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## Development of the Gastronomic Attraction of the Bedulang Eating Tradition in the Traditional House of Belitung Regency

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### ABSTRACT

The purpose of this research is to find out the history, philosophy and tradition of eating bedulang, as well as to find out how the development strategy is to become a gastronomic tourist attraction in Belitung Regency by being located in the traditional house of Belitung Regency. The type of research used is qualitative with interview, observation and documentation methods. The results of this study will describe the history of the philosophy and development strategy undertaken with the hope that this effort can make it a tourist attraction, especially gastronomy that attracts and is of interest to tourists.

### Introduction

The development of Indonesian tourism in every year has increased despite that the sector that contributes the most to state revenue is in the tourism sector. Primantoro (2015: 12) said that it is one of the mainstay sectors which is expected to be able to contribute to foreign exchange for the country at present and in the future.

Tourist attraction is something that is interesting and causes tourists to visit an area, these attractions are usually in the form of objects that rarely occur and are seen every day (Moch. Nur Syamsu 2018: 75). Indonesia is one of the countries that has great tourism potential apart from its support Indonesia itself has rich natural beauty and beauty and has a diversity of cultures and customs that are unique and different, besides that it is supported again by its people who are known to be friendly and polite in the eyes. the international community.

Belitung Regency is one of the regencies in the province of Bangka Belitung with the capital city of Tanjung Pandan. Belitung Regency was only very well known to tourists in 2008 when the popularity of the film *Laskar Pelangi*, which tells about the daily lives of local people on the island of Belitung, is thick with the ethnic Malay ethnicity which managed to break audience records at that time. In the film *Laskar Pelangi*, one of the most memorable shooting locations for the audience is Tanjung Tinggi beach, so local and foreign tourists are curious to visit. So from year to year

year tourists visiting Belitung Regency always experience an increase in both local and foreign tourists although in 2019 it decreased slightly due to the global issue of the COVID-19 pandemic.

**Table 1. The Number of Tourist Visits in Belitung Regency**

Year	Domestic	Foreign	Total
2019	329031	19063	348154
2018	452890	14681	467571
2017	371338	9603	380941
2016	285773	7112	292885
2015	247053	4387	251440

*Source: Belitung Regency Tourism Office*

Belitung Regency is famous for its marine and eco-tourism tourism, besides that, cultural tourism attractions for the people of Belitung Regency are no less interesting to be a tourist attraction, one of which is the tradition of Berage eating Bedulang, the tradition of eating together served on a tray and covered with a serving hood. The tradition of Berage eating Bedulang is certainly very suitable to be appointed as a gastronomic attraction in Belitung Regency and it is increasingly attracting tourists, the location of the service is carried out by the tourist attraction of the traditional house of Belitung Regency.

To Taqwani (2012: 55) Gastronomy is a study of the relationship between culture and food, where gastronomy studies various components of culture with food as the center that is related to culture. As for this background, the authors are eager to raise it as a research material entitled "Development of Gastronomic Fascination in traditional houses in Belitung Regency"

### **Research Problem Formulation**

As for the formulation of the problem in this study are as follows:

1. How is the history, tradition and philosophy of eating bedulang in Belitung Regency?
2. What is the strategy for developing the traditional tourist attraction of eating bedulang in the traditional house of Belitung district?

### **Problem Limitation**

As for the limitations of the problem in this study are as follows:

1. This research was conducted in Belitung district
2. This research focuses on history, tradition, philosophy, strategy to develop a tourism attraction of the traditional eating bedulang at traditional houses in Belitung regency.

### **Research Objectives**

The purpose of this research is to obtain the following results:

1. Describe the history, traditions and philosophy of eating bedulang in Belitung Regency
2. Describe ways of developing the traditional tourist attraction of eating bedulang in the traditional house of Belitung district

### **Research Benefits**

The benefits of this research were conducted to obtain the following results:

1. For the author himself, doing this research is expected to increase knowledge about the world of tourism and gastronomy.

