

Integrated Gastronomy Travel Patterns In Kotagede Yogyakarta

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ABSTRACT

Gastronomic tourism is one of the strategies in developing sustainable tourism in Kotagede, Yogyakarta. Yangko, a snack that has a unique name, is a traditional food originating from Kota Gede Yogyakarta which is currently very rare to find, even many local people do not know about the snack. This study aims to determine the concept of yangko gastronomy which includes history, philosophy, tradition, social, and to analyze how to cook traditional snacks from Kotagede, the equipment used and manufacturing standards, as well as efforts to preserve yangko. The research method used is a qualitative method, while the data collection techniques are carried out by interviews, observations, literature studies and documentation studies. The result of this research is that no one knows for sure the history of yangko in terms of name, a snack that resembles mochi cakes. Yangko is made of glutinous rice flour, tapioca, sugar, salt, water, food coloring and vanilla. Support from various parties is needed in developing yangko's business so that it can attract tourists to make yangko a gastronomic tourism destination in Kotagede Yogyakarta. The researchers describe the patterns and packages of superior gastronomic tours. Based on the study results, it was obtained that the origin name of the Yogyakarta specialty can be developed as a gastronomic tourist attraction, because it can make additional knowledge for consumers or tourists who are eating the dishes they eat. In addition, the origin name of the food can be used as a storytelling in selling Yogyakarta specialties to be used as a gastronomic tourist attraction.

Keywords: *The Origin of Food; Tourist Attractions; Gastronomy; Gastronomic Tourism.*

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1. Introduction

Kotagede Yogyakarta cannot be separated from its natural tourism and culinary tourism. Not only is it rich in tourist attractions, but Jogja is also rich in culinary tourism which can hypnotize tourists who visit and experience its taste. Yogyakarta is a province that is rarely empty of tourists because it is suitable for a vacation spot, besides that the price is reasonable. Various types of culinary tours of Yogyakarta specialties are a favorite of many tourists and local residents. A vacation in Jogja will certainly not be complete without souvenirs for your family and close relatives. The specialties of Yogyakarta are gudeg and bakpia, but not only that, there is one special food and suitable for souvenirs from Yogyakarta named yangko that originated from one of the sub-districts in the city of Yogyakarta, namely Kotagede. Although yangko is not as famous as bakpia, it is also suitable as a souvenir. Usually the audience of yangko is the elderly, but the youths are no less fond of enjoying yangko. At first glance mochi and yangko cakes are similar, but actually they are two different foods. Mochi is a food that is similarly made of glutinous rice flour, sugar and flavorings, but yangko uses groundnut filling and is rectangular in shape and comes in a variety of colors and flavors. Meanwhile, mochi is made from glutinous rice flour and does not use a mixture of nuts and is small and round in shape.

Yangko seems to have existed since the days of the kingdom, at which time it was known as the food of kings or aristocrats. Even Prince Diponegoro often used yangko as one of his provisions when he was going to war because it could last a long time. It is said that the person who first introduced him to yangko was Mbah Ireng. Even though Mbah Ireng has been making yangko since 1921, the Yangko only started to be widely known by the public in 1939. Initially, this yangko only contained a mixture of nuts and sugar, but now various flavors are made.

Many do not know that yangko is a typical food from Kotagede Yogyakarta. Yangko is a Yogyakarta specialty food made from glutinous rice flour. The square-shaped yangko is coated with glutinous rice flour and has a chewy texture with a sweet taste. Yangko contains chopped peanuts like moci, the only difference is that moci have a more chewy texture than yangko. Yangko is also one of the souvenirs favored by tourists. Yangko is not only made in Kotagede but also in other areas of Jogja, such as Umbulharjo, Singosaren, and Sewon.

Gastronomy is the art or science of good eating in the form of cooking, serving, tasting, experiencing, searching, studying, researching & writing about food and all things related to human nutrition. New concept of cultural heritage & cultural tourism lifestyle welfare, authenticity, environmental protection & high quality, experience. The link between food and culture and the human environment. Its nature is cross-dimensional – ethnicity, nation, race, group, religion, and gender (Turgarini, 2018).

