

INTISARI

Kota Salatiga diusulkan menjadi kota kreatif gastronomi UCCN, tetapi pada tahun 2023 masih belum berhasil. GenPI sebagai komunitas pariwisata telah hadir di Salatiga dan telah berhubungan dengan berbagai pihak luar, serta memiliki *track record* terkait usulan kota kreatif gastronomi. Penelitian ini bertujuan untuk melihat bagaimana potensi peran representatif GenPI Salatiga dalam mewujudkan Kota Salatiga menjadi kota kreatif gastronomi. Metode penelitian yang digunakan yaitu pendekatan kualitatif deskriptif dengan teknik pengumpulan data berupa observasi, wawancara, dan studi pustaka. Hasil penelitian menunjukkan bahwa GenPI Salatiga memiliki potensi peran representatif. Berdasarkan GenPI Salatiga, mereka berpotensi untuk berperan dalam festival, kontes, dan promosi, sementara berdasarkan lembaga kota kreatif kuliner, GenPI Salatiga berpotensi berperan dalam festival dan promosi kota kreatif gastronomi. Pada festival, GenPI Salatiga mempunyai potensi peran membuat atau menjadi *volunteer* festival gastronomi melalui berbagai sumber daya, advokasi, dan jaringan kerja. Pada kontes, GenPI Salatiga berpotensi berperan mengikuti kontes atau lomba video terkait kota kreatif gastronomi melalui berbagai sumber daya, advokasi, dan menggunakan media. Sementara pada promosi, GenPI Salatiga berpotensi untuk berperan mempromosikan kota kreatif gastronomi lewat berbagai sumber daya, advokasi, menggunakan media, hubungan masyarakat dan presentasi publik, serta berbagi pengetahuan dan pengalaman. Hasil penelitian yang menunjukkan bahwa GenPI Salatiga memiliki potensi peran dalam kota kreatif gastronomi tersebut dapat menjadi bahan acuan pemerintah untuk lebih melibatkan GenPI Salatiga dalam memajukan pariwisata Salatiga.

Kata Kunci : Potensi, Peran Komunitas, GenPI, Salatiga, Kota Kreatif Gastronomi

ABSTRACT

Salatiga City was proposed to become a UCCN creative city of gastronomy, but in 2023 it still has not succeeded. GenPI as a tourism community has been established in Salatiga, has been in relationships with various external parties, and has a track record regarding proposals for a creative city of gastronomy. This research aims to see the potential representative role of GenPI Salatiga in creating Salatiga City to become a creative city of gastronomy. The research method used is a qualitative descriptive approach with data collection techniques observation, interviews, and literature study. The research results show that GenPI Salatiga has a potential representative role. According to GenPI Salatiga, they have a potential role in festivals, contests, and promotion, while according to the culinary creative city institution, GenPI Salatiga has a potential role in festivals and promotion of the creative city of gastronomy. In the festival, GenPI Salatiga has potential roles to create or become a volunteer in the gastronomy festival through various resources, advocacy, and networking. In the contest, GenPI Salatiga has potential roles in taking part in video contests or competitions related to the creative city of gastronomy through various resources, advocacy, and using media. Meanwhile, in promotion, GenPI Salatiga has potential roles in promoting a creative city of gastronomy through various resources, advocacy, using media, public relations and public presentations, as well as sharing knowledge and experience. The research results which show that GenPI Salatiga has a potential role in the creative city of gastronomy can be used by the government as a reference to involve GenPI Salatiga in advancing Salatiga tourism.

Key Words : Potential, Community Role, GenPI, Salatiga, Creative City of Gastronomi