

Research Article

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**Introducing New Traditional Cuisine
for Maintaining Culture and Promoting Tourism
in Tegal Regency**

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Abstract

Culture is the custom, the art, the specific institution, and the achievement of a particular nation, people, or social group. Since a culture reflects the life of its owner, when the owner of a culture no longer keeps the culture, it becomes a history. One of ways of maintaining culture is through developing new ones, such as developing new tradition. One of the examples of it is developing new tradition of cooking traditional cuisine especially made by local people using local ingredient with new way of consuming it. This research shows how the local people of Tegal Regency develops new traditional cuisine from the old one, supported by the local government to be part of their culinary tourism promotion. The first one is *sate blengong*, a side dish developed from the old/original chicken/lamb satay but was made of *blengong* meat, a cross breed of *bebek* (duck) and *mentok* (Muscovy duck), stucked on bamboo skewer, grilled and served with peanut sauce. The second one is *Rujak Teplak*, a side dish developed from the old/original *rujak* (boiled vegetables served with peanuts sauce) whose name is created from the way the seller put nine kinds of vegetable on banana leaf as its wrapping (*teplak* means putting something with a force resulting a kind of slapping sound). The result shows that the new traditional cuisines are famous for its uniqueness and good taste so that it attracts tourists to come and taste it after seeing them being promoted through various social medias. It can be concluded that those new cuisines keeps Tegal Regency's culinary tradition as part of their culture that is beneficial to promote Tegal Regency culinary tourism.

Keywords: culture, tradition, cuisine, culinary, tourism, promotion

1. Introduction

Culture is considered as a complete system of idea, act and also a result of human being creation throughout their life in their society [1]. As culture is inherited, created or learned, human being can inherit culture from their ancestors, create a culture of their own or learn a culture from others. One of culture resulted from human being creation is tradition. One of many examples of tradition is culinary in which human being reproduce old-traditional main dish, snack or drink that can be inherited from their ancestors' traditional culinary or create new-traditional main dish, snack or drink that can be passed into their future generation as new traditional culinary that can be very beneficial in tourism business as it has a high potency to attract tourists who are interested in culinary tourism, particularly the unique and traditional ones.

As culture reflects the life of its owner, when the owner of a culture no longer keeps the culture, it becomes a history. One of ways of maintaining a culture is done by developing a new culture to suit the new necessity in the new era so that the old ones does not have to be completely extinct. This new culture can be created by reproducing the old one, producing a completely new one or modifying the old one. One of examples of modifying culture is modifying the tradition, such as the tradition in

culinary. The modification of old-traditional cuisine can be done by modifying the ingredient, the way of cooking, the way of serving or else, the name of the cuisine.

Related to culinary tourism preserving the tradition as part of the culture, recently Tegal Regency develops two new-traditional cuisines from two old-traditional cuisines that is hoped to be a new tourism attraction gaining more profit for the local people involved in culinary tourism business and -of course- the local government. Those are *Sate Blengong* which is modified from the old-traditional *Sate Ayam* or *Sate Kambing* and *Rujak Teplak* which is modified from the old-traditional *Rujak*. This research shows how Tegal Regency tries to preserve their culture by keeping their tradition through developing old-traditional cuisine with different name, ingredient, way of cooking, way of serving and name, so that it can be introduced as new culinary tourism attraction by applying Purposive Sampling Technique [2], two Folklore Research Methods [3], and Participatory Observation, Note Taking and Recording Techniques [4] to get a comprehensive data in a simple but brief description.

2. Methods

This descriptive-qualitative research exposes Tegal Regency's effort in maintaining its culture by preserving their tradition through the development of old-traditional cuisine *Sate* and *Rujak* into new-traditional cuisine, *Sate Blengong* and *Rujak Teplak*. Those samples were chosen using Purposive Sampling Technique [2] by selecting the famous new-traditional culinary tourism in Tegal Regency. The data were collected by applying Dundes [3] two Folklore Methods called Identification and Interpretation. The first method, which is objective and empirical, is done by applying Documentation Method [4] to collect document or written information from various sources. Meanwhile, the second method, which is subjective and speculative, is done by applying Participatory Observation, Note Taking and Recording Techniques [4] to gather direct-oral information from various informants. Those methods is taken to get a complete information and comprehensive explanation of the ingredients, the way it is cooked, the way it served, the story behind its name and the way it attracts people to taste it.

3. Results

3.1. Sate Blengong

Sate Blengong recently becomes one of the most popular traditional cuisine in Tegal Regency culinary tourism. Tourist from various places seek for this cuisine after getting oral-direct information or written-indirect promotion via social media. *Blengong* is a kind of cross-breed duck from original male duck and female British Muscovy duck resulted in a less cholesterol duck meat which is juicy and tasty. In Slawi area, it is commonly served with rice, while in Brebes area it is usually served with *Kupat Glabed*.