Consuming food, nowadays has become part of the process of creating interesting new experiences in life for most of humanity. Besides being able to fulfill its function as a hunger quencher, eating for humans can also reduce stress (albeit temporarily). Consumption is a lifestyle, including consumption of food. (Ask Harsana, 2018: 40).

The high public consumption of food is an illustration of the high interest of the community to get fun from food or fun of food. Both fun and food, both are dimensions of supporting tourism activities. It can be said that the high public consumption of food, as an illustration of the growing tourism industry. In addition, it is supported by a shift in the meaning of the community towards the "meaning of vacation", that holidays are a basic need of today's society (marketing outlook in Minta Harsana, 2018: 40).

The phenomenon of increasing the basic

needs of the community, by adding holidays as one of the additional basic needs, the rapid development of the tourism industry, the low cost of vacations so that they are affordable by all levels of society, the high demands of society to get new experiences from the consumptive lifestyle, have become a phenomenon of society in almost big cities. This is an opportunity for traditional foods to develop in order to meet the daily needs of people, especially those who are traveling for holidays. Food needs while at the destination, and food needs as souvenirs. Based on the observations made, it turns out that the development of traditional culinary as supporting tourism has not been in line with the development of tourism itself. This is due to the low level of motivation and interest among the community. They do not understand the importance of local wisdom, especially in traditional culinary, which is part of the tourism development of the Special Region of Yogyakarta. The phenomenon of increasing the basic needs of the community, by adding holidays as one of the basic needs. Traditional food in Yogyakarta is currently very popular with among tourists from various regions and countries as various types of Yogyakarta specialties are closely related to the existing history.

All food names in Yogyakarta have their own historical and philosophical stories. Tourists who come to visit the city of Yogyakarta not only have a purpose of vacationing in tourist destinations in Yogyakarta, because the city of Yogyakarta is famous for many interesting and good tourist destinations. Tourists visit Yogyakarta with a variety of purposes and reasons. Tourists who come to the city of Yogyakarta today are much interested in the culinary tourism. Yogyakarta's traditional food currently has many types with various names and designations.

The famous traditional foods of Yogyakarta are gudeg, sate klathak, brongkos, there are also snacks such as kipo, yangko, geplak which are most liked by

tourists and also drinks, namely wedang ronde and wedang uwuh. All of these foods, snacks and drinks have interesting historical and origin stories. Based on the description above, a research gap is obtained, namely the development of integrative gastronomic travel patterns in Kotagede, Yogyakarta is not yet optimal. Therefore, the research team carried out this study in order to develop the gastronomic potential that has an impact on improving the welfare of the Kotagede tourist area.

2. Literature Review

2.1. Tourism Concept

Turgarini (2018) explained that there are differences between culinary tourism and gastronomic tourism. The definition of culinary tourism according to Lucy Long in 1998 is a search for a unique culinary experience, and always remembered with various types that we often enjoy on every trip, but we can also become culinary tourists at home. Gastronomic tourism is a travel experience to a gastronomic area, for recreational or entertainment purposes, which includes visits to primary and secondary food producers, festivals, food fairs, events, farmers markets, cooking events and demonstrations, tasting quality food products or food-related tourism activities.

2.2. Tourism Attraction

Tourist attractions according to Law no. 10 of 2009 is "everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural, and man-made wealth that is the target or purpose of tourist visits. Tourist attractions can be divided into three groups. First, the tourist attraction of God's creation in the form of natural conditions, flora and fauna. Second, tourist attractions created by humans in the form of museums, historical heritage, arts and culture, agro tourism, hunting tours, nature adventure tours, recreation parks and entertainment complexes. Third, special

interest tourist attractions, such as hunting, mountain climbing, caves, industry and crafts, shopping areas, fast-flowing rivers, places of worship, pilgrimage sites and others.

