

## Local Wisdom Culinary at Kamu Kawan Lama Market In Denai Lama Tourism Village Deli Serdang District

Ngger P Cahyo Hutomo<sup>1</sup>, Rahmat Darmawan, Muhammad Halfi Indra Syahputra<sup>3</sup>

<sup>1</sup> Postgraduate Student of Medan Politeknik Pariwisata Medan

<sup>2</sup> Postgraduate Lecturer at the Politeknik Pariwisata Medan

Correspondent email: [ngger79@gmail.com](mailto:ngger79@gmail.com)

### ABSTRACT

Market You Kawan Lama is a place where traders sell their culinary products every weekend. The You Kawan Lama Market is located in the Denai Lama Tourism Village, Pantai Labu District, Deli Serdang Regency, North Sumatra Province. The many types of local food that are sold at you Kawan Lama Market has made visitors curious to buy and enjoy the culinary offerings that are being sold. Local culinary wisdom that is offered to you Kawan Lama Market is not neatly arranged according to the order of the dishes, so the majority of the food is sold at you Kawan Lama Market is dessert dishes or market snacks. The purpose of this research is to describe local wisdom-based culinary delights at you Kawan Lama Market according to the procedure for serving food. The method used in this research is qualitative research, data collection is carried out in natural settings (natural conditions), primary data sources and data collection techniques involve participant observation, in-depth interviews, and documentation. The analysis was carried out through an ethnographic approach with 3 analyses, namely domain, taxonomic, and componential analysis. The results of the research show that there is an imbalance in the sale of types of food dishes based on local wisdom, where the majority of the food sold is dessert or market snacks.

**Keywords :** *Culinary, Food Based on Local Wisdom, Ethnography*

### INTRODUCTION

Humans nowadays need to be involved in activities related to tourism. Traveling is fun because it energizes you and makes you feel less tired. Tourism has changed over time, not only impacting bodily needs but also status and motivation. You Kawan Lama Market is a place where traders sell their culinary products every weekend. You Kawan Lama Market is located in Denai Lama Tourism Village, Beach Labu District, Deli Serdang Regency, North Sumatra Province. Market You Kawan Lama offers culinary tours. Culinary tourism is tourism that is influenced by the desire to make visits to places where food is made, food festivals, restaurants, or a location with the aim of trying food (Hall et al., 2003). According to Ardika (Putra et al, 2014) the practice of culinary tourism involves tourists looking for interesting and extraordinary food and drinks. In other words, culinary tourism is more than

just a desire to eat good food; it's also about the unique experience and memories that come from doing it. The culinary tourism sector of the tourism business is currently growing and is often associated with various cultural activities, cycling and walking. The You Kawan Lama Culinary Market offers a variety of foods with local wisdom.

It is undeniable that the modernization of non-traditional food is starting to threaten the sustainability of traditional cuisine. Although traditional food is a kind of family history that must be preserved and protected, it has become rare due to changes in society. (Kusmaningtyas, 2013). Indonesia's natural and cultural wealth cannot be separated from its culinary diversity. Each region contributes to the development of regional specialties. This can be seen from the many newly opened restaurants or restaurants that appear with their own theme and characteristics. A variety of dishes are offered, from appetizers to desserts to fast food with a modern concept. The traditional food that is marketed is made from ingredients that are relatively easy to find around you Kawan Lama Market, such as cassava, sticky rice, potatoes, and others. Based on the results of observations and culinary interviews based on local wisdom that is sold at you Guys You are Market, the majority are desserts or market snacks. This condition is the background of the problems in the research. The general objective of this research is to describe local wisdom-based culinary delights at you Kawan Lama Market according to the procedure for serving food.

## **RESEARCH METHODOLOGY**

The analysis was carried out using ethnographic methodology using domain analysis, taxonomic analysis, and component analysis based on data collected in the field. First, the domain analysis section examines an overview of local culinary wisdom. Next is a taxonomic analysis that explores more deeply the internal elements of culinary local wisdom found in the domain analysis. Next, the componential analysis section examines in more detail the included terms found in the domain analysis. What is sought is not similarities between elements (which is done in taxonomic analysis) but finding contrasts between elements in the domain obtained through observation and/or selected interviews (Williams, 1988: 137).

