

## The Development Of Smoked Selais Fish As A Gastronomic Tourist Attraction In Riau Province

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### ABSTRACT

*Kryptopterus lais* or commonly known as selais fish is one of the unique faunas of Riau Province. Selais Fish even made as an icon of Riau Province. The icon is exhibited right at the Pekanbaru Mayor's Office on Jalan Jendral Sudirman, tourists can find it in the form of a monument selais fish. The monument was named *Selais Tiga Sepadan*. The development of selais fish as a tourist attraction is supported by traditional fish management. It advances economic value and attracting tourists in unique ways such as catching fish with a traditional tool called bubu, and enjoying the views of swamp forest using traditional boats during the tours in Riau. Excessive exploitation and land clearing in the area of Dumai results in a decline and soaring in selais fish prices. Selais fish income from year to year has decreased. This research uses qualitative research methods, the sampling of sources and data is done purposively. The data collection technique is done by inductive triangulation of data analysis, and the results of qualitative research emphasize more on meaning than generalization. In addition, it appears necessary to add types of fish that are salted / smoked as food choices made by tourists and improve the packaging's attractiveness. The development of smoked selais fish as a tourist attraction for gastronomic can increase the economic competitiveness with other regions. This research, discovered that selais fish as Malay special food increases tourist visits for its delicious meat, attractive tourism packages and good management.

Keywords: Development; Selais Fish; Tourist and Food; Gastronomic Tourist Attraction; Riau Province

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## 1. Introduction

*Kryptopterus lois* or commonly known as selais fish is one of the unique faunas of Riau Province. Selais fish even made as an icon of Riau Province. The icon is exhibited right at the Pekanbaru Mayor's Office on Jalan Jendral Sudirman, tourists can find it in the form of a monument of selais fish. The monument was named *Selais Tiga Sepadan*.

Selais is a flat elongated fish with a conical head shape. The fish body has no scales and has two long mustaches. Selais has a fairly wide-sized mouth that sticks right at the end of the head. The type of selais for consumption is the other fish species with a much smaller size.

Selais fish usually live in freshwater. Some rivers such as Kampar River, Kuantan River, Rokan River, Inderagiri River, and Segati River are habitat for Selais Fish. Selais fish can survive in lakes and water temperatures in their habitat between 24-26 degrees Celsius.

Selais fish is an endemic fish species in the Riau Province of Sumatra. Fishbase data states, Indonesia ranks third as the country with the most freshwater fish species in the world, after China (second place) and Brazil (first place). From these data it is known that the total freshwater fish species in Indonesian waters is 1155 species, and 440 of them are endemic freshwater fish species.

Selais fish have a very high economic value. In Riau Province selais fish are famous as culinary tourism. Tourists's preference in processed selais fish are very high in number. Therefore, the supply of selais fish for tourists must be maintained. Many tourists demand processed selais fish and made into a menu of dishes with additional spices making it even more appetizing.

Selais fish cuisine is one of Riau's culinary specialties. The price on the market is quite high, which is Rp. 170,000, - per kilogram for smoked selais fish and Rp.

60,000, - for fresh selais fish. Selais fish dishes are not only from around Sumatra. Tourists from the outer area looking for this fish for consumption or souvenirs for their relatives. Not only domestically, smoked selais fish are also exported to neighboring countries such as Malaysia.

## 2. Literature Review

The definition of *attractions* in this case are various things that are able to attract tourists to visit and provide satisfaction (Wardiyanta, 2016).

According to Turgarini (2014: 2) Gastronomy as a tourist resource is an experience while enjoying food and drinks which is a unique power to lure tourists as well as museums, recreation and shopping. Gastronomy as a tourist resource, is assessed not only for personal interests, but also because of the ability to produce rural development in increasing income and employment of local labor. The development of cooking skills as a tourist attraction is recognized as a way to implement local culinary culture, stimulate tourism demand, and increase the competitiveness of destinations so that gastronomic tourism has also emerged as an increasingly important component. Tourists will feel that they have more experience in the local culture, then people share their local culture with tourists through this media, the locals make a representation of the identity of the destination. The formation of identity and the creation of images related to local food, so as to attract the intended market and benefit the development of gastronomic tourism.

Molecular cooking is a modern processing technique that focuses on several important elements in a food, between texture, taste, sensation and eating experience, and also some important elements in the five human senses, such as vision, smell, and mind (Natalia, 2014).

Yek and Struwe, (2013) stated that this scientific discipline has crossed the limits that are considered normal, due to the

discovery of new techniques or other uses of existing techniques. Consumers will be surprised and satisfied with healthy, delicious and interesting food through molecular gastronomy.

