



Culinary potential based on local food in the cultural tourism of Pacet's Keramat Market

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Abstract

Purpose - The purpose of this study is to identify the potential of food made from local resources, specifically sweet potatoes, as a support for cultural tourism in the Keramat market. It also aims to modify sweet potato recipes to make them more innovative and aligned with modern tastes.

Methodology/Design/Approach - This is descriptive qualitative research. Data was collected through interviews, Focus Group Discussions (FGD), and experiments involving the modification of sweet potato-based foods. A total of 30 seller respondents were purposively selected to participate in the study.

Finding - The study found that the most commonly sold sweet potato-based foods were cenil (16.67% of sellers), followed by gatot and tiwul (13.33%), puthu (13.33%), sundhuk urut (13.33%), dawet drinks (10%), horok-horok (6.68%), and other products like corn, sweet potatoes, and boiled peanuts (3.33%). The study also identified that local resources, specifically sweet potatoes from Pacet, could support cultural tourism by modifying them into modern dishes such as silky sweet potato pudding and sweet potato mayang cake. These dishes incorporate additional ingredients like coconut milk and milk to enhance the nutritional value.

Originality/Value - The research highlights the potential of modifying traditional food products to support cultural tourism. By transforming local sweet potato-based foods into innovative dishes, the study provides a unique approach to integrating local resources into tourism and cultural experiences, offering fresh ideas for culinary tourism development.

Keywords: local food, sweet potato, cultural tourism, modification

Introduction

Cultural tourism that carries the concept of local tourism is one effective way to support the regional economy while preserving local traditions and culinary riches. The development of this sector not only attracts tourists, but also creates jobs and increases the income of local people. This initiative can help maintain the sustainability of local resources and provide opportunities for the younger generation to be involved in cultural preservation and economic development through the tourism sector. This strategy also encourages collaboration between the government, business actors, and local communities to create authentic and educational tourism experiences. The development of cultural and culinary tourism based on local food ingredients is an inspiring model in utilizing the potential of resources to achieve shared prosperity. Cultural tourism based on local culinary specialties provides tourists with the experience of experiencing the beauty of local nature, culture and local food (Maria, 2020), Pacet is one of the villages in Mojokerto that has a cultural tourism village that carries the concept of traditional culinary (traditional snacks) called the Keramat market. The Keramat Market is located in a bamboo forest area as its main icon and trading equipment that uses traditional tools. Village tourism can have a positive impact on the preservation of local culture and local food (Rijal, 2018).

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Traditional foods such as vegetables, cassava/sweet potatoes and spices are culinary tourism attractions in village tourism. Traditional cuisine can be divided into appetizers, main courses, desserts and drinks (Widyaningsih & Masitoh, 2018). Local food products can motivate tourist visitors because of the need for food and souvenirs for souvenirs. The potential of Pacet Village as an attraction in cultural market tourism can be supported by the region's typical commodities, Pacet Village is famous for its sweet potato center, namely white sweet potatoes, orange sweet potatoes and purple sweet potatoes. Sweet potatoes are agricultural commodities that are rich in fiber, contain carbohydrates, protein, fat and contain various antioxidants (Marta, 2018). The anthocyanin content of white sweet potatoes is 0.006 mg/100g, yellow sweet potatoes 4.56 mg/100g and purple sweet potatoes 110.51 mg/100mg (Anita dkk., 2023).

The antioxidant content in sweet potatoes is useful for preventing free radicals in the body. Antioxidants in sweet potatoes can also be called anticancer and antioxidants. The antioxidant content in purple sweet potatoes is 3 times higher than blueberry commodities. Sweet potatoes also contain pectin which can facilitate digestion, constipation and hemorrhoids (Dadi & Kholil, 2023). In Peraan Village, Bali, local culinary products from sweet potatoes can be adjusted to suit the tastes of tourists. This involves modifying traditional recipes to increase their appeal, such as adjusting the taste to meet international tastes (Damayanti dkk., 2022). The development of creative sweet potato foods, which are healthy and nutritious and have a long shelf life, is an effort to add value to sweet potatoes in culinary tourism. Sweet potato products can be marketed as unique local snacks, appealing to tourists looking for an authentic yet easily accessible food experience in tourist attractions.

Sweet potatoes have significant culinary potential in tourism, offering unique opportunities to enhance cultural experiences and promote the local economy. As a staple food in various traditional cuisines, sweet potatoes can be utilized to attract tourists through festivals, innovative recipes and recreational foods. This potential is evident in different cultural contexts, from traditional festivals to modern culinary innovations, highlighting the versatility and appeal of tourists. In developing local potential in tourism, it is important to identify the needs of the community, the community generally experiences rapid changes in tastes, behavior along with changes in the times and technological advances (Soetomo, 2014). Based on the description above, the purpose of this study is to identify the potential of local resource-based food (sweet potato) as a support for cultural tourism in the sacred market and to modify sweet potato recipes to be innovative and in accordance with current developments. So that it is expected to increase the attraction of tourist visitors and increase the income of the local community.