Food is a tradition, because at first food had a role in various rituals and traditional ceremonies and was made from generation to generation. In food processing, both methods and raw materials are passed down from generation to generation continuously. Food is not just for consumption, but is a medium in establishing a relationship between humans and God or ancestral spirits, fellow humans, and with nature. Food can also be seen as a form of mixing more than one culture. Furthermore, traditional food is food and drink that is usually consumed by certain people, with a distinctive taste that is accepted by that community. In the manufacture of traditional food, the role of culture is very important, namely in the form of skills, creativity, a touch of art, tradition and taste. The higher the culture of a community, the wider the variety of forms of food and the more complex the way it is made and the more complicated the way it is served.

According to Soekarto in Minta (2018: 46) the attractiveness of food such as taste, color, shape, and texture plays an important role in assessing ready-to-serve food. The traditional food found in the Special Region of Yogyakarta is the original food of the city. From various parts of the region, various kinds of food exist, which is a fairly large wealth owned by the Special Region of Yogyakarta. With the development of traditional food, it is hoped that it will provide opportunities for traditional food to compete in the free market era, including to support the Special Region of Yogyakarta as a world-class tourist destination as a tourist destination has a variety of traditional foods.

The diversity of traditional foods strongly supports the realization of traditional food as a culinary tourism attraction. In this study, what is meant by traditional food is all types of traditional

food and snacks that use local raw materials, packaging and serving with local materials, produced by local communities, as home industries, and reflecting the identity of the local community.

2.3 Gastronomy

Turgarini (2018) states that gastronomy is not only culinary in the kitchen but also related to the intricacies of culture, especially human behavior in choosing raw materials, and then in tasting, serving food and having the experience of consuming, as well as in seeking, studying, researching and writing about food and everything related to ethics, etiquette and nutrition for people in different countries.

Information technology is an important thing that needs to be designed for the development of gastronomic tourism. This can be seen from the creativepreneurship model of Nona Helix Dewi Turgarini (2020), where there are nine stakeholders who must work together, namely business actors, government, workers, suppliers, experts, observers, audiences, NGOs, information technology. Information technology is an important thing that needs to be designed for the development of gastronomic tourism. This can be seen from the Turgarini Nona Helix Creativepreneurship Model (2020), where there are nine stakeholders who must work together, namely business actors, government, workers, suppliers, experts, observers, consultants, NGOs, and information technology to develop gastronomic tourism. Turgarini (2020) explains that information technology systems need to be created by combining various information and user activities. The information system designed is to set up a set of interconnected gastronomic tourism components that serve to collect, process, store, and distribute information to support decision-making and oversight in tourism activities. The gastronomic tourist information system is designed to pay attention to the characteristics of tourist attractions such as: attractions, accessibility, facilities, ancillary services. Turgarini

(2019).

According to Ayu Nurwitasari in Nugroho (2020: 56) gastronomy or gastronomy is the art, or science of good food (good eating). A shorter explanation mentions gastronomy as everything related to the enjoyment of eating and drinking. Based on the above understanding, it can be concluded that the study (science) of gastronomy is about the culture and history contained in it which makes the cultural identity of a region. Gastronomic study corridors generally emphasize 4 (four) elements, namely: (Ketaren, 2017)

- a) History: which is about the origin of raw materials, how and where they are cultivated.
- b) Culture: namely about the factors that influence the local community to consume the food.
- c) Geographical Landscape: regarding environmental factors (nature & ethnicity that influence people to cook the food).
- d) Cooking method: that is about the general cooking process. It's not about the technicalities of cooking because a gastronome doesn't have to be able to cook.

These four elements are called tangible (real, clear and materialized) which are always used as a benchmark for western society when talking about gastronomy. The development of tourism in Yogyakarta is starting to develop as well as gastronomic tourism. The variety of traditional foods in Yogyakarta presents all its authenticity, uniqueness, diversity, and authenticity, making these traditional foods much sought after by visitors or tourists. The traditional foods are gudeg, brongkos, satay klatak, yangko, kipo, wedang ronde and wedang uwuh which are favorites for visitors who stop by in Yogyakarta. The attraction of these culinary delights has its own magnet for its visitors. By adding storytelling to these cuisines, visitors or tourists will get

new experiences when they eat the dishes they eat. Storytelling can provide knowledge and insight for visitors/tourists. Besides that, if the visitors or tourists can see the process of making or processing the dishes they ordered, it will make these dishes have their own uniqueness, because visitors can see directly the process. With experiences like this, visitors or tourists will tell friends, relatives or relatives so that they will come back again to enjoy these culinary delights.

