



Tourist Motivation to Visit Bumi Langit as a Permaculture Gastronomic Tourist Attraction in Mangunan Bantul, Yogyakarta

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ABSTRACT

Bumi Langit is a gastronomic tourism object that applies the concept of permaculture. Permacultur is a concept of integrated and organic agriculture that applies the principle of balance in a sustainable and sustainable way of life. This study aims to apply the concept of miss helix as a component of gastronomic tourism at the Bumi Langit stall as a permaculture gastronomic tourist attraction. The research method used is a qualitative method, while data collection techniques are carried out by interviews, observations, literature studies and documentation studies. From this research, it is expected to be able to arouse the motivation of tourists to return to Warung Bumi Langit because this object is the only tourist attraction that applies the principles of permaculture in Yogyakarta.

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1. INTRODUCTION

Tourism continues to develop in this modern era and is one of the promising sectors for a country. This is of course driven by some people who think that traveling is a need that must be met. The relationship between food and tourism has now developed not only as a product of basic needs by tourists, but has also been used as a differentiating destination by creating an impressive atmosphere. This then becomes the identity of the destination (Arini & Lestari, 2021). One of the most promising tourism supporting elements is food. According to research in 2019, the main indicators for increasing tourism activity are the accommodation sector

(1.3%) and food and beverage (6.9%). Food and drinks are designed to be a motivating factor for tourists to travel (Muskat et al., 2019).

Food is an important part of the tourist experience during tourism activities. One study showed that tourists spend 40% of their budget on food and beverage purposes (Davis et al., 2013). In addition, when tourists visit a tourist destination and get pleasure, they may feel satisfied and this leads to increased intention to visit again (Waheed & Hassan, 2016). Competition in the food and beverage industry is currently very tight. In this case, the company or restaurant must know how to get customers and make them come back to buy a product or service. When the customer's experience exceeds what is expected, satisfaction will arise. Currently, many tourists come to a tourist area just to look for the food they want even though in enjoying the food they get sometimes they have to pay a lot to enjoy it (Nugroho et al., 2021). The culinary business in the city of Yogyakarta is considered promising by entrepreneurs because it has a great opportunity to meet the needs of tourists (Wiweka, 2021). Therefore, there is a need for a strategy that needs to be carried out by entrepreneurs to stay afloat, namely by innovating products, improving quality and being able to follow the market that can attract the attention of consumers.

One of the areas in Indonesia that is famous for its tourism potential is Yogyakarta. In addition to the cool air, Yogyakarta is a tourist attraction because it offers many special foods that are worth trying. This area known for its culture has a variety of traditional foods that are still widely found and can be an interesting culinary experience. Culinary industry which is part of gastronomic tourism in Yogyakarta is growing rapidly, especially in the Mangunan area. Warung Bumi Langit is located in Giriloyo Village, Mangunan, Jl. Imogiri Km. 3, Griloyo, Wukirsari, Kec. Imogiri, Bantul Regency, Special Region of Yogyakarta. Warung Bumi Langit is a place to eat where the understanding and skills that have been passed down by human ancestors can be learned and applied in everyday life. Warung Bumi Langit is a place where solutions are offered for the problems of the modern world. In this place ethical values (adab) become the basic foundation in the relationship between humans and nature, and between humans. Bumi Langit strives to be a reflection of the life that follows (rahmatan lil 'alamin) and applies Permaculture principles in managing its natural resources.

Permaculture is a term in agriculture that is often associated with a healthy lifestyle and environmental conservation. Permaculture comes from the English term "Permaculture" which stands for Permanent Agriculture. The term permaculture has the meaning of agriculture with a sustainable, continuous and permanent life order by holding tightly to the principles of balance and sustainability. Permaculture has almost the same concept as integrated and organic agriculture (Suh, 2014). This is the concern of researchers to raise the gastronomic tourism of Warung Bumi Langit as the object of research.