2. For academics and can be used as a source of insightful information for education for tourism students to explore courses in tourism and gastronomy.

## **Literature Review**

### **Tourism**

Tourism is one of the strategic industries in the world. This is because countries in the world get a division of the tourism sector. Tourism is also a strategic activity when viewed from the perspective of economic and socio-cultural development because tourism encourages job creation, investment development, increases in community income, improves community quality and can instill a love of the country towards the cultural values of the nation. (Suyitno, 2013: 68), <http://ejournal.stipram.net/> Volume 7 Number 2 May 2013.

### **Attractions and Tourist Attractions**

According to Sunaryo (2013: 25) In simple terms, tourist attractions and attractions are often classified based on the type and theme, which are usually divided into three types of tourist attraction themes as follows: natural tourist attractions, cultural tourism attractions and tourist attractions. special. Various types of attractions and tourist attractions have a very important position in terms of tourism products, especially in order to attract tourist visits to destinations.

### **Cultural Tourism**

Cultural tourism according to Pendit (2006: 38) is to broaden one's view of life by visiting or visiting other places or abroad, studying the situation of the people, their habits and customs, their way of life. their culture and arts. Often such trips are coupled with opportunities to take part in cultural activities, such as art exposition (dance, drama, music and sound), or historical activities and so on. This type of cultural tourism is the most popular type for our country. Evidence has shown that this type is the most important for foreign tourists who come to this country where they want to know our culture, our arts and everything that is related to customs and our cultural arts life.

### **Gastronomy**

Gastronomy is the relationship between culture and food in studying cultural components with food as the center (culinary arts). Gastronomic coverage does not only look at food in terms of cultural understanding and assets for the region (Nurwitasi, 2015). Another explanation is from Antón Clave and Knafo (2012: 4) regarding the characteristics of gastronomic tourism. These characteristics are as follows: 1) Gastronomy as an element and indicator of globalization; in particular, the affirmation of regional competition around the world 2) Tourists play a role in the evolution of gastronomic tourism 3) Tourism as a revealer of regional or local gastronomic potential and as a contributor to developing or renewing national and subnational identities 4) Gastronomic tourism as a means of introducing culinary products as cultural products 5 ) The evolution of gastronomic tourism gives direction to tourism development 6) Gastronomy as a constructive element in shaping the image of a tourist destination 7) Gastronomy as a tourist destination 8) Gastronomy as an element of heritage with a tourist dimension.

## Methods

The method used in this research is descriptive qualitative, namely by approaching groups of people, an object, a condition or a thought. The aim is to describe a condition systematically, actual and accurate about a phenomenon (Nazir, 2005). The research method used is a qualitative research method.

## Research Object

The object of this research is the tradition of eating bedulang in the traditional house of Belitung Regency with the aim of developing a gastronomic tourist attraction.

## Research subject

As for the subjects in this study are all local communities in Belitung regency and outside the district.

## Data Collection Techniques

Data collection techniques in research are the main thing in research as a way to obtain data and help solve problems to be investigated by researchers. The data collection technique is divided into several parts, namely interviews, observation, documentation and literature study.

## Literature Studies

In this case the author uses literature studies as material for the research method, namely by taking several book sources and scientific journal references that are good to assist in this research method.

## Result and Discussion

### Belitung Regency

Belitung Regency has a capital city in Tanjung Pandan, has facilities and infrastructure, namely an airport called HAS Hanandjoeddin International Airport, having its address at Jalan Bulu Tumbang, Tanjung Pandan District, having a runway length of 3,000 meters, it also has a port called Laskar Pelangi on Jalan Pelabuhan, Tanjung Pandan District . Belitung Regency has a public hospital facility, namely RSUD dr. H Marsidi Joedono, Tanjung Pandan District, having his address at Jalan Sudirman km.5, Tanjung pandan District.