The analysis and discussion are carried out through an ethnographic approach with 3 analyses, namely domain, taxonomic, and componential analysis, especially with regard to culinary based on local wisdom. This local wisdom includes the naming of food/menu, ingredients, spices/seasonings, cooking process, equipment and serving utensils, method of serving and the "story" behind the food.

## **RESULTS AND DISCUSSION**

### **1. Domain Analysis and Discussion of Local Wisdom Culinary**

The goal of domain analysis is usually to gain a broad and generally thorough understanding of the topic or subject matter under study. Finding universal semantic links is recommended when doing domain analysis. There are nine different types of semantic connections that can be used to search for pre-existing domains (Spradley, 1980). Domain analysis was carried out based on the phenomenon of traditional (culinary) food which is

freely found around Denai Lama Village. In addition, there is also a food menu that can be obtained by order. That is, it is not sold freely in restaurants/restaurants. Domain analysis of food based on local wisdom is carried out to find out which domains or domains are contained in the research data in the field.

The phenomenon of food based on local wisdom is seen through the naming of the food, the basic ingredients for making the food, the background or "story" of naming the food menu, the cooking process, the serving utensils, the way of serving and the values contained in the food.

**Table 1 Domain Analysis and Discussion of Local Wisdom Culinary**

| No | Domain Details  | Semantic Relations  | Domain   |
|----|---|---------------------|--|
| 1  | - The naming of the food menu at the old you Friend Markets.  | used                | Demonstrates Javanese, Malay, Batak cultural identity and background.                                |
| 2  | - unavailability of menus traditional food sold elsewhere.  | rationale or reason | Wanted to point out that traditional food "can only be found at Kamu Old Friend Market.              |
| 3. | - culinary taste is dominated by sweet , savory, salty and spicy.   | cause of            | The use of spices is based on sugar, salt and chili.   |
| 4  | - The food menu " Sengkulun , rasidah , Roti jala , tiwol , ombus-ombus , rice limp etc " is a traditional food served at Kamu Old Friend Market. | order               | The naming of the food comes from several Javanese, Malay and Batak tribes.                          |
| 5  | - Appetizers<br>- soups<br>- main courses<br>- desserts (desserts)  | type                | Culinary that can be enjoyed at the market You Kawan Lama even though it is not found in daily life. |
| 6. | - Your market old friend  | place               | The location where the culinary presentation is  |

|   |   |                            |  |
|---|---|----------------------------|--|
|   |   |                            | based on local wisdom  |
| 7 | <ul style="list-style-type: none"> <li>- baked/grilled</li> <li>- boiled</li> <li>- fried</li> <li>- steamed</li> </ul>   | method                     | The process of cooking local wisdom culinary at you Old Friend Market. |
| 9 | <ul style="list-style-type: none"> <li>- there is no culinary tourism packaging.</li> <li>- Parking conditions are still narrow because they use the road body.</li> <li>- the similarity of the name of the food on Stand vendors.</li> <li>-limited information about traditional culinary as a whole.</li> <li>- Muddy conditions and puddles after the rain stopped</li> <li>- Open only every Sunday morning.</li> </ul> | attributes/characteristics | In general, an overview of the Market You Old Friends                  |