2.4 Gastronomic Tourism Component

The definition of gastronomic tourism according to Turgarini (2018: 18-20) is an activity that does not only focus on culinary arts or how to cook, but also on human behavior including choosing raw materials, then tasting, serving food and experiencing the experience of consuming and seeking, studying, researching. and write about food and all matters related to ethics, etiquette and human nutrition in every nation and country. Gastronomy is an art and science, even an appreciation that is cross-ethnic, national, racial, group, religious, gender and cultural by studying in detail eating, food and drink to be used in various conditions and situations.

Thus, another dimension of gastronomy is its nature which links food, food and the environment (be it physical, biological or cultural). One example is that agricultural cultivation has a significant relationship with the aroma, taste, color of food, even the point of origin or location of origin, the environment of raw materials and human behavior or the nation of manufacture (Soeroso, 2014a, 2014b).

2.5 Gastronomic Tourism.

Turgarini explained that one of the relatively new types of tourism is gastronomic tourism, according to Chaney & Ryan (2012). Gastronomic tourism as part of cultural tourism (NIOS, 2018) is a type of tourism or travel, which is designed with the main objective of making food and drink the

main motivating factor for a person to make the trip. Gastronomic tourism is often identified with "food tourism", "tourism", "tasting tourism" or "culinary tourism", this type of tourism is carried out by tourists with very high motivation for certain foods or drinks in certain areas. The desire to visit is usually associated with high food prices, five-star restaurant categories, wineries, or festivals.

2.6 Nona Helix

Turgarini (2018: 218) explained that entrepreneurs (including business associations) work together with workers consisting of artisans and other human resources to build the foundation for their local or traditional food business, while the government through the Industry and Trade Service (Perindag), the Tourism Office, the Tourism Office Public Works, the Department of Education and Culture and other related institutions became the facilitators of these activities. Experts, both academics and practitioners, are invited to provide input and thoughts in making innovations for the good of the business. Observers will provide constructive criticism, writing or reviews for the purposes of Scontinuous improvement (continuous improvement) of the resulting product. Connoisseurs are owners of capital resources because they are pure gastronomic consumers who become business partners. Meanwhile, NGOs or NGOs such as Green Lestari, Independent Food Security, Adisa Organic Farmer Youth and ACMI (*Aku Cinta Masakan Indonesia*) can function as controls, both at the input point at the agricultural origin point, throughout the delivery process or processing into finished food, or at the end point, namely at dining table. Meanwhile, information technology functions as a medium for promotion or a bridge between producers and consumers or even as an expert system for designing tools for various food business support needs, such as packaging.

Information technology is an important

thing that needs to be designed for the development of gastronomic tourism. This can be seen from the creativepreneurship model of Miss Helix Dewi Turgarini (2020), where there are nine stakeholders who must work together, namely business actors, government, workers, suppliers, experts, observers, audiences, NGOs, information technology.

2.7 Cultural heritage

Culture is the characteristics and knowledge of a particular group of people, which includes language, religion, cuisine, social customs, music and art. The word "culture" comes from the French term, which comes from the Latin "colere," which means to care for the earth and grow, or to cultivate and nurture. "It shares its etymology with a number of other words related to actively promoting growth," Based on the definition of the The official *dictionary* of Bahasa Indonesia or KBBI (2019) a thought, custom, and reason. The derivative of the word culture means a way of thinking, acting as a human being. Meanwhile, according to Koentjaraningrat (1979) culture is a total system of ideas, actions, and the results of human work in life. Culture is also made into the property of every human being by learning.