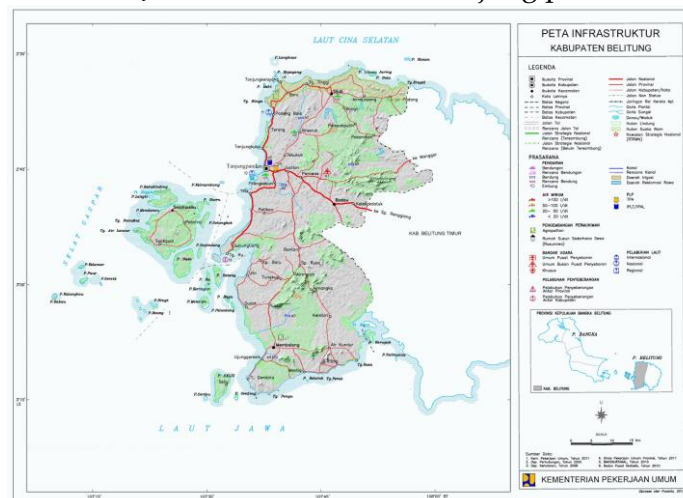


Figure 1. City Map Belitung Regency

Source: citymap

Belitung Regency has agricultural products in the form of minerals, namely: tin, iron ore, clay, building sand, glass and kaolin which are exported both for domestic and foreign needs. Belitung Regency produces spices in the form of export-quality pepper as well as oil palm plantations whose products have been exported in the form of crude palm oil and many other agricultural products. Belitung Regency is also rich in marine products which are also exported abroad and the tourism sector is very beautiful especially beaches with very white sand and other natural beauty.

Besides being rich in the beauty of its natural charm, Belitung Regency has a wealth of interesting cultures and traditions, various customs, and traditional dances. Ethnic groups, most of the population of Belitung Regency, are of Malay ethnicity, so the daily language used is Malay with different dialects / accents, including Urang Darat and Pesisir Malay. Culture

Belitung regency is most famous for eating Bedulang, which is a procession of eating together with certain etiquette and ethics intended for four people who sit together in one pan.

### **Bedulang Eating Tradition in Belitung Regency**

Eating Bedulang is one of the cultural traditions in Belitung Regency. This tradition can be witnessed and even carried out directly when tourists visit Belitung Island. This tradition is a tradition of the joint meal procession, which involves four people sitting across from each other sitting cross-legged and enjoying it in a certain way. How to serve it by way of seven plates containing food served in a large tray known as a pan. Dulang is round in shape, time.



*Source: nationalgeographic*

**Figure 2. Dulang Dish**

In the past, a pan made of wood and around 1950 used a pan made of zinc. The emergence of the tradition of eating bedulang is closely related to the entry of Islam to the land of Belitung. Eating bedulang is not only a traditional ceremony such as birth, circumcision or marriage, it is also a means of communication between family members. The elders give advice, tell the ethics in everything in this meal.

This dish is closed with the name mentudong, a type of lid serving. And the ones who have to open it are men. There is also a way to open the hood, namely the man must take a sitting position with his knees on the floor and his knees shift toward the hood, then open it.

A set of dulang consists of Belitung's special side dishes that are placed on small plates. Rice, fruit and desserts are provided separately. And on the side there is a fold and a napkin folded in four for washing hands. Guests who come are served by a person who is called Mak Panggong.

Mak Panggong has many tasks, such as preparing bedulang meals from cooking, arranging the beds, pouring drinks, preparing cakes and so on. Mak Panggong was also assisted by people known as rage workers, perikse workers, water fillers, and pan lifters. This bedulang is adjusted to the ability of the host who carries out the process of eating bedulang and also depends on the area of residence. Food in coastal areas with food in inland areas will have different ingredients but is cooked in a Belitung style.

It turns out that eating bedulang when everything has been served has its own ethic. The younger guests will get the plates for the older guests. Just then take the side dish but the hands must be clean first.