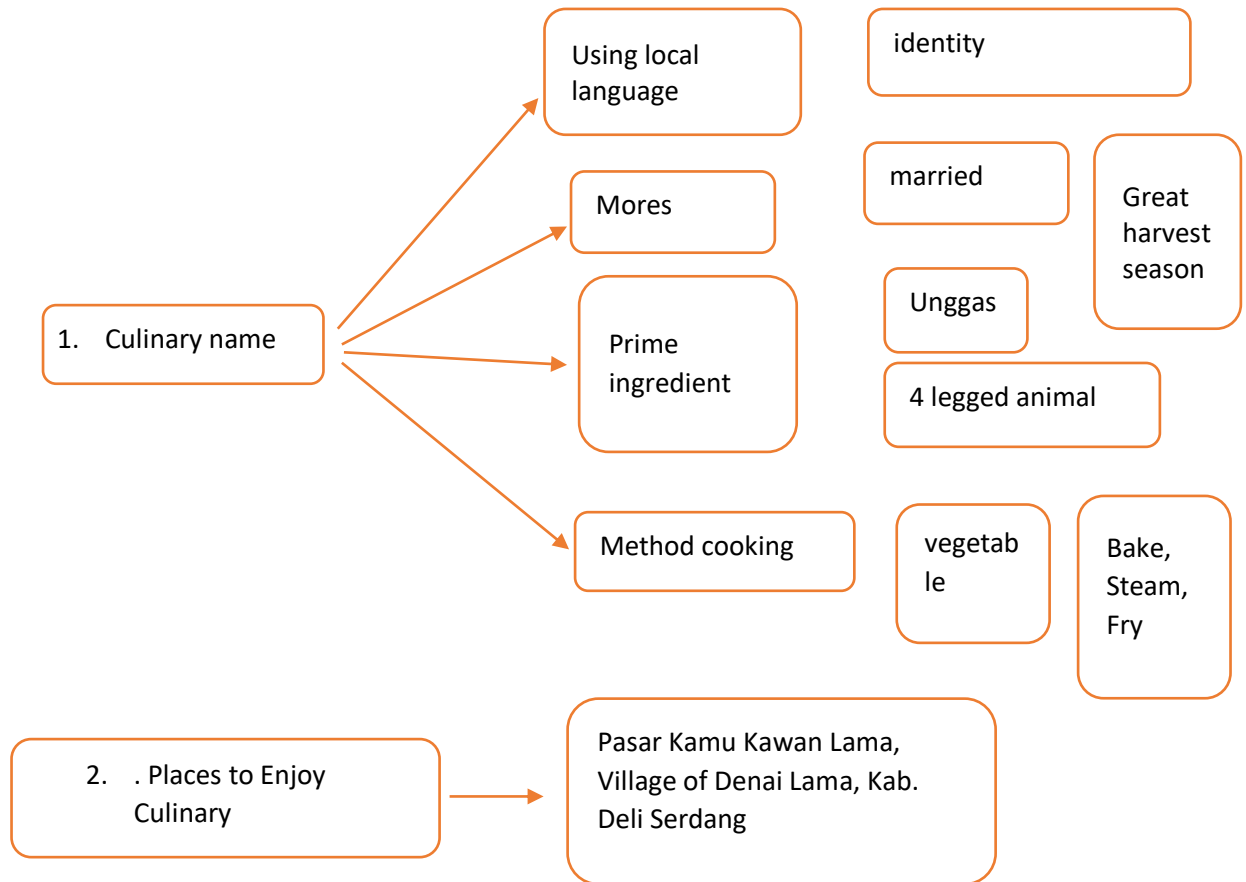
The domain analysis above was carried out based on obtaining culinary potential data based on local wisdom through observation and *in-depth interviews*. Domain analysis was carried out to provide an overview of the variety of local culinary delights at you Guys Lama Market which yielded the following phenomena: 1. The naming of the food menu at Kawan Lama Market indicates Javanese, Malay, Batak cultural identity. 2. The unavailability of traditional food sold elsewhere means that traditional food can only be found in markets You Old Friend. 3. The culinary taste is dominated by sweet, savory, salty and spicy flavors due to the use of spices based on sugar, salt and chili. 4. The food menu " Sengkulun, rasidah, Roti jala, tiwol, ombus-ombus, rice limp etc " is a traditional special food served at the Kamu Kawan Lama Market because the name of the food comes from several Javanese, Malay and Batak tribes. 5. Appetizers ( *appetizers* ), soup ( *soup* ), main course ( *main course* ) and dessert ( *dessert* ) are types of culinary delights that can be enjoyed at Pasar You Old friends, although they are not found in everyday life.