Turgarini (2018) states that food as a cultural product is the "basic" product" as a means of consumption to meet basic human needs for survival. However, the function of the food is then transformed into a commercial and transactional "existence product", even though the food is still the same as the previous product. In the third step, the benefits of food products are now polished and enriched with art, special skills and techniques through processing, cooking and then serving them so as to produce a "taste or taste product" where taste, aroma, appearance are important to increase consumer tastes and also healthy. That's the next step, food is like fulfilling nutritional standards, quality of life, social, experience, status, conservation to national defense. Above, food is enriched and positioned as a

“gastronomic product” that can be attractive because it consists of basic functions, benefits, joy, happiness, fulfillment of curiosity, as well as social aspects. Therefore, the culinary process is still a part of every gastronomic stage of culture. Cooking itself is a food processing process from level one to five gastronomic products. However, the culinary area is only around the kitchen. This is different from gastronomy which adopts all food ecosystems from food warehouses to foodscapes and dining tables even post enjoying the dishes served.

3. Method

The research method used in this research is descriptive qualitative. The object is the gastronomic cultural heritage in Kotagede, and the traditional food of Yogyakarta. Yangko is a specialty that is available at souvenir centers. This study aims to create patterns and packages for gastronomic tourism trips in Kota Gede. The subjects in this study were Nona Helix or nine stakeholders involved in gastronomic management who were selected as resource persons who could provide information about the object of the research, including: yangko producers/entrepreneurs, workers working for yangko producers, suppliers, government, gastronomists, historians, connoisseurs, city community institutions, and information media parties. Data collection techniques in this study were in-depth interviews, observation, documentation, and literature review. Meanwhile, participants were determined by using interview techniques with one yangko businessman as a resource person. In this study, the concept of Nona Helix or nine stakeholders involved in gastronomic management were chosen as resource persons who could provide information about the object of the research.

Data analysis in this study consisted of three stages. The first stage is data reduction, the second stage is data presentation and the third stage is conclusion.

4. Results and Discussion

Based on the results of interviews, surveys, the following data can be obtained that Yangko Manggar has a gastronomic tourism component:

4.1 History, philosophy and tradition

Yangko is one of the typical souvenirs from Yogyakarta. This snack is often referred to as Yogyakarta-style mochi because the ingredients and texture are the same. Yangko is made from glutinous rice flour which is then filled with ground peanuts. According to Murdijati Gardjito, a researcher at the Center for Food and Nutrition Studies, Gadjah Mada University, that until now there is no written source explaining the origin of yangko. Even so, Murdijati Gardjito said that yangko could be a transformation of Semarang's mochi. "Possibly yes, because there is no written source that can be read. So, it is possible that the co-transformation of mochi Semarang," This snack was probably brought by a Chinese or Javanese family who at that time went to Semarang. Then, they tried to make it with the same ingredients but the final process was different. "So mochi, wingko, spring rolls developed in Semarang because of the Chinese who lived in Semarang. Then they were brought by Chinese or Javanese people who often went to Semarang. Then, imitate how to make it, because the ingredients are exactly the same, only finalize the process different, in terms of ingredients and the process of making yangko and mochi are actually similar. It is just that yangko is usually sold with peanut filling and the dough is piled up. Yangko is made stacked with a mold, then between the two layers there are ground peanuts smooth, then cut into pieces, then knead in flour so it does not stick. Yes, it's the same as mochi. Because it's made from glutinous rice flour, the texture of the yangko becomes chewy and soft.

According to Murdijati, apart from that yangko is a legacy of ancient mataram, There are also those who say that yangko is

an acronym or abbreviation of the word 'tiyang Kotagede', which means the people of Kotagede. Murdijati also explained that the phrase could be true because cross-cultural cuisine in the kitchen is easy to happen. "But there is a version that says that yangko is an acronym for 'tiyang Kotagede'. So maybe it's the food of the Kotagede people who are influenced by mochi because it's easy to cross the kitchen art culture. Therefore the origin of the yangko is still unknown for sure. This snack is actually is a relic of Ancient Mataram. According to the story, yangko is a favorite snack of Sultan Agung. Nowadays, there are many cottage industries that make yangko. The average manufacture is in the Kotagede area, Yogyakarta. When compared to other dishes from the ancient Mataram kingdom, yangko is arguably more existent. Because this snack can last a long time so it can be introduced as souvenirs.