Food that has been taken must be spent so as not to waste. And what is still in the pan cannot be soiled so that you can bring it back to the kitchen. And after that the old ones take their side dishes first. And it is not permissible to eat using a spoon, but to use your hands, so a bowl is provided for washing your hands. And only one kobokan, so you have to take turns from the old to the young.

You must also sit cross-legged. Eating bedulang is also called servant food. Eating this employee means eating at a place that has a celebration. And eating the bedulang is a kind of public expression of gratitude for the abundant crops.

### **Strategy of developing tourism attraction. Gastronomic tradition of eating bedulang in the traditional house of Belitung Regency**

The Bedulang Eating tradition is a cultural tradition that is very suitable to be developed into a gastronomic tourist attraction in Belitung regency because this tradition is very interesting and can be witnessed or directly carried out by visiting tourists. The development of this gastronomic tourist attraction will be carried out in the tourist attraction of the traditional house of Belitung Regency. The traditional house of Belitung Regency which was inaugurated in 2009 is a house in the form of a house on stilts with a reconstruction of this big house, most of the ornaments are made of wood. This traditional house is built on a land area of approximately 500 square meters. This traditional house of Belitung is located in Tanjung Pandan City. Precisely on Jalan Ahmad Yani, right next to the Belitung Regent's Office. Entering the home page, visitors will see a large building. This house consists of three parts, namely the main room, loss, and kitchen.



Source: *bangkatour*

**Figure 3. The Traditional House Of Belitung Regency.**

The development of gastronomic tourism dance power will cooperate with several parties such as the Belitung Regency Tourism Office and tourism entrepreneurs, one of which is a travel agent who helps in equipment and in terms of marketing. In addition, the indigenous local people of Belitung Regency are also involved in the procession of carrying out eating *bedulang*. One of the attractive tour packages offered to tourists, namely the *Begawai gede* de traditional house package, in this package has a situation where tourists will be welcomed by the host who is having a party.

**Table 2. The Tour Package BEGAWAI GEDE a Traditional House**

Number	Time	Activities
1	10:00-	Arrive at the meeting point at the traditional house
2	10:00-10:30	Tourists are welcomed with the BEREPUT LAWANG traditional tradition accompanied by music from a tambourine musical instrument and a welcome dance.
3	10:30-11:00	Tourists are served welcome drinks and snacks while explaining the activities carried out.
4	11:00-11:30	Tourists are invited to tour traditional houses
5	11:30-12:30	Tourists watch and participate in the procedure for eating <i>bedulang</i>
6	12:30-12:20	Tourists are shown various arts such as long <i>lesung</i> dances and <i>berebat beregong</i>
7	12:00-13:00	Rest, worship and prepare for tour activities in Belitung Regency.
8	13:00-13:20	Towards the high promontory beach
9	14:00-	Arrive at Tanjung Tinggi beach
10	14:00-15:00	Enjoy the atmosphere of Tanjung Tinggi beach
11	15:00-15:20	Towards Tanjung Kelayang Beach
12	15:20-	Arrive at Tanjung Kelayang beach
13	15:20-16:20	Doing activities such as banana boat etc. on Tanjung Kelayang beach
14	16:20-16:40	Head for the souvenir shop
15	16:40-17:40	Arrive at the souvenir shop and shop for typical Belitung souvenirs
16	17:40-	Towards the traditional house of Belitung. Towards the

		traditional house of Belitung
17	18:40-19:00	Arrive at the traditional house of Belitung and perform evening prayers
18	19:00-20:00	Tourists eat bedulang again, while showing the drama dulmulok
19	20:00-	Tourists leave the traditional house of Belitung district

Source: Researcher's Personal Data

In terms of market segments of the gastronomic tourist attraction, the tradition of eating bedulang in the traditional house of Belitung Regency is that all circles, either students or students and the wider community, with the aim of providing an educational experience about the tradition of eating bedulang so that sustainability will be maintained and widely known by both local and local tourists. foreigners and finally in terms of promotion of gastronomic tourist attraction this will be carried out with the help of print and electronic media or online.

