

ABSTRACT

The objectives of this study is to identify the role of infrastructure, capacity (personal, community, systems) and networking in the development of culinary tourism area.

This study uses the approach infrastructure as supporting facility of development area in which not only discusses the physical infrastructure but also discusses the social aspects of the utilization of infrastructure. Physical and social discussion is included in the essential elements that will be identified in this study, namely the interdependency of infrastructure, capacity (personal, community, systems) and networking. This research is qualitative descriptive. Data collection techniques in this study conducted by observation, interviews, questionnaires and documentation. Respondents will involve relevant government agencies, managers, culinary traders, visitors and the surrounding community.

The research results revealed that the constraints in the Taman Kuliner Condongcatur not been able to invite a lot of visitors due the role of infrastructure is still not maximum. There are several infrastructures in conditions less well maintained, less attractive and damaged. At the role of capacity (personal, community, system), have weaknesses in personal capacity of traders, especially in the ability of appearance, presentation, taste and varied menu. In addition, there is a weaknes of personal capacity of manager in the ability of maintainability. At the role of networking, it was concluded that it is not a constraint causes the least visitors. Networking shown to maintain operational continuity and animate activity routine event.

Whereas in the Kampung Wisata Kuliner Pringwulung there is a problem on the number of visitors is less uneven because of the role of infrastructure is not maximized. There are several infrastructure service coverage is less evenly supports all traders. On the role of capacity (personal, community, system) has a weakness in the capacity of communities, especially in the ability to build mutually beneficial cooperation (reciprocity). On the role of networking there are weaknesses due to inequality of resources such as land owned by merchants and the use of social media/networking information in the building.

This study recommended that in the development of culinary tourism area, the availability and completeness of infrastructure only is not enough. However, the need to pay attention to the relationship between infrastructure, especially that can form the infrastructure systems with the appearance, design and distinctive atmosphere and different so that increasing tourist attraction. Efforts to increase the personal capacity of traders should be conducted consistently and sustainably. In the establish of networking, important to pay attention the condition of resources trader especially in terms of physical capital such as land, money and other production equipment, as well as non-physical capital that includes social capital as well as information.

Key words: culinary tourism, interdependency of infrastructure, capacity, networking

INTISARI

Tujuan studi ini adalah untuk mengidentifikasi peran infrastruktur, kapasitas (personal, komunitas, sistem) dan jejaring dalam pengembangan kawasan wisata kuliner.

Studi ini menggunakan pendekatan infrastruktur sebagai fasilitas pendukung pengembangan wilayah dimana tidak hanya membahas fisik infrastruktur tetapi juga membahas aspek sosial dalam pemanfaatan infrastruktur. Pembahasan fisik dan sosial tersebut tercakup dalam elemen-elemen penting yang akan diidentifikasi dalam penelitian ini, yaitu interdependensi infrastruktur, kapasitas (personal, komunitas, sistem) dan networking. Jenis penelitian ini adalah deskriptif kualitatif. Teknik pengambilan data dalam studi ini dilakukan dengan observasi, interview, kuesioner dan dokumentasi. Responden akan melibatkan instansi pemerintah terkait, pengelola, pedagang, pengunjung dan masyarakat sekitar.

Dari hasil penelitian diketahui bahwa yang menjadi kendala di Taman Kuliner Condongcatur belum mampu mendatangkan banyak pengunjung karena pada peran infrastruktur masih belum maksimal dimana masih ada beberapa infrastruktur dalam kondisi yang kurang terawat, kurang menarik dan rusak. Pada peran kapasitas (personal, komunitas, sistem), mempunyai kelemahan pada kapasitas personal pedagang khususnya pada kemampuan penampilan, penyajian, cita rasa dan variasi menu. Selain itu juga kapasitas personal pengelola terdapat kekurangan pada kemampuan pemeliharaan. Pada peran networking, disimpulkan bahwa bukan menjadi kendala penyebab sedikitnya pengunjung. Networking menunjukkan mampu menjaga keberlangsungan operasional dan menghidupkan aktivitas even rutin.

Sedangkan di Kampung Wisata Kuliner Pringwulung yang menjadi kendala jumlah pengunjung kurang merata karena pada peran infrastruktur masih belum maksimal dimana ada beberapa infrastruktur yang cakupan layanannya kurang mendukung semua pedagang secara merata. Pada peran kapasitas (personal, komunitas, sistem) mempunyai kelemahan pada kapasitas komunitas khususnya pada kemampuan membangun kerjasama saling menguntungkan (reciprocity). Pada peran networking terdapat kelemahan karena terjadi ketidakmerataan sumberdaya yang dimiliki pedagang seperti lahan dan penggunaan media sosial/informasi dalam membangun networking.

Penelitian ini merekomendasikan bahwa dalam pengembangan kawasan wisata kuliner, ketersediaan dan kelengkapan infrastruktur saja tidak cukup. Namun, perlu memperhatikan hubungan antar infrastruktur, terutama yang dapat membentuk sistem infrastruktur dengan tampilan, desain dan suasana khas dan berbeda sehingga meningkatkan daya tarik wisata. Upaya peningkatan kapasitas personal pedagang harus dilakukan secara konsisten dan berkelanjutan. Dalam membangun jaringan, penting untuk memperhatikan kondisi sumberdaya pedagang terutama dalam hal modal fisik seperti lahan, uang dan peralatan produksi lainnya, serta modal non-fisik yang mencakup modal sosial serta informasi.

Kata-kata kunci: wisata kuliner, interdependensi infrastruktur, kapasitas, networking