

INTISARI

Wisata kuliner saat ini menunjukkan perkembangan yang signifikan di Indonesia. DI Yogyakarta merupakan salah satu kota yang telah ditetapkan sebagai daerah tujuan wisata kuliner. DI Yogyakarta memiliki kekayaan makanan tradisional yang beragam dengan cara pengolahan yang unik, dan pangsa pasar yang menjanjikan. Namun, pengembangan wisata kuliner berbasis makanan tradisional belum dikembangkan secara terpadu. Selain itu, peran *stakeholder* belum banyak dikaji.

Tujuan penelitian ini adalah: 1) mengkaji persepsi wisatawan terhadap kualitas produk, kualitas bahan baku, dan cara pengolahan makanan tradisional DI Yogyakarta; 2) mengkaji peran *stakeholders* dalam pengembangan makanan tradisional sebagai daya tarik wisata kuliner di DI Yogyakarta; dan 3) menemukan model pengembangan wisata kuliner di DI Yogyakarta.

Penelitian ini menggunakan pendekatan kualitatif dan kuantitatif. Data kualitatif dikumpulkan dengan cara observasi, wawancara, dan FGD. Adapun informan adalah para akademisi, pelaku usaha, komunitas, pemerintah, media, dan wisatawan untuk mengkaji makanan tradisional dan peran *stakeholder*. Data kuantitatif untuk mengkaji persepsi wisatawan di DI Yogyakarta terhadap makanan tradisional sebagai daya tarik wisata dari aspek kualitas produk, bahan, dan cara pengolahan yang dikumpulkan melalui kuesioner secara *on-line*. Kuesioner menggunakan skala Likert 1-5 dengan 245 wisatawan sebagai sampel yang diambil secara *Convenience sampling*. Lokasi penelitian adalah di lima kabupaten/kota wilayah DI Yogyakarta.

Hasil penelitian menunjukkan bahwa persepsi wisatawan terhadap makanan tradisional di DI Yogyakarta dari aspek kualitas produk, wisatawan sangat setuju makanan tradisional itu unik, makanan tradisional menawarkan berbagai pilihan menu, makanan tradisional memberikan perasaan menyenangkan sewaktu menikmati. Berdasar aspek kualitas makanan, wisatawan sangat setuju makanan tradisional mewakili budaya, makanan tradisional memiliki aroma yang enak, tekstur makanan tradisional mudah di kunyah, porsi makanan sudah tepat, dan bergizi. Berdasar aspek penyajian dan pengaturan makanan tradisional sudah baik, makanan tradisional memiliki warna yang baik, makanan tradisional disajikan dengan bersih, makanan tradisional menarik perhatian, makanan tradisional memberikan selera yang bagus, dan harga makanan tradisional masuk akal dan terjangkau. Berdasar aspek kualitas bahan baku makanan tradisional terdiri dari bumbu dan bahan utama makanan tradisional menggunakan bahan-bahan yang segar, makanan tradisional menggunakan berbagai bahan mentah, dan *garnish*/hiasan makanan tradisional dapat dimakan. Berdasar aspek metode memasak, cara memasak makanan tradisional dilakukan secara higienis dan dimasak dengan baik. Peran *Stakeholders* yang terdiri atas pemerintah, akademisi dan tenaga ahli, pelaku usaha, komunitas, media, dan pelaku wisata dalam pengembangan makanan tradisional sebagai daya tarik wisata kuliner di DI Yogyakarta masih belum maksimal, dan harus ditingkatkan perannya, antara lain sebagai pembuat regulasi dan kebijakan dalam pendidikan dan pelatihan, promosi, penelitian, inovasi produk dan informasi serta terlibat dalam desain strategi dan rencana aksi. Penelitian ini mengusulkan model pengembangan wisata kuliner melalui makanan tradisional di DI Yogyakarta berdasarkan peran *stakeholder*.

Kata kunci: pengembangan wisata, wisata kuliner, makanan tradisional, *stakeholder*

ABSTRACT

Culinary tourism is currently showing significant developments in Indonesia. DI Yogyakarta is one of the cities that has been designated as a culinary tourism destination. DI Yogyakarta has a wealth of diverse traditional foods with unique processing methods, and promising market share. However, the development of traditional food-based culinary tourism has not yet been developed in an integrated manner. In addition, the role of stakeholders has not been much studied.

The objectives of this study are: 1) to examine tourists' perceptions of product quality, raw material quality, and traditional food processing methods in Yogyakarta; 2) examine the role of stakeholders in the development of traditional food as a culinary tourism attraction in DI Yogyakarta; and 3) finding a culinary tourism development model in DI Yogyakarta.

This research uses qualitative and quantitative approaches. Qualitative data were collected by observation, interview and FGD. The informants are academics, business people, community, government, media, and tourists to study traditional food and the role of stakeholders. Quantitative data to examine the perceptions of tourists in Yogyakarta towards traditional food as a tourist attraction in terms of product quality, ingredients, and processing methods collected through online questionnaires. The questionnaire uses a Likert scale of 1-5 with 245 tourists as samples taken by Convenience sampling. The research locations are in five regencies / cities in the Yogyakarta region.

The results showed that tourists' perceptions of traditional food in DI Yogyakarta in terms of product quality, tourists strongly agree that traditional food is unique, traditional food offers a variety of menu choices, traditional food gives a pleasant feeling while enjoying. Based on the aspect of food quality, tourists strongly agree that traditional food represents culture, traditional food has a good aroma, traditional food texture is easy to chew, the portion of food is right, and nutritious. Based on aspects of serving and arranging traditional food is good, traditional food has a good color, traditional food is served cleanly, traditional food attracts attention, traditional food gives good taste, and the price of traditional food is reasonable and affordable. Based on aspects of the quality of traditional food ingredients consisting of herbs and the main ingredients of traditional food using fresh ingredients, traditional foods using various raw materials, and traditional food garnishes / garnishes can be eaten. Based on aspects of cooking methods, how to cook traditional foods done hygienically and cooked well. The role of stakeholders consisting of the government, academics and experts, business actors, community, media, and tourism actors in the development of traditional food as a culinary tourism attraction in DI Yogyakarta is still not maximized, and its role must be increased, among others as a regulator of policies and policies in education and training, promotion, research, product innovation and information and are involved in the design of strategies and action plans. This research proposes the development model of culinary tourism through traditional food in DI Yogyakarta based on the role of stakeholders.

Keywords: tourism development, culinary tourism, traditional food, stakeholders