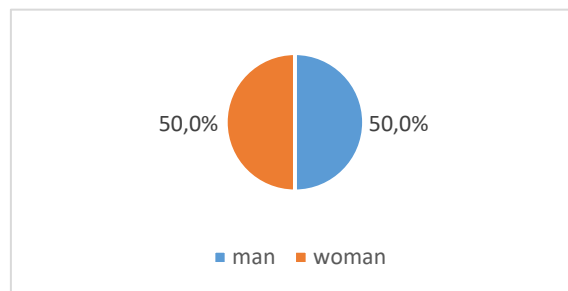
### Description of Respondents

Descriptive analysis of respondents aims to obtain a description of the characteristics of the population under study. Characteristics of respondents need to be known to see that the variations in the population will have an effect on the results of the study. In conducting this research, the researcher conducted a questionnaire to 100 respondents.

The data results that have been summarized by the author are as follows:

### Gender

The characteristics of respondents based on gender were divided into two categories, namely male and female, so that out of 100 respondents, 50% of the respondents were male and 50% of the respondents were female.



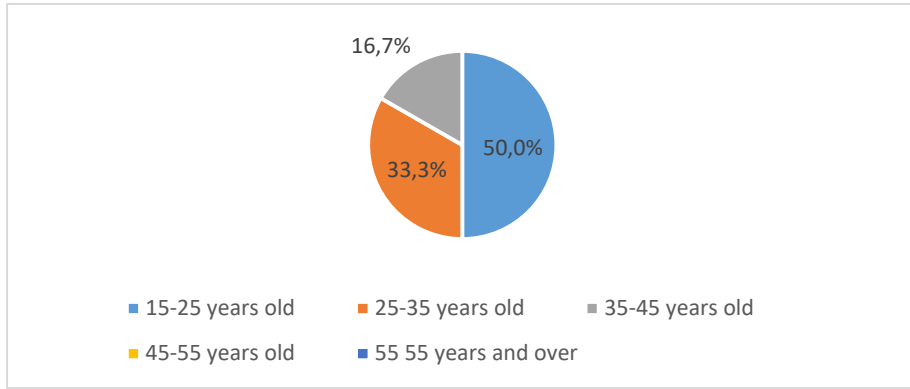
Source: Researcher's Personal Data

**Figure 4. The Characteristics Of Respondents Based On Gender**

### Age

The characteristics of respondents based on age are divided into 5 groups, namely the age range 15-25 years, 25-35 years, 35-45 years, 45-55 years, and the age above 55 years. So that from 100 respondents obtained by a percentage of 50% of respondents with an age range of 15-25 years, 33.3% of respondents with an age range of 25-35 years, 16.7% of respondents with an age range of 35-45 years, 0% of respondents with an age range 45-55 years, and 0% of respondents are over 55 years old.



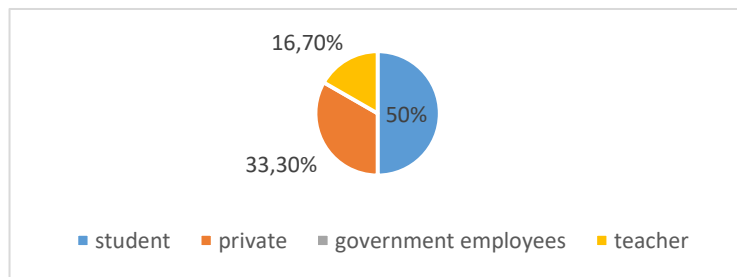


Source: Researcher's Personal Data

**Figure 5. The Characteristics Of Respondents Based On Age**

### Profession

The characteristics of respondents based on the type of work are divided into 6 categories, namely Students / Students, PNS / TNI / POLRI, private employees, and teachers. So that out of 100 respondents, 50% of respondents were students, 0% of respondents were civil servants, 33.3% of respondents were private employees, 20% and 16.7% of respondents were teachers.