Method

This type of research is descriptive qualitative research, which describes the phenomena in the field in detail (social and contextual such as culinary tourism and cultural tourism (Fadli, 2021). The research data obtained from the results of interviews, Focus Group Discussions (FGD) and experiments on modified sweet potato-based foods. The number of respondents used was 30 seller respondents determined purposively. The data in this study are qualitative data and quantitative data. Qualitative data in the form of sentences and pictures while quantitative data presents recipe measurement numbers. Data collection consists of several stages, namely 1) Data collection from the results of interviews, FGDs and observations in the field, 2) Data reduction according to the focus of the research such as the types of purple sweet potato-based foods that have been served at the sacred market 3) Drawing conclusions.

Findings and discussion

Keramat Market Pacet Mojokerto

Keramat Market is located in Kramajetak Village, Pong Boto Hamlet, Warugunung Pacet Mojokerto, which is a cultural and traditional culinary tourism. Keramat market is located in an atmosphere surrounded by bamboo trees and offers a shopping atmosphere in the Majapahit era. The history of the name of the Keramat market with the meaning "Keramut ben manfaat mugio Kejugrukan rahmat so ngersani Gusti Kang Maha Rahmat" has a historical meaning (Rohma, 2024). Keramat market was founded by local residents and

supported by various parties and began operating in 2019 and was inaugurated by the Regent of Mojokerto. According to local residents, Keramat market was founded to improve the economic welfare of the community, develop village potential, preserve culture (Nguri-uri Javanese culture) and minimize plastic waste. Keramat Market is located in the middle of a bamboo forest and cooking utensils and places to sell use bamboo. Sellers at Keramat market also wear Javanese clothing such as women wearing kebaya and jarit while men wear blangkon. Visitors to Keramat market must exchange Rupiah for gobog coins. Gobog coins as a means of exchange in the sacred market are square and hollow made of metal. The unit of gobog coin is Rp 2,000. The food menu at the sacred market is mostly made from local ingredients, namely cassava, sweet potatoes, corn, suweg, taro, etc. processed in the form of snacks such as lupis, gatot, tiwul, dawet, cenil, horok-horok, gethuk and onde-onde. Food packaging at the keramat market does not use plastic but teak leaves, banana leaves, *mangkokan* leaves and bamboo weaving. The sacred market also provides Javanese art performances such as dances, colossal Javanese theater arts. The sacred market is one of the educational cultural markets and as one of the unique traditional culinary markets.

Food and Drink at Pacet Keramat Market

From the results of field research with 30 respondents, all of whom were food and beverage sellers at the Pacet Mojokerto Sacred Market, it was discovered the types of food and beverages sold (Table 1).

Table 1. Traditional food

No	Type of food / drink	Number of traders	Percentage (%)
1	Gatot dan Tiwul	4	13.33
2	Cenil	5	16.67
3	Gethuk	2	6.67
4	Dawet	3	10
5	Horok-horok	2	6.68
7	Jagung, Ubi & Kacang rebus	2	6.68
8	Puthu	4	13.33
9	Klepon	2	6.67
10	Sundhuk urut	4	13.33
11	Lenyeng	1	3.33
12	Ronde	1	3.33
TOTAL		30	100

From the table above, with 30 respondents, the results of food and beverages sold at the Keramat Pacet Market in Mojokerto are diverse and all the basic ingredients come from local food, namely cassava, sweet potatoes, corn, sago and peanuts. Of the 30 respondents selling at the Keramat Market, the percentage of sellers with the most is *cenil* food with 5 traders 16.67%, then *gatot* and *tiwul* food 4 traders 13.33%, *puthu* 4 traders 13.33%, *sundhuk urut* 4 traders 13.33%, *dawet* drinks 3 traders 10%, *horok-horok* 2 traders 6.68%, corn, sweet potatoes and boiled peanuts 2 traders 3.33% and *ronde* 3.33%.

3. Local food potential in cultural tourism at Keramat Market

From table 1 above, it is known that the food and drinks sold by 30 respondents are gatot and tiwul, cenil, gethuk, dawet, horok-horok, corn, boiled sweet potato and peanuts, puthu, klepon, sundhuk urut, lenyeng and Ronde. These various types of food can be categorized as snacks (Sugiyono, 2018). According to them, the food sold represents the preservation of culture and the preservation of local food which is traditional food from the past. The traditional drink sold at the sacred market is es dawet consisting of rice dawet and sago dawet. The types of food sold at the sacred market are 80% in the form of snacks or snacks that are temporary hunger relievers. From the results of interviews with 30 respondents, the ingredients used to make snacks are easy to find around and in the local village. Most of the basic ingredients are cassava, sweet

potatoes, corn and peanuts. 90% of traders buy these raw materials from the market or directly from farmers, while 10% of traders obtain raw materials from their own gardens.

