism destination. There are four potential places, such as: *Wedang Ronde* Mbah Sulastinah, *Gudeg Wijilan Yu Djum*, *Angkringan Pendopo Lawas*, and Prince Joyokusumo's House (*Gadri Resto*). It becomes the advantages of the tourism in Yogyakarta.

Prince Joyokusumo's House (*Gadri Resto*) is well prepared culinary tourism destination which is ready to become the gastronomy tourism destination. It can be seen from its unique and antique building, the interviewees who have very understood about the stories they are telling, museum, and the most favorite food of the King of Yogyakarta.

## References

- [1] ARDY, N., & YULIHASRI, Y: Strategi Pengembangan Atraksi Pengolahan Rendang (Marandang) Sebagai Daya Tarik Wisata Gastronomi Di Kampung Rendang Kota Payakumbuh. *Jurnal Ekonomi*, **23** (2), 134-154 (2020)
- [2] BAIQUNI, M., HARMAYANI, E., & WIDYANINGSIH, Y. A: Potensi Makanan Tradisional Kue Kolombeng Sebagai Daya Tarik Wisata Di Daerah Istimewa Yogyakarta. *Home Economics Journal*, **2** (2), 40-47 (2018)
- [3] BHUDIARTY, S: Analisis Potensi Daya Tarik Wisata Gastronomi Di Kawasan Petak Sembilan Glodok, Jakarta Barat. *Jurnal Industri Pariwisata*, **1** (2), 106-113 (2019)
- [4] DAMANIK, JANANTON DAN HELMUT F. WEBER: *Perencanaan Ekowisata*. ISBN 979-763-550, Yogyakarta: CV Andi Offset, 2006.
- [5] JAYADI, E. K., MAHADEWI, N. P. E., & MANANDA, I. G. S: Karakteristik Dan Motivasi Wisatawan Berkunjung Ke Pantai Green Bowl, Ungasan, Kuta Selatan, Bali. *Jurnal Analisis Pariwisata*, **17** (2), 74 (2017)
- [6] KETAREN, INDRA: *Gastronomi Upaboga Indonesia*. Jakarta: IGA Press, 2017.
- [7] MARETH, A., & TURGARINI, D. Tourists' Perception on Gastronomic Heritage Restaurant as a Tourist Attraction in The Sukabumi, Indonesia. In 3rd International Seminar on Tourism (ISOT 2018), Atlantis Press, June, 2019, 82-86.
- [8] NINGSIH, C., & TURGARINI, D: Pelestarian dan Pengembangan Kampung Nikmat Cigugurgirang sebagai Destinasi Wisata Warisan Budaya Gastronomi Sunda. *Tourism Scientific Journal*, **5** (2), 265-275 (2020).
- [9] NUGROHO, S. P: *Gastronomi Makanan Khas Keraton Yogyakarta Sebagai Upaya Pengembangan Wisata Kuliner*. *Jurnal Pariwisata*, e-ISSN 2528-2220, **7** (1), 52-62 (2020)
- [10] PITANA DAN GAYATRI. 2005. *Sosiologi Pariwisata*. Yogyakarta: Andi
- [11] PRIYANTO, SABDA E., AND NOVI IRAWATI: Makna Filosofi MASANGIN sebagai Tradisi Ritual Budaya di Alun- Alun Selatan Yogyakarta. Seminar Nasional tentang Penerjemahan, Linguistik Terapan, Susastra, dan Ilmu Budaya 2018, Universitas Dian Nuswantoro, November 2018, 1-10.
- [12] SYARIFUDDIN, D., NOOR, C. M., & ROHENDI, A: Memaknai Kuliner Lokal Sebagai Daya Tarik Wisata Kota Bandung. *Jurnal Abdimas BSI: Jurnal Pengabdian Kepada Masyarakat*, **1** (1). (2018).
- [13] SUFA, S. A., SUBIAKTO, H., OCTAVIANTI, M., & KUSUMA, E. A: Wisata Gastronomi Sebagai Daya Tarik Pengembangan Potensi Daerah Kabupaten Sidoarjo. *Mediakom: Jurnal Ilmu Komunikasi*, **4** (1), 75-86 (2020)
- [14] SUGIYONO: *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. ISBN 979-8433-64-0, Bandung, Alfabeta, 2018.

- [15] UNDANG-UNDANG REPUBLIK INDONESIA NO.10 TAHUN 2009 TENTANG KEPARIWISATAAN.
- [16] ZAENURI, MUCHAMAD: Perencanaan Strategis Kepariwisata Daerah: Konsep dan Aplikasi. ISBN 978-602-19897-0-8, Yogyakarta: e-Gov Publishing, 2012.