



Introduction and Development Of Typical Barru Food As A Potential For Culinary Tourism

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ABSTRACT

The introduction and development of Barru specialty food as a culinary tourism potential is a strategic step in increasing tourist attraction in this area. Barru, located on the west coast of South Sulawesi, has a culinary richness rooted in Bugis cultural traditions, with various typical dishes such as Pallu Basa, Coto Barru, and Barobbo. These foods have rich flavors and spices, reflecting the rich culture and history of the Barru people. Barru's culinary tourism potential needs to be developed as a superior tourist attraction that can increase tourist visits and support the local economy. This article aims to explore Barru's culinary potential in the context of tourism development, by emphasizing the importance of promoting, managing and improving culinary facilities that can support the tourist experience. The development of culinary tourism in Barru does not only depend on the quality of food, but also on the sustainability of traditions and the involvement of local communities in the culinary production and presentation process. Therefore, this article offers recommendations regarding organizing culinary festivals, using social media as a promotional tool, and improving culinary tourism infrastructure to attract tourists. With an integrated approach, Barru culinary tourism is expected to become one of the main pillars in regional tourism development, as well as providing a positive impact on the local economy and cultural preservation.

Key words: culinary tourism, typical Barru food, tourism development, culinary promotion, local culture

INTRODUCTION

1. The Importance of Typical Food in Regional Tourism Development.

Indonesia is known for its diverse culinary riches, which not only reflect cultural diversity but also the history and traditions of its people. Each region has special foods that become their identity. One area in South Sulawesi that has extraordinary culinary potential is Barru. Located on the west coast of South Sulawesi, Barru not only offers natural beauty, but also a variety of special foods that have distinctive flavors and are rich in spices.

Barru's culinary scene, which is largely influenced by Bugis culture, has a variety of traditional dishes that are an integral part of the social life of the local community. Dishes such as Pallu Basa, Coto Barru, and Barobbo are not only appetizing, but also tell a long story about the history, customs, and traditions of the Barru people. These foods, prepared using recipes passed down from generation to generation, have the power to attract the attention of tourists, both local and international.

One of the big opportunities to promote Barru culinary is through the tourism sector. With the growing interest in culinary tourism, Barru has the potential to become an attractive culinary tourism destination. Therefore, the introduction and development of typical Barru food as a culinary tourism potential is very important. Appropriate promotion and good management can bring Barru culinary delights to the international stage.

Results And Remedies

1. Typical Barru food

From the results of observations and interviews conducted with culinary business actors, local governments, and tourists who visit Barru, it was found that Barru's typical food has great potential to be developed as a culinary tourism attraction. Typical Barru foods, such as Pallu Basa, Coto Barru, Barobbo, as well as typical snacks such as pappu' ampar and Barru layer cake, have an authentic taste and are rich in spices, which

reflect the rich culture and traditions of the Barru people. The Barru people themselves really maintain the authenticity of the recipes and methods of making these traditional dishes, thereby providing added value in the development of culinary tourism.

Apart from that, many culinary businesses in Barru have started to promote this regional specialty food, although this promotion is still limited to the local scope. The facilities and eating places in Barru are still in the development stage and most of them are not yet equipped with adequate facilities to attract large numbers of tourists. Based on interviews with the local government, they acknowledged that Barru has the potential to develop as a culinary tourism destination, but more systematic management and more intensive promotion are still needed.

From the tourist side, many are interested in tasting typical Barru food because of its uniqueness which is different from other regional foods in South Sulawesi. Several tourists who have visited Barru stated that they were more interested in enjoying local culinary delights rather than simply exploring nature. This shows that Barru culinary has its own charm and can become a leading sector in regional tourism development.

Based on the research results, it can be concluded that Barru's typical food has great potential to become the main attraction in the development of culinary tourism in this area. Typical foods such as Pallu Basa, Coto Barru, and Barobbo already have distinctive flavors that are difficult to find in other areas, so they can become Barru's culinary identity. As stated by Suryanto (2021), typical regional food is often an important factor in attracting tourists, because culinary delights can reflect the culture and history of the local community. Therefore, appropriate promotion to introduce Barru culinary delights to tourists is very important to increase tourist attraction to this area.

Apart from that, the development of Barru culinary tourism requires improvements in terms of tourism support facilities. From observations, most of the places to eat in Barru are still simple, with

limited facilities. This is a challenge in increasing Barru's attractiveness as a culinary tourism destination. According to Haryanto (2022), comfortable and friendly facilities for tourists are very necessary to create a pleasant culinary experience. For example, improving the cleanliness of eating places, providing comfortable seating, and presenting attractive food with clear information about the origin and method of making the dish.

One recommendation to increase the development of culinary tourism in Barru is to hold a culinary festival. Rachmat (2021) states that culinary festivals can increase tourists' awareness of the culinary riches of a region, as well as provide opportunities for local communities to be directly involved in tourism development. In this festival, tourists can not only taste typical Barru food, but can also learn about the manufacturing process and cultural values contained in each dish. This will also be a great opportunity for local culinary businesses to introduce their products more widely.

The importance of promotion via social media cannot be ignored either. Many tourists today are looking for tourist destination references via digital platforms. By using social media to showcase the beauty of Barru's culinary delights, such as appetizing photos and videos from Pallu Basa, Barru can reach a wider audience, both domestic and international. Tengku Kamarulzaman (2020) stated that social media is a very effective marketing tool in this digital era, and can increase the exposure of an area as a tourist destination.

