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**Local Gastronomic Analysis as an Effort to Positioning Madura Tourist Destinations
(Songkem Duck Culinary Case Study)
Analisis Gastronomi Lokal sebagai Upaya Memposisikan Destinasi Wisata Madura
(Studi Kasus Kuliner Bebek Songkem Madura)**

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Abstract

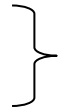
Local gastronomy is one of the tourist attractions that can be the positioning of a destination. The objectives of this study are (1) Identifying the philosophy and social values of the community contained in songkem duck cuisine in Madura; (2) Exploring the realization of the philosophical and social values of the community in Madura duck dishes; (3) Analyze the potential of locality as an indicator of determining the positioning of tourist destinations in Madura. This research uses a qualitative approach with a case study method. The informant selection technique is carried out using snowball sampling, which is a technique of taking informants with a small initial number and gradually becoming many as needed. The data analysis technique used is a triangulation technique by double-checking with informants. The results showed that based on its history, songkem duck was the food of the Madurese people which was served as a form of respect for kyai as a central figure in the Madura social system. Local values contained in songkem duck cuisine are reflected in local gastronomic attractions, including raw materials, processing, distinctive culinary taste, food presentation and shown by ethics, manners and friendly service to guests. Songkem duck dish has authentic, iconic, unique and distinctive characteristics with the locality of the local community being a competitive advantage to become the positioning of Madura tourist destinations. This culinary quality needs to be improved through gastronomic tourism attractions with the support of the government and all stakeholders.

Keywords: *Local Gastronomy; Madura Tourism ; Positioning; songkem duck;*

Abstrak

Gastronomi lokal menjadi salah satu daya tarik wisata yang dapat menjadi positioning suatu destinasi. Tujuan penelitian ini adalah (1) Mengidentifikasi filosofi dan nilai sosial masyarakat yang terkandung dalam masakan bebek songkem di Madura; (2) Menggali realisasi nilai filosofis dan sosial masyarakat dalam sajian bebek Madura; (3) Menganalisis potensi lokalitas sebagai indikator penentuan positioning destinasi wisata di Madura. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pemilihan informan dilakukan dengan menggunakan snowball sampling yaitu teknik pengambilan informan dengan jumlah awal yang kecil dan bertahap menjadi banyak sesuai kebutuhan. Teknik analisis data yang digunakan adalah teknik triangulasi dengan mengecek kembali dengan informan. Hasil penelitian menunjukkan bahwa berdasarkan sejarahnya bebek songkem merupakan makanan masyarakat Madura yang dihidangkan sebagai bentuk penghormatan terhadap kyai sebagai tokoh sentral dalam system sosial kemasyarakatan madura. Nilai-nilai lokal yang terkandung dalam masakan bebek songkem tercermin dari atraksi gastronomi lokal, antara lain bahan baku, pengolahan, cita rasa masakan yang khas, penyajian makanan serta ditunjukkan dengan etika, tata krama dan pelayanan yang ramah kepada tamu. Sajian bebek songkem memiliki ciri yang otentik, ikonik, unik dan khas dengan lokalitas masyarakat setempat menjadi keunggulan kompetitif untuk menjadi positioning destinasi wisata Madura. Kualitas kuliner ini perlu ditingkatkan melalui atraksi wisata gastronomi dengan dukungan pemerintah dan seluruh pemangku kepentingan.

Kata Kunci: *bebek songkem; gastronomi lokal, positioning; wisata Madura*



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Pendahuluan

Today, the development of the tourism industry is racing with the era of globalization which is seen as bringing many negative impacts. According to Buhalis (Buhalis, 2005) The development of tourism has supported and accelerated the process of globalization. Nalayani (Hari Nalayani, 2016) also shows that the massive and uncontrolled development of tourism has caused environmental degradation and resulted in socio-cultural losses for local communities. Moreover, Wells et al. (Wells et al., 2001) states that globalization seriously threatens the culture, environment, health, safety and employment opportunities as well as wages of local people in tourist destinations. This has an impact on the development of tourism in the era of globalization. According to Utami (Utami & Kafabih, 2021) this can perpetuate the development of mass tourism which has a negative impact on socio-economic, cultural and environmental aspects.