Figure 1 and 2: Male Duck[5]- Female Muscovy Duck [6]



Figure 3 and 4: Blengong Duck [7] and Sate Blengong Pak Glowor, Pagerbarang District, Tegal Regency



Figure 5, 6, and 7: Sidjan Chicken Satay[8], Tirus Lamb Satay[9] and Kukat Glabed[10]

3.2. Rujak Teplak

Rujak which was previously became an old tradition cuisine consumed only by old or middle-aged women is now become famous again after it is developed into *Rujak Teplak* as new traditional cuisine in Tegal Regency culinary tourism. People from various ages look for this cuisine, attracted by the oral-direct information or written-indirect promotion via social media. Rujak Teplak is a kind of *rujak sayur* consists of nine kinds of vegetables served with thick peanut and sweet cassava sauce.



Figure 8 and 9: Rujak Kangkung[11] and Rujak Buah[12]



Figure 10: Rujak Teplak Ibu Niti from Trayeman in Banjaran Traditional Market, Slawi.

4. Discussion

4.1. *Sate Blengong*

Sate Blengong is a side dish made of *blengong* meat (*blengong* is a cross-breed of male duck and female British Muscovy/Barbary duck resulted in a less cholesterol but juicy and tasty duck meat) sticked in bamboo skewer, grilled like the old-traditional and famous Tegal cuisines Sidjan *Sate Ayam* (chicken-satay) or Tirus *Sate Kambing* (lamb satay), served with peanut sauce (accompanied with soya sauce and also chopped chilli, onion and tomato) as a side dish of rice or *Kupat Glabed* (Tegal old-traditional and famous main dish made of steamed rice wrapped in coconut leaf and served with thick or *ngglabed opor* sauce made of coconut milk mixed with traditional turmeric seasoning).

Sate Blengong is commonly served by Tegal Regency people for as dinner, particularly in Slawi and Brebes areas. The local people and tourist enjoy this cuisine as it has a good taste of juicy *blengong* meat that is claimed to have far less cholesterol than the common duck meat. The oral-direct promotion from mouth to mouth and the written-indirect promotion through social media becomes one of Tegal Regency ways of promoting its culinary tourism to develop home industry of the local people supported by the local government.

According to Pak Glowor from Pagerbarang District, *Sate Blengong* is made of *blengong* meat and secret recipe of seasoning used while boiling the meat to get rid of its fat and smell. The boiled *blengong* is then rested by hanging it to let it dry before it is chopped into small pieces that will be sticked on bamboo skewer. After all meat is ready to grill, it is marinated with secret recipe of peanut sauce added with soya sauce. It is then grilled and served with peanut sauce added with soya sauce and also chopped chilly, onion and tomato. *Sate Blengong* in Slawi area is commonly eaten it with rice, while that of Brebes area is usually consumed with *Kupat Glabed*.

4.2. *Rujak Teplak*

Rujak Teplak is a dish made of boiled vegetables served with peanut sauce like the old-traditional *Rujak*. The different of this cuisine with *Rujak* which is commonly made of three to five kinds of vegetables like kangkung, bayam, kacang panjang, tauge and other kind of vegetable, *Rujak Teplak* is made of nine kinds of boiled vegetables (taro leaves, kale, cassave leaves, cassava creep/tuber leaves, long bean, bean sprout,

pare/bitter melon, cucumber, cowpeas), served with thick peanut sauce as it is mixed with sweet cassava creep/tuber sauce. This cuisine can be consumed as side dish with rice or just as a main dish in the morning as breakfast. The name *teplak* after the name *rujak* comes from the way the seller put the vegetables on the banana leaves as its wrapping by giving a slight force creating a kind of slapping sound of the palm tapping on the banana leaf.

According to Ibu Niti from Trayeman District who sells *Rujak Teplak* inside Banjaran Traditional Market in Slawi, Tegal Regency, *Rujak Teplak* is made by putting the nine kinds of vegetables in boiled water for a while and then put it in cold water to keep its fresh and green look for a while before it is rested to let it dry. After that, seven of the vegetables like kale, cassava leaves, cassava creep/tuber leaves, long bean, pare/bitter melon, cucumber, and cowpeas are roughly chopped to make it easy for people to eat/chew, but two others like taro leaves and bean sprout are not as easy and soft enough to eat/chew. The sauce is made of smooth-grinded fried peanut mixed with mashed-boiled cassava creep/tuber to make it sweet and thick creating unique texture and taste that is different from the old-traditional *Rujak Kangung* or *Rujak Buah*.

4. Conclusions

The development of *Sate Blengong* from the old version of *sate* and *Rujak Teplak* from the old version of *rujak* and their fame as new traditional cuisines in Tegal Regency shows us how local people supported by local government keep their tradition as part of their culture by modifying the old traditional cuisine that might be replaced by many modern cuisines preferred by the young generation into a new but still traditional cuisine chosen by people from different ages and various places.

In addition to its financial benefit, its culture and tradition benefits are also maintained so that this way of preserving tradition as part of a culture can also be applied into different part of culture such as custom, ceremony, traditional clothing, etc. That can be modified to suit the new era with its new necessity.

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