### 3. Materials and Methods

Raw materials for making smoked selais fish is varied. Selais fish can be processed by being fumigated which tourists find it unique. Smoked selais fish is sold in local markets and markets outside the region such as Mandau, Dumai, Bangkinang, and Pekanbaru. To market smoked selais fish three marketing channels are available. The first two marketing channels are for local marketing, while the third marketing channel for outside marketing. Following are methods of processing smoked salted fish by the community:

#### 3.1. Fumigation principle

The fish fumigating process is a combination of salting, curing and fuming activities. The main purpose of the salting and grinding process is to kill bacteria and help the smoke particles to stick during the process.

In the fumigating process, the most important element is the smoke produced from burning wood. fumigation produces a preservative effect derived from several chemical compounds contained in it, especially Aldehyde (formaldehyde and acetaldehyde) and Organic acids (ant acid and vinegar acid)

##### 3.1.1. Raw Material

###### a. Fish

The fish to be processed must be fresh and not physically damaged. Various types of fish are processed into smoked products such as fish, cobs, cones, mackerel, mullets, milkfish, squid, etc.

###### Fuel/Wood

To produce high-quality smoked fish, wood species that can produce smoke with high phenol and organic acid content is used, because these two elements are more

attached to the body of the fish and can produce the taste, aroma and color of the typical smoked fish meat. Type of fuels used are woods with solid material or coconut shell.

#### 3.2. Fumigation method

Fumigation can be done in two ways, namely cold and hot fumigation. Cold fumigation is a fumigation process by putting fish to be smoked some distance away from the source of smoke (wood kiln), with temperatures around 40 - 500C. The fumigation process takes a few days to two weeks. Hot fumigation is a process of fuming fish where it will be smoked quite close to the source of smoke. The required temperature is around 70 - 1000C, with duration of smoking 2-4 hours.

##### 3.2.1. How to Make Smoked Fish

- a. Remove the gills and innards through the gill cover / oral cavity by using tweezers or curved wire.
- b. Wash thoroughly and drain.
- c. Make a salt solution of 20-25% (for 8 kg of fish prepare 5 liters of water and add 1 - 1 ¼ kg grams).
- d. Soak the fish in the salt solution for 30-60 minutes and put ballast on it so that the fish does not float.
- e. Wash the fish, then drain while aerated until the surface of the fish looks dry. Drain the fish by hanging the fish on the wire (connecting the anus with the mouth).
- f. Turn on firewood in the smokehouse, until the room's temperature reaches of 60 - 700C.
- g. Arrange the fish on the fumigation rack then do the fuming process until the fish is cooked and glazed brownish yellow.
- h. Remove the fish rack from the smokehouse and allow it to cool.

#### 3.3. Methods

The research was carried out in Riau province precisely in the city of Dumai on 15 June 2020 with questionnaires and

interviews. This research uses qualitative research methods, the sampling of sources and data is done purposively, the data collection technique is done by inductive triangulation of data analysis, and the results of qualitative research emphasize more on meaning than generalization. (Sugiyono, 2009: 15)

According to the source, the research data are classified as primary data and secondary data, namely:

a. Primary data

Primary data, or first-hand data, is data obtained directly from research subjects using measurement tools or data collection tools directly on the subject as a source of the information. (Azwar, 2015: 91)

b. Secondary data

Secondary data or second-hand data is data obtained through other parties, not directly obtained by researchers and research subjects. (Azwar, 2015: 91)

Data collection can be done in various sources, and in various ways. In the matter of its settings, data can be collected in natural settings, in laboratories with experimental research methods, at home with various respondents, at a seminar, discussion, on the road and others. In respect of the data source, the data collection can use primary sources, and secondary sources. Primary sources are data sources that directly provide data to data collectors, and secondary data sources are sources that do not directly provide data to data collectors, for example through other people or through documents. Furthermore, when viewed in terms of data collection methods or techniques, the data collection techniques can be carried out by interview, questionnaire, observation, and a combination of the three. (Sugiyono, 2015: 193)

a. Interview

Interviews are used as data collection techniques if the researcher needs to conduct a preliminary study to find

problems that must be examined, and also if the researcher aims to seek detailed information from small amount of respondents. This data collection technique bases itself on self-report or at least on personal knowledge and or beliefs. (Sugiyono, 2015: 194)