Mooiji (de Mooij, 2004) It also states that the advancement of communication technology that very easily and quickly spread and popularized Western and other cultures to the world has resulted in the tastes and consumption patterns of tourists becoming centralized (converging) and they have also united the fashion, food, entertainment, and lifestyle of people around the world. This can be a very big threat to the socio-cultural and traditional continuity of local communities in a tourism area.

In response to this phenomenon, the emergence of negative impacts from the development of the tourism industry, demands more responsible development and encourages tourism development to continue to be developed with a holistic approach, emphasizing the balance of all aspects of life and sources of livelihood. in the regions to achieve the Sustainable Development Goals. The concept of sustainable tourism is also a solution in ensuring the availability of resources in the field of tourism and being more responsible for aspects of its development. The

socio-cultural aspect of the local community is one aspect that must be considered and protected and ensured its sustainability in the field of tourism

On the other hand, tourists do not expect cultural generalizations to lifestyle as suggested by Mooij (de Mooij, 2004). Andereck (Andereck, 2009; Reichel et al., 2008) mentioned that there has been a change in the behavior of tourists who now have a tendency to visit and like adventure activities that give impressions and experiences and are oriented towards the protection or preservation of nature and culture.

This change in behavior must be realized by tourism industry players and used as a new market segmentation. In addition, strengthening the concept and implementation of sustainable tourism and conservation-minded is a principle in sustainable tourism (Radzi et al., 2016) that indicates the locality of an area or tourist destination (Saufi et al., 2021).

Pramono (Pramono, 2008) describing locality as a sense of community sentiment is the emotional connection of a community or society with the area in which they live. On the other hand, locality as a region where communities act and behave independently to support local culture. So that it is closely related to local wisdom, a cultural identity that is interpreted as the identity and personality of an area. This shows that the culture and traditions of the community are very authentic and build an image of the environment that distinguishes it from other regions (Ayatrohaedi, 1986)

The existence of community culture and traditions as a distinguishing element in an area shown in the behavior and lifestyle of the local community is a great opportunity to be developed as a tourist attraction. Amira (Amira, 2010) explain the best way to capture opportunities and create differentiation of travel products is through a local perspective or by supporting product localization. Hall (C. Hall, 2003) also explained that the differentiation of tourist products is based on the uniqueness and distinctiveness of a place, no longer on low-value products that have many similarities. This will certainly affect the way tourists view in the global era to be able to see and appreciate the diversity of local cultures and traditions in an area (Andereck, 2009). This context leads to tourist attraction in the cultural tourism sector which encourages the emergence of tourist villages or tourist villages that prioritize local wisdom This context leads to tourist attraction in the cultural tourism sector which encourages the emergence of tourist villages or tourist villages that prioritize local wisdom (Athar et al., 2020)

The uniqueness of community culture has been realized and contained in the way of life of the community in its environment, traditions and culture, snacks, buildings, art, games and philosophical values in community life and so on. Dursteler (Dursteler, 2014) states that food is the main benchmark by which travelers assess differences in tourist destinations. Maulida (Maulida, 2021) added that food is an important component as an attraction and as an image of a destination. The same thing was expressed by Hall (C. M. Hall & Sharples, 2003) That the motive of tourists in choosing a tourist destination that provides a tourist experience in an area that has different gastronomic expertise, the purpose is for recreation which includes primary and secondary visits to food producers, gastronomic events, rural markets, culinary events, and in general activities related to food and beverages. Such tourist attractions are defined as local gastronomic tourism (Smith & Xiao, 2008)