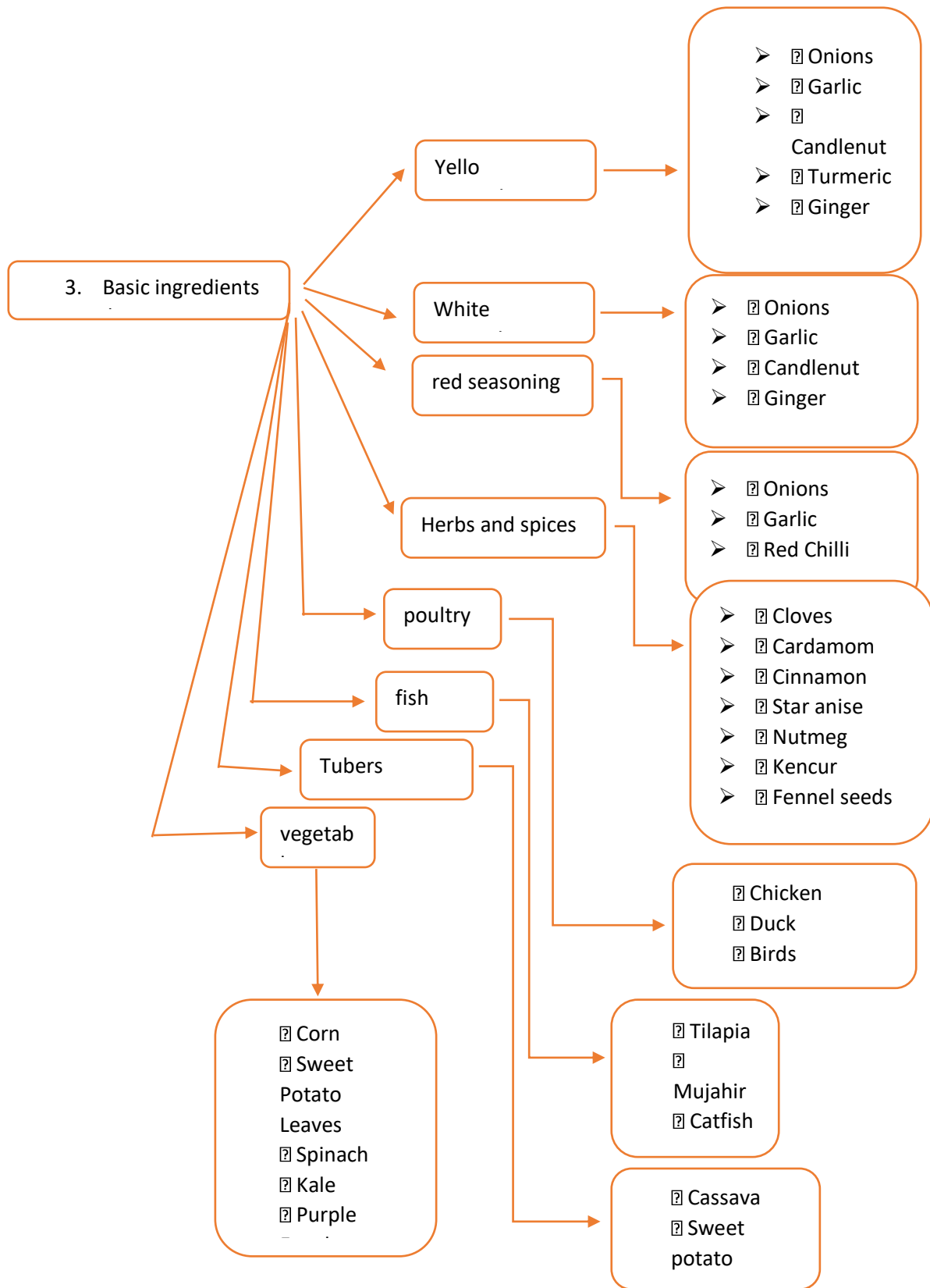
## 2. Taxonomic Analysis and Discussion of Culinary Local Wisdom

Based on the results of interviews with the manager of the Kamu Kawan Lama Market, there are 46 traders with each product being marketed, where each trader sells different culinary products. The Advantages of You Old Friend Market.