Yangko is a typical Yogyakarta food made from coconut milk, cornstarch, peanuts, glutinous rice flour, sugar, and margarine. The sweet and savory taste makes yangko a snack that is in the hunt for culinary lovers. Yangko has existed since the Dutch colonial era in 1921. Yangko comes from the word *kiyangko* because Javanese people can't pronounce it, so it is called yangko. Here's how to process yangko:

Table 1 Yogyakarta Specialty Snacks “Yangko”

Ingredient	Tool	How to Process
Glutinous rice flour	wok	Roast glutinous rice flour until dry over low heat.
Pandan paste, lemon, strawberry	Basin	Cook sugar and water until boiling, set aside
Sugar	Stove	Add the cold sugar water to the glutinous rice flour and mix well. Add pasta. Then cook the glutinous rice flour over the heat until it is smooth, not sticking to the pan.
Water	wooden spatula	Pint Pour the yangko dough into the mold. Cut the yangko and sprinkle with glutinous rice flour so they don't stick to each other
	Knife Cutting board	

Source: Field observations, 2022.



Figure 1. Yangko

Source: Personal Documentation 2022

How to taste (organoleptic: Flavor)

In relation to tourism, the International Culinary Tourism Association defines gastronomy as the pursuit of a unique and unforgettable eating and drinking experience (Manolis, 2010). Chaney and Ryan (2012) identified that tourism gastronomy is one of the tourism activities that has only recently become known to the public. Therefore, gastronomy Tourists are those who are willing to travel elsewhere to taste and seek to experience authentic local food in tourist destinations (Pullphothong & Sopha, 2013 in Turgarini 2018).

The way to taste the dishes from yangko is to use a tablespoon that has been specially prepared to taste the food which is placed on a special plate to taste it.

Flavor (taste/smell)

Yangko has a sweet taste with a distinctive aroma of glutinous rice flour and vanilla coconut milk.

Consistency (steadiness/determination)

For consistency, this yangko has been carried out by business actors for generations. The quality of taste and presentation has been maintained to this day. Yangko is a form of traditional food specialty of the Yogyakarta region which is in great demand by local residents and from outside the region. The distinctive taste and

unique appearance of the food is of course the main attraction for connoisseurs of traditional Indonesian food.

Texture/shape/form

Regarding the composition of the food from yangko, it consists of glutinous rice and tapioca flour (carbohydrates), peanuts (protein). Yangko dough are cut into squares and colorful.

Visual appeal (attraction through smell)

The visual appeal / smell of yangko is the combination of glutinous rice flour and real coconut milk and vanilla. The uniqueness of the ingredients comes from sticky glutinous rice flour like a box-shaped mochi cake which is cooked for more than 2 hours which also produces a distinctive and fragrant aroma.

Temperature

It is best that yangko is served at room temperature below 30 degrees Celsius.

Educational value

The educational value of yangko is related to the historical value of the founding of the city of Mataram at that time, the era of the Yogyakarta Sultanate since the Giyanti agreement. Apart from that, the existence of yangko will add insight into gastronomy tourism for scientific fields related to gastronomy.

The benefits of yangko made from glutinous rice are very good because it can increase energy in a very large amount. Sticky rice or commonly called glutinous rice, is a staple food commonly served in Southeast Asian cuisine. These foodstuffs can be processed by steaming or boiling for use in a variety of recipes. The texture of glutinous rice comes from a single genetic mutation that causes it to be sticky. Consuming glutinous rice turns out to offer various health benefits by increasing the intake of essential minerals and vitamins for the body.

Nutritional content

According to nutritional information from the online DietFacts.com, 1 cup or about 200 grams of glutinous rice contains 169 calories or about 8% of the recommended daily calorie intake. Glutinous rice is low in fat. According to DietFacts.com. notes that glutinous rice contains only 0.33 grams of fat per cup. The National Library of Medicine and the National Institutes of Health explains that dietary fat can promote growth and help the body absorb vitamins.

Glutinous rice contains 3.5 grams of protein per cup or provides +/- 8% of the recommended daily intake for women, which is 46 grams of protein. Protein is an important nutrient involved in the structure of skin, muscles and other body tissues.