Sims (Sims, 2009) states that consumer demands for local food or traditional food are understood to be related to the search for authenticity. The authenticity of the food shows the authenticity of the taste of local food, the symbol of the place and the image of the local culture. Authenticity is one of the most important aspects of gastronomic tourism. Zhang (T. Zhang et al., 2019) added that culinary experiences describe cultural phenomena related to chefs, restaurants,

recipes, and cuisines that allow visitors to integrate local culture and spirit. Authenticity is seen as an expression of cultural appeal, local food reveals traditions, legends, stories and symbols, which in turn associate local cuisine with authenticity. And the elements to determine the authenticity of this gastronomic product include (1) raw materials, (2) cooking process, (3) taste, (4) presentation, (5) ethics and manners, (6) history, philosophy, community traditions, (7) knowledge / understanding of nutrition, (8) uniqueness of food, and (9) Learning experience (Pullphothong & Sopha, 2013).

The authenticity of traditional food must also be able to give the impression of distinctiveness or uniqueness of a culture in a tourist destination. It shows the interconnectedness of differentiation through the authenticity of local food for competitive advantage and gaining market position. Positioning is a marketing management strategy that uses information to create an impression on products according to the wishes of the target market or its own market (Swastha, 2005). The positioning of a product becomes very important because consumers will always compare between similar products. With a clear positioning, a destination will make it easier for tourists to remember the name of the destination, besides that it will also make it easier for authorities in this case the government to develop, manage and promote the destination (Trout, n.d.).

In Ellis's research (Ellis et al., 2018) It is stated that the subject of culinary tourism or the close relationship between culinary and tourism has been a concern and area of tourism research for the past three decades and is believed to be able to play an indispensable role by preserving traditional culture, attracting tourists, and supporting the regional economy. This is certainly a great opportunity for the development of tourism products in tourist villages.

Sustainable Tourism and Gastronomy

Sustainable tourism highlights socio-cultural and environmental preservation, a high level of community engagement and plans taking into account current and future uses (Liu, 2003). Then it is expected to make a full contribution to the economic stability of the community or destination community in the tourist destination. This shows that sustainable tourism has the fundamental goal of obtaining economic benefits by using, utilizing the cultural and environmental richness of the destination. (Amira, 2010; Sharpley, 2018). The main goal of sustainable tourism is to achieve a balance between the needs of local communities and a tourism environment that meets the needs of tourists. Efforts to achieve these goals through holistic integration of economic, socio-cultural and environmental aspects. The socio-economic aspect focuses on the economic growth of the local community. Environmental aspects include conservation and protection of resources. A grassroots approach through strong community engagement is a very important and actionable engine. This is in accordance with the sustainable principle put forward by Sulistyadi et al (Sulistyadi et al., n.d.) namely: Community Based Tourism; Conservation-oriented; and Carrying Capacity.

The uniqueness of community culture has been manifested and contained in the way of life of the community in its environment, traditions and culture, hawker food, buildings, art, games and philosophical values in social life and so on (Athar et al., 2020). Dursteler (Dursteler, 2014) stated that in the development of tourism, food is the main benchmark used by tourists to assess differences or distinguish tourist destinations. Maulida (Maulida, 2021) added that food is an important component as an attraction and as an image of a destination. For this reason, one aspect that can be considered in the development of sustainable tourism is the importance of local

gastronomy. Local gastronomy has become an important resource and is now a cultural heritage (Gastronomical Heritage). This makes Local Gastronomy the key to assessing cultural heritage destinations, providing unique tourist attraction for tourists.(Bjorg, 2010).

Gastronomy is a holiday trip that is carried out to gain experience about food and drink in a tourist destination (Medlik, 2003). In addition, gastronomy is the main motive for choosing tourist destinations. Gastronomic tourism is a travel experience in an area that has different cooking skills and aims for recreation that includes primary and secondary visits to food producers, gastronomic events, rural markets, culinary events and in general related to food and drink. Gastronomic tourism activities refer to the travels of tourists to experience, learn, appreciate and enjoy local gastronomic products (Pavlidis & Markantonatou, 2020).

Pullphotong and Sopha (Pullphothong & Sopha, 2013) suggests that Gastronomy can be said to be an art and science that studies food which is influenced by nine factors, namely: (1) Raw materials, (2) Cooking process, (3) Taste, (4) Presentation, (5) Ethics and manners, (6) History, philosophy, traditions of society, (7) Knowledge / understanding of nutrition, (8) Uniqueness of food, (9) Learning experience.