b. Questionnaire

The questionnaire is a technique of collecting data which is done by giving a set of questions or written statements to the respondent to answer, the questionnaire is an efficient data collection technique when researchers with certain variables to be measured and or what respondents can expect. In addition, the questionnaire is also suitable if the number of respondents, is quite large and spread over a wide area. The questionnaire can be a question / statement closed or open, can be given to respondents directly or sent by post, or the internet. If the research is conducted on a scope that is not too broad, so that the questionnaire can be delivered directly in a relatively short time, then sending a questionnaire to the respondent does not need to be by post. with direct contact between researchers and respondents will create a quite good condition, so that respondents will voluntarily provide objective and fast data. (Sugiyono, 2015: 199)

c. Observation

Observation as a data collection technique has specific characteristics when compared with other techniques, namely interviews and questionnaires. In interviews and questionnaires, the researchers are always required to communicate with people. As for observation, it is not limited to people, but other natural objects. (Sugiyono, 2015: 203)

d. Document

The document is a record of events that have passed. Documents can be in the form of writings, drawings, or monumental works from someone. Documents in the form of writing such as diaries, life history (life histories), stories, biographies,

regulations, policies. Documents in the form of drawings, for example photos, live drawings, sketches and others. (Sugiyono, 2014: 82)

Regarding the data technique, this research uses data reduction, data display, conclusion drawing or verification and triangulation.

a. Data reduction

The data obtained from the field is quite a lot, for that it needs to be recorded carefully and in detail. As noted, the longer the researcher is in the field, the more complex and complicated the data will be. For this reason, it is necessary to immediately analyze data through data reduction. Reducing data means summarizing and selecting the main points, focusing on the important matters, looking for themes and patterns. Thus, the reduced data will provide a clearer picture, and make it easier for researchers to do further data collection, and look for it if necessary. reduction can be assisted with electronic equipment such as mini computers, by providing codes on certain aspects. (Sugiyono, 2014: 92)

b. Data presentation

After the data has been reduced, the next step is to present the data. In qualitative research, the presentation of data can be done in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. By displaying the data, it will be easier to understand what is happening, to plan further work based on what has been understood. (Sugiyono, 2014: 95)

c. Conclusion drawing or verification

The conclusion in qualitative research is a new finding that has never before existed. The findings can be in the form of a description or description of an object that was previously still dim or dark so that after careful examination becomes clear, it can be a causal or interactive relationship, hypothesis or theory. (Sugiyono, 2014: 99)

d. Triangulation

Triangulation of techniques, means

researchers use different data collection techniques to get data from the same source. The researcher uses participatory observation, in-depth interviews and documentation for the same data source simultaneously. (Sugiyono, 2015: 330)

#### 4. Results and Discussion

Food development of smoked selais fish creates a gastronomic tourism attraction in Riau. The results of questionnaires and interviews shows that smoked selais fish is able to become a gastronomic tourist attraction with the preservation of smoked selais fish will not reduce the fish population of selais. based on the results of the questionnaire 60% of respondents know the existence of selais but there was a reduction in population in various places. The difference between the selais fish before becoming the main attraction of gastronomic tourism is that there is too much fish taking without any breeding of the fish, selais is a Malay food that has certain characteristics.

The development of selais fish as a tourist attraction is supported by traditional fish management. It advances economic value and attracting tourists in unique ways such as catching fish with a traditional tool called bubu, and enjoying the views of swamp forest using traditional boats during the tours in Riau. Excessive exploitation and land clearing in the area of Dumai results in a decline and soaring in selais fish prices. The sales profit from selais fish has decreased year by year.

The development of smoked selais fish as a tourist attraction, can help the community economy as a gastronomic tour and increase the preservation of selais fish. Based on the data from interviews, the local community concern about the overexploitation or overpopulation of fish particularly during the covid-19 pandemic.

The results of the discussion need to be promoted to improve Riau tourism in the field of gastronomy with attractive tour packages for tourists with a panoramic view

of the beautiful Malay forest. Preservation is also expected to increase the supply of selais fish maintained.

## 5. Conclusions

The development of smoked selais fish as a tourist attraction for gastronomic tourism can increase the economic competitiveness with other regions. This research discovered that Sselais fish as Malay special food increases tourist visits for its delicious meat, attractive tourism packages and good management.

There are challenges in the development and preservation of the community in manifesting the development of smoked selais as the best culinary tourism attraction. It is encouraged for the community to stop the fish exploitation. In addition, the government is expected to provide solutions to the community the importance of preserving the Malay culture of the community in maintaining the fish supply of in Riau. Furthermore, it appears necessary to add types of fish that are salted / smoked as food choices made by tourists and improve the packaging's attractiveness.

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