

INTISARI

Pengembangan Kota Salatiga difokuskan ke sektor kuliner sejak 2018. Menindaklanjuti hal tersebut, pemangku kepentingan di Salatiga berupaya untuk membentuk dan mengembangkan Salatiga sebagai kota kreatif gastronomi. Penelitian ini bertujuan untuk mengetahui upaya-upaya pembentukan dan pengembangan Salatiga sebagai kota kreatif gastronomi dari perspektif pemangku kepentingan terkait serta mengetahui nilai konsumsi wisatawan dan kaitannya dengan citra kota kreatif gastronomi Salatiga. Penelitian dilakukan selama tujuh bulan, yaitu Maret hingga September 2024. Instrumen penelitian yang digunakan berupa wawancara dan kuesioner. Wawancara dilakukan bersama dengan Dinas Kebudayaan dan Pariwisata Kota Salatiga, Ketua Tim Gastronomi 2023, Konsultan Tim Gastronomi 2023, masyarakat asli Salatiga, dan pencetus kurikulum gastronomi. Kuesioner Google Form disebarikan kepada wisatawan yang pernah mengunjungi Salatiga dan mencoba kuliner legendaris Salatiga sedikitnya satu kali. Responden kuesioner berjumlah 156 responden yang dipilih dengan metode *purposive sampling*. Jawaban 156 responden diolah dengan bantuan IBM SPSS 25 Statistic dan dianalisis dengan uji korelasi Rank Spearman. Hasil penelitian menunjukkan bahwa seluruh nilai konsumsi wisatawan kuliner lokal Salatiga berkorelasi positif dengan citra kota kreatif gastronominya. Perbedaan hasil penelitian terletak pada tingkat kekuatan hubungannya. Hasil korelasi dengan citra kognitif menunjukkan bahwa seluruh variabel nilai konsumsinya memiliki tingkat hubungan kuat. Pada korelasi dengan citra afektif, hanya nilai sosial yang memiliki tingkat hubungan cukup kuat, sedangkan empat nilai lainnya berhubungan kuat. Pada hasil korelasi dengan citra konatif, hanya nilai emosional dan sosial yang berhubungan kuat, sedangkan nilai fungsional, epistemik, dan budaya berhubungan cukup kuat. Hasil uji korelasi ini kemudian dielaborasi dan direfleksikan dengan data hasil wawancara terkait upaya pengembangan Salatiga sebagai kota gastronomi.

Kata Kunci : Gastronomi, Nilai Konsumsi, Citra Destinasi, Kota Kreatif UCCN, Salatiga

ABSTRACT

The development of Salatiga City has been focused on the culinary sector since 2018. Following up on this, stakeholders in Salatiga are trying to construct and develop Salatiga as a gastronomic creative city. This study aims to understand the efforts to establish and develop Salatiga as a gastronomic creative city from the perspective of relevant stakeholders and to understand the value of tourist consumption and its correlation with Salatiga's gastronomic creative city image. The research was conducted for seven months, from March to September 2024. The research instruments used were interviews and questionnaires. Interviews were conducted with the Salatiga City Culture and Tourism Office, the 2023 Gastronomy Team Leader, the 2023 Gastronomy Team Consultant, Salatiga natives, and the initiator of the gastronomy curriculum. Google Form questionnaires were distributed to tourists who have visited Salatiga and tried Salatiga's legendary cuisine at least once. There were 156 respondents selected using purposive sampling method. The answers of 156 respondents were processed with the help of IBM SPSS 25 Statistic and analyzed with the Spearman Rank correlation test. The results show that the overall consumption value of Salatiga's local culinary tourists is positively correlated with the image of its gastronomic creative city. The difference in the results lies in the strength of the relationship. The correlation with cognitive image shows that all consumption value variables have a strong level of correlation. In the correlation with the affective image, only the social value has a moderately strong correlation, while the other four values are strongly related. In the correlation results with the conative image, only emotional and social values are strongly correlated, while functional, epistemic, and cultural values are moderately strongly correlated. The results of the correlation test were then elaborated and reflected upon with interview data related to efforts to develop Salatiga as a gastronomic city.

Keywords : Gastronomy, Consumption Value, Destination Image, Creative City, UCCN, Salatiga