The researcher seeks to understand a particular domain according to the problem locus or focus of study during the taxonomic analysis stage. Each domain is broken up into sub-domains to begin with, which are then broken down into more detailed sections until nothing is left, or the domain is exhausted. To gain a deeper understanding at this stage of the analysis, the researcher can investigate significant domains and subdomains by consulting library resources. The following shows the results of a taxonomic analysis of culinary potential based on local wisdom in the market You Old Friend .

**Chart 1**  
**Culinary Potential Taxonomy Analysis Model**







The results of the taxonomic analysis show a more in-depth description of the potential problems of culinary tourism based on local wisdom in the market You Old Friend . The taxonomic analysis shows that the focus on traditional culinary types found in the market You Kawan Lama is dominated by culinary types of desserts or market snacks.

### 3. Componential Analysis and Discussion of Culinary Local Wisdom

In component analysis, the differences between the domain elements that are discovered through observation and/or interviewing are selected, rather than "elements in common", is what is structured (Williams, 1988: 137). In each domain there are a number of residents or traders, categories, or *included terms* (for example: spicy porridge, Nasi liwet is the domain of "main types of food or *main courses* "). Domain analysis is used to identify the domain and the phrases or categories that fall within it; taxonomic analysis is used to understand their similarities and internal relationships.

There are special traits/characteristics that are usually associated with each food from the domain. The qualities/features that differentiate one from the other. *Contrast* questions , a number of contrasting dimensions among traders in a domain can be identified (we will know, for example, that the main foods are "spicy porridge" and " rice liwet ", while other foods desserts are found in " rasidah " and " srintil porridge" meals and there may be more contrasts between mains and desserts. This particular contrast issue in the component analysis is a concern.

Component analysis is only performed after the has sufficient data from interviews or observations that track contrasts among domain occupants, as was the case with previous analyzes by researchers (domain analysis and taxonomic analysis). Researchers take these differences into account and look for dimensions that might account for them.

In this section, the focus of the problem is local culinary wisdom in your life Kawan Lama Market as a tourist destination. Culinary categorization based on local wisdom can be seen from the following elements: 1) culinary naming; 2) the cultural theme behind the culinary presentation; 3) basic food ingredients; 4) local herbs/spices; and 5) the process of cooking local culinary. Based on this information it can be stated that for example the contrast dimensions are found in:

1. Culinary prepared based on cultural themes;
2. Culinary with categorization of 4 types of food;
3. Culinary with basic ingredients and seasonings;
4. Location/place of obtaining local culinary wisdom.

Each resident of the "culinary local wisdom" domain can then enter contrast data on the four contrast dimensions above, the results of which are as follows: Entered into a worksheet by Spradley called a paradigm worksheet or paradigm worksheet (Spradley , 1979 : 180 ) ) .