The main source of calories in glutinous rice is carbohydrates, which is almost 88%. Each cup of glutinous rice contains about 37 grams of carbohydrates and 1.7 grams of fiber. Or +/- 7% of the 25 g recommended daily intake of fiber for women under the age of 50 and 8% of the 21 g recommended daily intake of fiber for women over the age of 50. The Mayo Clinic explains that fiber has various benefits for the body such as regulating blood pressure and blood sugar levels.

Other nutrients contained in glutinous rice include, in every cup of glutinous rice containing about 7% vitamin B-6 and copper content of about 9% of the recommended daily intake. According to the Institute of Medicine, the content of vitamin B-6 in glutinous rice can help increase the body's metabolism, help cells to produce energy, and also helps in hormone synthesis to maintain hormone balance. Meanwhile, the copper content in glutinous rice can strengthen connective tissue in the body, support the immune system, and improve brain function to stay healthy.

Unforgettable Experience

An unforgettable experience, according to business people, is when the process of

making yangko takes a long time in a wood-burning stove that must be lit for two hours to roast the glutinous rice flour. Tourists experience interesting events when eating yangko in slightly hot weather and enjoying afternoon snacks and sweet tea at dusk or even during social gathering events.

Ethics and etiquette

Turgarini (2018: 72) explained that the social stratification of the Sundanese society which is divided into the *menak* and *somah* or *cacah* causes an influence in terms of the values of life, including in terms of grammar and food management to the point of touching ethics and eating behavior. Sundanese social institutions in terms of eating are related to the culture of politeness. The ethics in the city/regency/sub-district/village that you are researching is the existence of a culture of '*unggah-ungguh*' (politeness) that has been maintained until now which refers to the culture or customs of the Yogyakarta palace. In enjoying something, we need to know the values contained in it, the more we know, the more we value life in keeping each other together.

4.2 Interview result

From the results of my interview with one of the yangko makers in Wirokerten, Mrs. Karmini. The brand is Yangko Mawar Sari, precisely in the area of Kepuh Wetan RT 001 Wirokerten Banguntapan Bantul. In the past, Yangko Mawar was a family business created by Mrs. Karmini's own parents, then Mrs. Karmini has continued her business since 1988 and until now the business has been continued by her son. Mrs. Karmini's Yangko Mawar has various flavors such as durian, strawberry, cocopandan, and raspberry and mixed flavor. Mrs. Karmini doesn't produce yangko every day but only once a week with her children, but when Eid approaches Bu Karmini produces it every day with all her employees.

Yangko Mawar Sari has resistance during the rainy season for only 8-9 days at room temperature, but in the dry season,

Yangko has resistance up to 12-15 days at room temperature. The process of making this yangko depends on the number of yangko to produce Three hours daily production could produce 120 boxes, but when Eid is approaching, it will reach 1000 boxes per day. The process of making yangko used to depend on human power to stir, but with the development of modern manufacturing technology, now it uses machines.

In the manufacture of this yangko there are several obstacles that can hinder the manufacturing process, "during the rainy season is one of the obstacles in making yangko because this glutinous rice must be boiled and dried for 5 days, because Mawar Sari's yangko still relies on sunlight to dry the glutinous rice" said Mrs. Karmini. After going through the drying process, the glutinous rice is ground and then roasted. Then the glutinous rice that has been milled is ground again and then filtered to produce a new, smooth flour so that later it can be made into yangko dough. After the glutinous rice has become flour then stirred with granulated sugar that has been melted and mixed together with the desired flavor. Then formed according to the wishes of the maker, but generally the yangko is in the form of a box with a size of 2 x 2 cm. Then, the finished yangko is given rice flour to avoid sticking when cut.

"I did the packaging process myself, assisted by children and employees, sometimes small children helped in the packaging process under supervision," said Mrs. Karmini. Yangko is usually marketed in various markets in Yogyakarta, such as the Pleret market, the Jejeran market and other markets. However, during the month of Ramadan or when Eid is approaching Yangko is taken by traders to be re-marketed in the Wonosari market, Godean market, Ngijon market and Mrs. Jogja gift shop can be found.