Gastronomic tourism has become one of the fundamental elements in the selection of tourist destinations and this tour is a new model in tourism that can be a potential tourist activity that can attract tourists. This is because gastronomy is closely related to cultural tourism that views food as a manifestation of the cultural traditions of the people in tourist destinations. And it is touted as the main motive of tourists determining tourist destinations. Gastronomy refers to the experience of seeking and exploring new flavors and using food as a means to get to know different cultures, traditions and lifestyles. Gastronomy offers the uniqueness of originality and authentic cuisine of a place or tourist destination (Pavlidis & Markantonatou, 2020).

Traditional Food Entity and Destination Positioning

Consumer demands for local food or traditional food are understood as a link in the search for originality. Food authenticity is the authenticity of local food, a symbol of the place and a kind of picture of the local culture. Authenticity is one of the most important aspects for gastronomic tourism. Culinary experiences describe cultural phenomena related to chefs, restaurants, recipes, and cuisines that allow visitors to integrate local culture and spirit. The authenticity of the way of cooking and the uniqueness of the way of eating are the main motivations of gastronomic tourists (Sims, 2009; K. Zhang et al., 2019)

Wang (Quan & Wang, 2004) " into four main streams, namely: (1) Objectivism, emphasizing the authenticity of objects visited by tourists; (2) Constructivism, is the result of social construction of objective things. It is the authenticity projected by a tourist or travel producer on a target according to his imagination goals, expectations, preferences, beliefs, and abilities. Therefore, the same object will form different authentic experiences, and the authenticity of an object is its symbolic authenticity; (3) Postmodernism, describing the nature of culture that is always creating new content; and (4) Existentialism. Emphasizes the subjective experience of tourists from the authenticity of the attraction. That is, the authenticity of existence refers to the potential state of life that needs to be activated by tourism activities. And in the context of traditional food is a reflection of the beauty of constructivism. Sims (Sims, 2009) added that the concept of existential authenticity in constructive authenticity is related to the formation of the identity of service providers or tourist destinations including food and beverages.

Bessiere (Bessiere, 1998) has explored and revealed the relationship between traditional food and the perception of authenticity that can facilitate and support the development of

sustainable tourism in rural or Tourism Villages. Sims (Sims, 2009) also said that local food has strong potential and plays a central role in sustainable tourism activities. This authenticity is a uniqueness or distinctiveness that can attract and encourage tourists to visit.

The authenticity of traditional food is able to give the impression of distinctiveness or uniqueness of a culture in a tourist destination. It shows the interconnectedness of differentiation through the authenticity of local food for competitive advantage and gaining market position. In accordance with Swastha's opinion (Swastha, 2005) which states that product positioning is a management strategy that uses information to create product impressions in accordance with the wishes of the target market or its market. Product positioning also involves important changes to the goods or services themselves or changes in positioning approaches

Metode Penelitian

This research uses a qualitative design that aims to explain the phenomenon of data collection in detail (Creswell, 2007). Qualitative research is carried out to build knowledge through understanding and discovery. The qualitative research approach is a process of research and understanding based on methods that investigate a social phenomenon and human problem. In this study researchers make a complex picture, examine words, detailed reports of respondents' views and conduct studies on natural situations. (Iskandar, 2009). The approach in this research is inductive descriptive qualitative thinking, which comes from facts and data in the field that are analyzed and studied with theoretical approaches and thoughts to form new concepts (Neuman, 2007). Descriptive research examines problems in society, procedures in society, and certain situations in a phenomenon. This is intended to provide a complete picture and view of the subject and object of research (Neuman, 2007). Qualitative research intends to interpret a social phenomenon.

Hasil Penemuan dan Diskusi

In the results of this research the development of Local Gastronomy of songkem ducks in Sampang consists of Food Story, Food Assessment and Food Presentation that reflects the local values of the local community.