Thus, the development of Barru culinary tourism requires an integrated approach, starting from improving facilities, intensive promotion, to the involvement of local communities in maintaining the quality and authenticity of regional culinary delights. If managed well, Barru culinary tourism can become the main pillar in improving the tourism sector in South Sulawesi, as well as providing a positive impact on the local economy and preserving Barru culture.

2. Process of Making and Processing Typical Barru Food

The process of making and processing typical Barru food cannot be separated from the influence of local culture which has been passed down from generation to generation. In every dish, there are deep traditional values that are part of the life of the Barru people. This can be seen in how to cook, the ingredients used, and how to serve food. The Barru people really maintain traditions in cooking their typical food. In certain events, such as traditional celebrations or weddings, food will be prepared by involving many people in the cooking process, creating an atmosphere of togetherness and mutual cooperation. This reflects one of the Bugis cultural values, namely the importance of solidarity and cooperation in social life.

Apart from that, the ingredients used in Barru cooking mostly come from the surrounding nature, such as sea fish, rice, coconut and local vegetables. The use of local ingredients shows that Barru food is very dependent on the richness of the surrounding nature and sustainability. This reflects local wisdom in utilizing natural resources wisely.

Overall, every dish served by the Barru community not only pampers the taste buds but also teaches visitors about the cultural values and traditions that live in community life. Barru culinary delights, with all the rituals and philosophies contained therein, are an effective means of introducing Barru culture to tourists.

3. Barru Culinary Tourism Potential

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Discussion

The success of the principal in school-based management planning, one of which is in terms of teacher and education personnel management which is very

important for the success of education in schools (Mulyasa, 2004:151). Thus, increasing productivity and work performance is done by improving the behavior of educators and education personnel in schools. The performance of the principal is very important in managing schools to improve the productivity and work performance of educators and education personnel. Therefore, the performance of a Principal in running school operations involves various parts of the school that are interested, which is done through continuous communication and cooperation between the principal and employees, which is very important for schools that want to build competitive advantages through the role of school resources that are oriented towards customer needs. According to Peters and Austin (1986), the focus of quality improvement is close to customers. Principal performance is the core of school-based management. This is done to improve quality and get closer to customers. Karnama and Prihamdani (2019) that the implementation of MBS is based on the fact that schools have uniqueness, characteristics and conditions that are different from each other so that schools need to manage their own institutions to achieve optimal educational processes. This has an impact on the emergence of high and tight competition among educational institution organizers.

The success of the implementation of School-Based Management is highly dependent on the ability of the principal to actively participate in school management by providing support to all elements involved. All parts of society and government must work together to improve the quality of education. The government must try to improve the curriculum gradually, adjust learning methods, improve facilities and infrastructure, improve the quality of teachers, develop their professionalism, and distribute high-quality books. (Tilaar, 2014:96).

Based on the learning implemented at SMP Negeri 4 Takengon, it currently refers to the 2013 curriculum. This curriculum allows schools to adjust their educational

programs to the characteristics, potential, and needs of students. This curriculum emphasizes inventive, efficient, and enjoyable learning. Thus, it is expected that students will not only have academic abilities, but also have emotional and spiritual intelligence.

The evaluation process in school-based management is very important to find out how effective and successful the school program is. SMP Negeri 4 Takengon conducted a comprehensive evaluation to manage all aspects of education, including technical education or implementation of the curriculum and learning procedures, finance, education, and facilities. The results of the evaluation are used by the school to determine the strengths and weaknesses of the program for improvement in the following year. In addition, the results of the evaluation are used as a basis for making plans for developing and improving the quality of education. This is in accordance with the opinion of Nugroho (2009: 535-536), the main purpose of the evaluation is to determine how far the difference is between the achievements and expectations of public policy. Furthermore, the task is how to reduce or fill the gap. Therefore, public policy evaluation should be considered as something positive because the goal is to find deficiencies and cover them.

As the results of the interview conducted at SMP Negeri 4 Takengon, the researcher found that school-based management can improve the quality of education. The results of this interview are in line with the interview findings which show that the principal routinely invites all parties to the school, including teachers, school committees, and parents or guardians of students, to attend evaluation meetings to find out how far the progress has been achieved. As According to Dunn (2003:609-610), evaluation provides valid and reliable information about policy performance, namely how far public actions have met needs, values, and opportunities. Evaluation helps determine to make explanations and criticisms of the values that shape goals and targets; and evaluation helps in the

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Conclusion

As one of the districts located on the west coast of South Sulawesi, Barru has great potential to develop culinary tourism as a leading sector. Barru's signature food, with its rich flavors and uniqueness, not only reflects the traditions and culture of the local community, but also offers an authentic culinary experience for tourists. Dishes such as Pallu Basa, Coto Barru, and Barobbo can be the main attraction that enriches the tourist experience in this area. Therefore, the introduction and development of typical Barru food as part of culinary tourism is very important to support the progress of the tourism sector and the local economy. However, to maximize this potential, joint efforts are needed between the government, culinary business actors and local communities. Providing adequate facilities, holding culinary festivals, and effective promotion through social media and digital platforms will help introduce Barru specialty food to a wider audience. Apart from that, involving the community in every stage of culinary tourism development is also very

important to maintain the authenticity and quality of local culinary delights.

In order to realize Barru as a superior culinary tourism destination, continuous efforts need to be made to improve service quality, improve infrastructure, and introduce the uniqueness of Barru's typical food to tourists, both domestic and international. With an integrated and collaborative approach, Barru culinary tourism has the potential to not only become a major attraction, but also have a positive impact on the regional economy and preserve local culture.

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