Usually the market price of yangko is relatively cheap which is around 15,000 to 20,000. With the development of technology,

young people can market this product through the internet such as on Instagram, Tiktok and so on as an effort to preserve traditional food or local specialties. By helping to preserve, we can also help homeworkers who make food or processed products that are specialties of the region so that they continue to thrive.

According to Cooper et al in Introduction of Tourism., 1997

a) Unique and authentic attractions

The attractions obtained are in the area of the ancient mosque of Mataram, tourists wearing traditional Javanese clothes when visiting the big city and its surroundings are seeing silver handicrafts around the Kota Gede market, especially in Kampung Dalem, tourists can see how to make blangkon / headbands for Javanese traditional clothes.

b) Accessibility

Accessibility is very good starting from smooth roads and directions for roads or tourist areas in Yogyakarta, land transportation using rickshaws or carriages around the city of Yogyakarta which indicates that the road to surround this tourist area is good.

c) Supporting amenities

There are places of worship, shopping places, lodging, ATMs, post offices, gift centers, nearby hospitals and airports, bus terminals and train stations.

d) Additional services are complete, such as a credit counter that provides gopay or ovo purchases for electronic money filling top-up and internet card purchases, which are often sought after by tourists.

Based on the concept of Dewi Turgarini on the development of gastronomic tourism at the location, Turgarini (2021, 432-435) explained that to support an area to become a gastronomic city, collaboration between stakeholders called Nona Helix is needed. Nona Helix consists of entrepreneurs, government, workers, suppliers, experts, observers, connoisseurs, non-governmental organizations (NGOs, Non-Government Organizations), and information technology.

Business actors are parties that are strongly involved, namely the management of transportation services for the tourist area of the ancient Mataram mosque, lodging and food stalls. the government has supported by providing facilities, information related to potential development such as gastronomy and others around the big city area. suppliers are still minimal and lack of observation. For connoisseurs, many have enjoyed this tour, and there are already communities that support this potential. Information technology is available and shows its benefits in disseminating accurate information regarding the tourism.

Yogyakarta traditional food

As a result of research on the gastronomy of Yogyakarta specialties for culinary tourism attractions, researchers chose data in the form of yangko because this cuisine has existed for a long time and has become an icon of culinary tourism in Yogyakarta.

Yogyakarta Food Gastronomy as a Gastronomy Tourist Attraction

Yangko is one of the snacks for people of Yogyakarta which can be a tourist destination for both domestic and foreign tourists. Yogyakarta has a wide variety of traditional foods with distinctive taste, combined with natural beauty into tourism potential that makes tourists captivated by this attraction. The development of tourism in Yogyakarta continues to grow as well as culinary tourism

5. Conclusions

Yangko as a gastronomic specialty of Yogyakarta, traditional foods that are favorites for visitors or tourists.

Yangko traditional food as a gastronomic tourist attraction in Yogyakarta, can be concluded as follows :

- a) is a traditional food of Yogyakarta which has a history, philosophy and origin that can be used as a culinary tourism attraction.

- b) The taste, appearance, aroma of the food, and the authenticity of the place have the power to be considered as physical motivations where taste, appearance, aroma are part of the gastronomic tourist attraction.
- c) The process of making yangko which is still traditional using firewood can be a special attraction for visitors or tourists. As a gastronomic traditional food in Yogyakarta, which is a favorite for visitors or tourists, it can be developed by marketing the gastronomic tourism in a sustainable manner and introducing these traditional dishes by providing knowledge about the origins and processing methods which are used as storytelling to increase knowledge and insight for the tourists. In addition, seeing the manufacturing process adds to the uniqueness of Yogyakarta specialties as a series of gastronomic tours. With this interaction, indirectly there are additional activities for tourists or visitors who are enjoying the culinary. These tourist experiences will recommend the next visit for family, colleagues or relatives to come and enjoy Yogyakarta specialties. Thus, Yogyakarta's traditional food will always be sustainable and become the motivation of tourists to visit Yogyakarta.

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