Food Story

The Food Story referred to in the findings of this study is the history and value of local community traditions embedded in Songkem Duck products in Sampang. Food Story is related to Gastronomy as quoted from Hotelier-Indonesia (2019), which is studying the relationship of food as a central axis in relation to historical and cultural knowledge in which there are stories. Likewise with the songkem duck food menu, "Because songkem duck has its own story that people here know" (Ika, 12/12/22).

The history of Songkem ducks

The order of social life in Madura is inseparable from the local wisdom of the local community which is a manifestation of the behavior of community life, based on the experiences and life journeys of the ancestors. Thus, the culture and traditions of the people are also influenced by human civilization and the long history of Madurese. Songkem duck is one of the cultural heritage and traditions that is still maintained and preserved by the Madura people in the culinary life of the Madurese. Songkem duck is one of the cultures and culinary heritage of the Madurese.

Historically, duck songkem was a form of appreciation and respect of the Madurese people towards their kiai. In the past, every village in Madura usually had a kiai who taught children to recite. When parents come to the kiai's house for *songkeman* (sungkem), they will bring songkem duck as souvenirs. Quoting from the warisanbudaya.kemdikbud.go.id page, one of the features of songkem duck lies in the way it is processed. This dish is processed by steaming so that it is low in fat and cholesterol.

Symbols and Community Values

The local wisdom of the community cannot be separated from efforts to instill social values that are embedded and reflected in community life. These values are believed and adhered to by continuing to practice and preserve them from time to time until they become local cultural traditions. As well as a place marker and describe the characteristics of the local community.

"Songkem duck is a dish as a form of respect, gratitude and appreciation from parents to Kyai who has volunteered to teach children to recite. Songkem ducks are brought as delivery when songkeman. A whole duck that has been shaped like a sungkem person, is used as a symbol of the values of manners

Food Assessment

Food Assessment referred to in this finding is the act of identifying components in songkem duck cooking. Hotelier-Indonesia.com (2019) explained food assessment from the perspective of panelists/supervisors as an assessment measure focused on food quality. Meanwhile, in the context of this study, it is seen from the point of view of the manager (producer) in identifying the components of Songkem Duck to meet the criteria as Local Gastronomy. This component includes ingredients, processing and distinctive culinary taste.

Raw Material

The main ingredient used in Songkem Duck cooking is duck meat. The criteria for the selected duck must be young, as it has a softer meat texture. "The ducks used are young ducks. Furthermore, the basic seasoning ingredients include curly red chili, shallots, cayenne pepper, garlic cloves, salt, sugar, broth. This spice can be developed based on the ability and taste of the family. Not infrequently also found the use of spice variants such as using additional candlenut, coconut milk, or other ingredients.

Cooking Process

Songkem Duck Processing is similar to making various pepes. But when looking further, there is a fairly distinctive difference. In this dish, whole duck that has been given spices, steamed for approximately 4-6 hours. Uniquely, before steaming, the duck's neck and head are bent like a person who is sungkem. The steaming process in this culinary does not use water, but banana fronds that have been cut into pieces. The water content in the material is what will make duck meat mature.

The processing process of Madurese Songkem Duck which uses pieces of frond or banana gedebok for steaming is believed to destroy cholesterol fats in duck meat. The fats in duck meat, will stick to the frond or banana scoop.

Taste of Dishes

The distinctive taste of Songkemini Duck cuisine describes a spicy taste that is synonymous with the taste and taste of Madura. "The original taste is very spicy. Because many assume that everyone can enjoy it even if they only get the seasoning" (Ika, 12/12/22). In addition to its spicy taste, Songkem Duck in Madura Village has a distinctive moist texture obtained from the processing effect by steaming with banana leaf midribs.

"Songkem duck only exists in Madura, but each village has its own characteristics in terms of how to serve, how to cook it, differently. Here the seasoning uses the same basic spice but there are also variations in the form of additional spices and levels of spiciness. Usually in other different places there are variations of spices and chilies, adjusting to the spicy tastes of consumers" (Ika, 12/12/21).