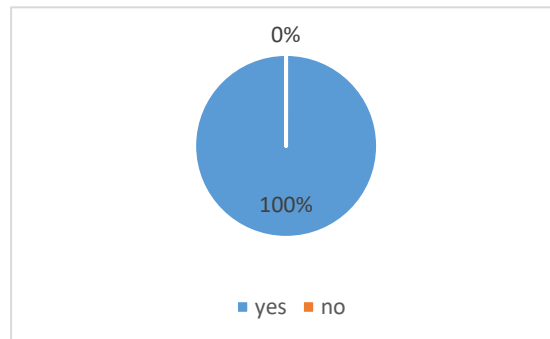


Source: Researcher's Personal Data

**Figure 6. The Characteristics Of Respondents Based On The Type Of Work**

### Have You Ever Heard About The Tradition Of Eating Bedulang In Belitung Regency?

In the questionnaire question for 100 respondents, namely "Have you ever heard about the tradition of eating bedulang in Belitung Regency?" divided into 2 categories, namely Yes and No So that from 100 respondents obtained a percentage of 100% of respondents are Yes.

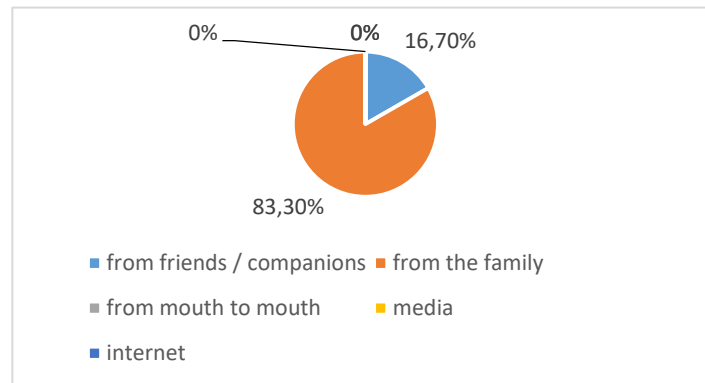


Source: Researcher's Personal Data

**Figure 7. The Characteristics Of Respondents Based On Question "Have You Ever Heard About The Tradition Of Eating Bedulang In Belitung Regency?"**

### How Did You Know About The Tradition Of Eating Bedulang In Belitung Regency?

In the question. In the questionnaire question to 100 respondents, namely "How did you know about the tradition of eating bedulang in Belitung Regency?" Divided into 5 categories, namely from friends or friends, from family, word of mouth, from print media, and the internet. So that out of 100 respondents, 16.7% of respondents were friends or friends, 83.3% of respondents were from family, 0% of respondents are word of mouth, 0% of respondents are print media, 0% of respondents are internet.



Source: Researcher's Personal Data

**Figure 8. The Characteristics Of Respondents Based On Question "How Did You Know About The Tradition Of Eating Bedulang In Belitung Regency?"**

### Conclusion

Based on the research that has been done with the title Development of Gastronomic Attraction for the Tradition of Eating Bedulang in a Traditional House in Belitung Regency, it can be concluded that the tradition of eating bedulang is a tradition that has been passed down from generation to generation in the people of Belitung Regency, namely the tradition of eating together by being served using trays or trays. The emergence of the tradition of eating bedulang is closely related to the entry of Islam to the land of Belitung. Eating bedulang is not only a traditional ceremony such as birth, circumcision or marriage, it is also a means of communication between family members.

So that eating bedulang in Belitung Regency is very interesting to be developed as a gastronomic tourism attraction which is carried out in the traditional house of Belitung Regency with the hope that the tradition of eating bedulang can be sustainable and known by both local and foreign tourists.

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