4. Modify the processed sweet potato recipe

The term modification is an effort to add or change into something different from before and more interesting. With the aim of carrying the concept of local cassava resources, it can be used as a typical souvenir from the sacred market cultural tourism. The results of the Focus Group Discussion, the innovation of cassava recipes can be used as a characteristic of the Pacet area because it is supported by the cassava center in the local area. Efforts to optimize the typical menu of cassava, 2 recipes were chosen, namely silky cassava pudding and mayang cassava cake. Where both types are snacks that have been favored from time to time. Silky cassava pudding was previously only pudding with gaar agar base ingredients added with sugar, modified by adding cassava that was blended first and added cornstarch and milk. So that a silky cassava pudding will be obtained which is rich in nutrition, consisting of cassava with antioxidant content, agar agar containing fiber and added with milk containing protein. This can be categorized as a modern snack with local ingredients. Mayang cake which has so far come from rice flour and wheat flour, can be added or substituted with steamed cassava. Mayang cake can be added with coconut milk sauce, so that you will get a purple mayang cake and coconut milk that contains fresh vegetable fat.

Local food-based food processing needs to be adjusted to the times and needs to be modernized, this is to adjust to consumer tastes. Based on the results in the field, Pacet Village produces 26,000 tons of sweet potatoes per year so that the modification of the sweet potato recipe in making pudding and mayang cake with sweet potato as the basic ingredient is very appropriate. The recipe for making silky sweet potato pudding can be seen in Table 2 and the recipe for making sweet potato mayang cake can be seen in Table 3.

Table 2. Making Silky Sweet Potato Pudding

Material:
1. 500 grams of sweet potato
2. 200 grams of rice flour
3. 50 grams of tapioca flour
4. 135 grams of sugar
5. 500 ml of fresh coconut milk
6. 60 grams of wheat flour
7. Purple food coloring to taste
8. ½ teaspoon of vanilla
Steps :
1. Peel and clean the sweet potatoes
2. Cut the sweet potatoes into 5 cm diameter cubes and steam for ±15-20 minutes
3. The steamed sweet potatoes are mixed with wheat flour, rice flour, vanilla, sugar and food coloring and stirred until smooth
4. The dough is ready to be molded
5. The molded dough is steamed for ±15 minutes

Table 2 explains about the modification of sweet potato processed into silky pudding which produces a soft and purple product. Pudding is generally only agar-agar mixed with sugar and added with food flavoring. In this modification, sweet potato is added to the pudding mixture so that it has a distinctive taste of sweet potato aroma and has a natural color, the basic ingredient of purple sweet potato will become purple pudding. In addition, silky pudding is added with fresh coconut milk and milk, this adds a distinctive aroma of fresh coconut and milk that makes it soft when consumed. Table 3 shows the recipe for modification of mayang cake, which so far has only come from rice flour and wheat flour, so mayang cake is added with sweet potato and coconut milk so that it adds nutritional content in the form of antioxidants and fiber.

Table 3. Making Sweet Potato Mayang Cake

Material:
1. 200 grams of sweet potato
2. 7 grams of agar-agar
3. 2000 ml of fresh milk
4. 200 grams of sugar
5. 2000 ml of fresh coconut milk
6. 2 tablespoons of Maizena flour
7. Salt to taste
Steps :
1. Peel and clean the sweet potatoes
2. Cut the sweet potatoes into 5 cm diameter cubes and steam for ± 15 -20 minutes
3. Blend the steamed sweet potatoes with coconut milk until soft and strain
4. Put the blended sweet potatoes with cornstarch, sugar, and agar agar into the water until homogeneous
5. Heat on the stove at a temperature of $\pm 40^{\circ}\text{C}$ until the mixture boils
6. The dough is ready to be molded

Conclusion

Food and drinks sold in the sacred market are snacks or snacks made from cassava, sweet potatoes, corn and peanuts. The potential of local resources that can support cultural tourism in the sacred market by modifying cassava commodities which are local resources of Pacet into processed silky cassava pudding and mayang cassava cake. From the two menus, they are modified by adding other ingredients such as cassava which is a source of carbohydrates, coconut milk containing vegetable fat and milk containing animal protein.

Acknowledgment

The author would like to thank the Faculty of Engineering, Majapahit Islamic University, for facilitating this research.

Declaration

Ethics approval and consent to participate

Not applicable.

Consent for publication

Not applicable.

Availability of data and materials

The data presented in this study may be obtained on request from the corresponding author.

Competing interests

The authors declare that they have no conflict of interest.

Author contributions

AA and NA conceptualization, methodology, validation, formal analysis. ES and RW investigation, data curation, writing - original draft preparation, writing. AA and RW review and editing, supervision. NA project administration. All authors have read and agreed to the published version of the manuscript.

Funding

Not applicable.

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Received: 19 November 2024

Accepted: 23 January 2025

Published online: 30 January 2025

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