Table 2. Componential Analysis of Your Old Friend's Market

| Local Wisdom<br>Culinary Category at<br>Kamu Kawan Lama<br>Market | Cultural<br>theme | Types of<br>courses<br>(A, S,<br>MC, D,<br>JP) | Seasoning<br>ingredients<br>local | Place of Origin     |
|---|-------------------|--|-----------------------------------|---------------------|
| <b>Pecal</b>  | Yes               | A  | Yes                               | java                |
| <b>Vegetable rub</b>  | Yes               | A  | Yes                               | java                |
| <b>Mixed vegetables<br/>with the peanut<br/>sauce</b>             | No                | A  | Yes                               | Jakarta             |
| <b>fruit salad</b>  | No                | A  | Yes                               | java                |
| <b>Field of soups</b>   | No                | S  | Yes                               | North Sumatra       |
| <b>Chicken noodle soup</b>  | No                | S  | Yes                               | North Sumatra       |
| <b>Vegetable rice cake</b>  | No                | MC   | Yes                               | West Sumatra        |
| <b>Yeast jerky rice</b>   | No                | MC   | Yes                               | East Java           |
| <b>Pepes &amp; rice</b>   | No                | MC   | Yes                               | Sunda               |
| <b>Block blocks</b>   | No                | MC   | Yes                               | Java-Sumatra        |
| <b>Spicy porridge</b>   | Yes               | MC   | Yes                               | Malay               |
| <b>Chicken porridge</b>   | No                | MC   | Yes                               | National            |
| <b>Rice cake opor<br/>chicken</b>                                 | Yes               | MC   | Yes                               | java                |
| <b>Rice among others</b>  | Yes               | MC   | Yes                               | Yogyakarta          |
| <b>Liwet rice</b>   | Yes               | MC   | Yes                               | Sunda               |
| <b>Rice cake ketoprak</b>   | No                | MC   | Yes                               | Betawi              |
| <b>Fried rice</b>   | Yes               | MC   | Yes                               | Malay               |
| <b>Yellow rice</b>  | Yes               | MC   | Yes                               | Archipelago         |
| <b>Fried chicken rice</b>   | No                | MC   | Yes                               | Sleman , Yogyakarta |
| <b>Padang satay</b>   | No                | MC   | Yes                               | Padang              |
| <b>Guys man cake</b>  | Yes               | JP   | Yes                               | Central Java        |
| <b>Purple sweet potato<br/>bugis</b>                              | No                | JP   | Yes                               | Thousand Islands    |
| <b>Srintil porridge</b>   | Yes               | D  | Yes                               | Semarang            |
| <b>Black rice porridge</b>  | Yes               | D  | Yes                               | Archipelago         |
| <b>Putu pretty</b>  | No                | JP   | Yes                               | Central Java        |
| <b>Piston plates</b>  | Yes               | JP   | Yes                               | Coal                |
| <b>Sticky Dodol</b>   | Yes               | JP   | Yes                               | Langkat             |
| <b>Yellow pulut</b>   | Yes               | JP   | Yes                               | Malay               |
| <b>Pumpkin frames</b>   | No                | JP   | Yes                               | Banjar              |
| <b>Mpek perfect</b>   | No                | A  | Yes                               | Palembang           |
| <b>Putu mayang</b>  | No                | JP   | Yes                               | Betawi              |

|                         |     |    |     |                              |
|-------------------------|-----|----|-----|------------------------------|
| <b>Bathing princess</b> | No  | JP | Yes | Sumbawa                      |
| <b>Ciwel</b>            | No  | JP | Yes | Kebumen                      |
| <b>Lemang</b>           | Yes | JP | Yes | Archipelago                  |
| <b>Save</b>             | Yes | JP | Yes | aceh                         |
| <b>Pancong</b>          | No  | JP | Yes | Jakarta                      |
| <b>Kemplang</b>         | No  | JP | Yes | East Java                    |
| <b>Diamonds</b>         | Yes | JP | Yes | Central Java                 |
| <b>ombus ombus</b>      | Yes | JP | Yes | Batak                        |
| <b>Baked rice</b>       | No  | JP | Yes | aceh                         |
| <b>Klepon</b>           | No  | JP | Yes | Central Java                 |
| <b>No ulcers</b>        | No  | JP | Yes | Temanggung ,<br>Central Java |
| <b>Cenil</b>            | No  | JP | Yes | Pacitan                      |
| <b>Lupis</b>            | No  | JP | Yes | java                         |
| <b>Dangai ,</b>         | Yes | JP | Yes | Coal                         |
| <b>Rashida</b>          | Yes | JP | Yes | Malay                        |

*Source: Author Processed Results, 2022*

Information:

A = *Appetizers*

S = *Soup*

MC = *Main Course*

D = *Desserts*

JP = *Snack Market*

It is still necessary to review the contrasts entered in the component analysis worksheet to see whether they are satisfactory or not. While the results of these checks may not require any changes, they may also require certain adjustments or additions. Such a component analysis should be performed on as many domains as the research field of study. The study report will then, naturally with or in a narrative style, summarize the results of completing the paradigm worksheet.

## **CONCLUSION**

Based on the results of the research and discussion that have been explained through the ethnographic approach which was analyzed using 3 analytical tools namely domain analysis, taxonomy, and componential analysis, the conclusion in this study is that the mapping of various types of food can be concluded that the food sold at you Kawan Lama Market is a dessert or market snack that is sold and packaged properly according to traditional trends.

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