Local Hospitality

The service effort component of the management and local community in Madura reflects the local wisdom of the local community naturally in Bebek Songkem as a Local Gastronomic Attraction. Local services referred to in the findings of this study are the provision of services that reflect the local values of the community in Madura. The local value of the local community is a reflection of the identity and characteristics of the people in an area or settlement

The findings of this study illustrate that songkem duck is one of Madura's local gastronomic attractions that are interesting in an effort to develop tourism potential. This is inseparable from the heritage of the culinary traditions of the Madurese people which have been obeyed for generations and are still preserved.

Local Flavors

Madurese Songkem duck is not just steamed meat cooked with a special method. In a portion of the dish, there are philosophical values that are very Indonesian; full of manners and respect for others. This culinary provides the nuances and natural conditions of Madura with the daily life of the local people who still uphold local wisdom and still preserve local cultural traditions.

Discussion

Local Gastronomy

In identifying local values embedded in Madura Songkem Duck cuisine, the results of the analysis show that Songkem Duck cuisine is a typical Madura food served as a form of respect to kyai. Kyai is an important figure in the social structure of society in Madura. The development of traditional or local food in accordance with Zang's opinion (KaiHua et al., 2019) which defines local food as authentic products that clearly demonstrate local culture and traditions. The authenticity of local food makes it a key component of the tourist experience and an important part of the tourism system (Sims, 2009).

The selection of the concept of Local Gastronomy as a form of cultural tourism attraction developed for Songkem Duck is the right choice to be able to preserve local traditions and cultural introduction and be able to explore the tourist market. This is supported by Ellis's opinion et al (Ellis et al., 2018) which states that the concept of gastronomy has the perspective of the host community related to culinary culture (the art of cooking traditional cuisine) and the lifestyle of the local community. This also shows the efforts of Madurese managers and people in facilitating the needs of gastronomic tourists.

According to Pavlidis and Markantonatou (Pavlidis & Markantonatou, 2020; Smith & Xiao, 2008) Gastronomy provides travel experiences for recreation, learning, appreciating and enjoying the art of cooking traditional cuisine to food producers, culinary markets and in general related to food and beverages.

The supporting components of local Gastronomy of Bebek Songkem Madura include history, philosophy, symbolic, moral values, ingredients used from the local environment, ethics, manners and cooking procedures, having ethics and manners in serving dishes, nutritional balance in dishes, having a distinctive and unique taste, and can provide learning experiences about the cultural traditions of the local community. These components correspond to the factors that

influence the realization of the concept of gastronomy according to (Lilholt, 2015; Pullphothong & Sopha, 2013)

This was also conveyed by Zang (KaiHua et al., 2019) that local food also shows traditions, legends, stories and symbols that are closely related to local food and believed by the local people. This illustrates the form of authenticity of Songkem Duck products which can be grouped into three determining factors of authenticity, namely Food Story, Food Assessment, and Food Presentation.

Local Hospitality

Based on the analysis that has been done, the local values or locality identified in the Songkem Duck dish in Madura are also reflected in the manners and friendliness of the manager and the community in facilitating and serving tourists. This illustrates the attitude of local people's obedience to the principles of community life contained in the social order of local wisdom that remains in effect. Values in local wisdom as a view of life and shape a lifestyle that is shown by natural hospitality attitudes such as friendliness, honesty, politeness, tolerance and prioritizing family attitudes. This attitude is also reflected in a selective attitude in processing/producing and consuming a product in accordance with the provisions.

Respect for religious figures and observance of this view of life reflected in everyday lifestyles indicate people's closeness and attachment to the social order built together in the region where they live. This shows the characteristics of the local community as a marker or thing that is easy to remember and difficult to forget. This strengthens services in cultural tourism attractions in the form of songkem duck culinary products.

Ellis (Ellis et al., 2018) and (KaiHua et al., 2019) also states that the quality of local gastronomic experience services plays an important role in tourism as a whole. Service quality is not only a subjective concept but also a comparative concept of the gap between tourist expectations and actual service acceptance so that information about the needs and motivations of tourists in traveling is important for managers to know and pay attention to in local gastronomic management.

Madura tourism managers need to have information and knowledge about the needs and motives of tourists in conducting local gastronomic tourism. This is a reference and encourages managers to make improvements and innovations to strengthen songkem duck products

Improvements and innovations in service are in line with Kaihua's opinion (KaiHua et al., 2019) that quality attributes such as food quality, service quality, and physical environment (appearance/decoration) have an important role as a picture of the authenticity of local food that can increase tourist interest and satisfaction. The role of storytelling in culinary tourism greatly contributes to the development of destinations as shown by the large number of visitors, the opening of cooperation spaces or business partners and increasing media attention for promotion.

Local Gastronomy and Local Hospitality as Positioning of Tourist Destinations

Analysis that has been carried out on the relationship between the categorization of research findings shows that Local Gastronomy and Local Hospitality are built on the values of local communities and strengthen the locality of Songkem Duck products in Madura. Locality The songkem duck dish reflects a dish in the form of high respect for kyai as a figure of Madurese society. Every tourist who comes to visit Madura will be considered and treated like a family member who is greeted with respect. This means that the attraction or dish of Songkem Duck can become a tourist icon in Madura. This is supported by the opinion of Tang et al (Tang et al., 2009) that culture, history and government support are the determining factors of tourist attraction icons.

Sims (Sims, 2009) Also found that traditional food is an iconic product that is able to create the image of a tourist destination. The existence of icons from traditional culinary can carry cultural value and be identified as a representation of the destination.

Songkem Duck is a typical Madurese food packed with local facilities and attributes of Madurese. This dish gives authenticity to the local food developed and served. In accordance with Zang's research (2019) That the authenticity of local food is the main key in terms of quality, satisfaction and loyalty to local culinary tourism. This is supported by Ellis's opinion that the locality has a relationship with sustainable tourism that emphasizes regional identity and cultural preservation as competitive advantages (Ellis et al., 2018). In line with that, Viskovi and Komac (Visković & Komac, 2021) states that local gastronomy presents the uniqueness and cultural diversity of the people. Local communities as a competitive advantage in the tourism industry. This reaffirms that songkem duck is a competitive advantage owned by Madura.

The existence of Songkem Duck culinary products in Madura has strong potential to be developed as a competitive strategy to get a strong market positioning. This is inseparable from the characteristics of Bebek Songkem which is authentic, iconic, unique in the region and distinguishes it from similar products. Obviously this is a great strength to be able to determine the positioning of a destination (Tang et al., 2009). It can be used to win the increasingly competitive market competition in the tourism industry. So that this positioning can improve the image of Madura as a gastronomic tourist destination.

Songkem duck as a culinary icon can also be a Madura identity and can be used as a potential vehicle to explain cultural history, cultural identification, identity markers and tools to communicate tourist destinations. Then for the destination promotion process, Songkem Duck as a culinary icon plays an important role in the development of the name/brand identity. This helps to raise the position / rank so that the features are logical, emotional, and beneficial to be accepted by potential travelers. It also contributes greatly in introducing the brand, while the brand can show a close connection between iconic cuisine and destination. So when people think of iconic cuisine, they immediately have an idea of a particular destination, and vice versa (Prihantini, 2019)

Simpulan

Based on the results of the study, it can be concluded that Songkem Duck is a typical Madurese food served as a form of parental respect for kyai as a community leader in Madura. The moral value of society is to describe an attitude of respect, courtesy and a strong sense of family. The local values embodied in Songkem Duck cuisine are reflected in the local gastronomic attraction, which includes raw materials (ingredients) processing (cooking process) that is carried out traditionally in a way and processing materials that are different from other duck preparations. The taste of spicy cuisine is identical to the taste of Madurese. The presentation process of Songkem Duck is served by steaming cooking without using water. Songkem Duck dish has authentic, iconic, unique and distinctive characteristics with the locality of the local community being a very potential competitive advantage to support the positioning of Madura's tourist destinations

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