The permaculture principles applied by Warung Bumi Langit are: (1) good and wise planning. In planning the products offered at Warung Bumi Langit, they have been carefully planned by considering the balance of nature and the sustainability of the ecosystem. The food served at Warung Bumi Langit is food that is processed from organic sources from the garden itself. (2) Use natural resources very carefully. In processing natural resources that are used as food raw materials at Warung Bumi Langit, be very careful and apply energy-saving principles. In natural systems little is possible to produce waste or pollution. The residue from one natural process becomes the source for another. As much as possible the recycling process of the waste generated. For example, at Warung Bumi Langit, they also make their own compost from dry leaves and use livestock manure as a source of Bio gas. (3) A civilized (ethical) approach by respecting all life. In this concept, permaculture finds the right way to create a relationship (friendship) between humans and nature, and between humans and other humans. Human life is returned to its nature, and we are back to living according to sunatulloh

(Allah's provisions) and manifesting Allah's mercy for the entire universe (rahmatan lil'alam). In this concept, permaculture finds the right way to create a relationship (friendship) between humans and nature, and between humans and other humans. Human life is returned to its nature, and we are back to living according to sunatulloh (Allah's provisions) and manifesting Allah's mercy for the entire universe (rahmatan lil'alam). In this concept, permaculture finds the right way to create a relationship (friendship) between humans and nature, and between humans and other humans. Human life is returned to its nature, and we are back to living according to sunatulloh (Allah's provisions) and manifesting Allah's mercy for the entire universe (rahmatan lil'alam).

Currently, there are not many food and beverage industry managers who apply permaculture principles. This permaculture concept is the main attraction for the development of gastronomic tourism in Bantul district. Warung Bumi Langit is the only gastronomic tourism object in Bantul that applies permaculture principles in serving delicious and healthy dishes and has its own charm to be able to enjoy the dishes that have been ordered at this Warung. From this special attraction, tourists will be motivated to come back to Warung Bumi Langit. Many previous studies in the field of tourism suggest that one of the indicators for interest in revisiting is motivation. Strong motivation can lead to the desire and interest to return to tourist destinations (Lee, 2009). With a good concept that they have, companies and managers in the tourism sector, especially in the food and beverage industry, need to understand the motivation for return visits, not discussing consumer behavior because the concept will be different, not only knowing what to expect. make consumers interested in coming, but also need to understand how to make consumers feel satisfied and their desires fulfilled so that they come back to visit in the future.

In addition to Warung Bumi Langit, other potential gastronomic tourism in Mangunan, Dlingo, Bantul is the Foot Sky Market and the center for souvenirs by Tiwul Ayu Mbok Sum. The author applies the pattern of gastronomic travel in the three culinary tourism spots and focuses on research on Warung Bumi Langit as a gastronomic tourism object which has a special advantage, namely applying the principle of permaculture. The aims of this research are: (1) Knowing the philosophy, history and principles of permaculture applied to Warung Bumi Langit so as to generate motivation to revisit the gastronomic tourism object in Mangunan, Dlingo, Bantul, Yogyakarta. (2) Knowing the development of gastronomy tourism, especially in the area of Mangunan, Dlingo, Bantul, Yogyakarta. (3) Generating gastronomic tourism and knowing the role of stakeholders in packaging the potential for gastronomic tourism in the Bantul region. With an attractive travel pattern, tourists will feel comfortable in doing gastronomic tourism in Bantul so that they can generate motivation to return to tourist objects gastronomy in Bantul, especially in Warung Bumi Langit, Mangunan, Dlingoi, Bantul, Yogyakarta.

2. LITERATURE REVIEW

A. *Tourism and Gastronomy*

According to Law No. 10 of 2009 concerning Tourism states that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and regional governments. Gastronomic tourism is part of special interest tourism. With reference to the trip that is carried out with the aim of enjoying food and drinks as the main factor in making a decision to visit a tourist destination (Ningsih & Turgarini, 2020). Reveals that gastronomy is an element that unites new concepts in the form of cultural heritage and cultural tourism driven by lifestyle habits and the need for high-quality experiences (Soeroso & Turgarini, 2020). Gastronomy presents a way of enjoying

different foods and drinks, resulting in the uniqueness of a food or drink in a tourist destination, giving rise to new experiences for tourists.

Experience in the consumption process focuses on creating a pleasant experience, not only at the time of purchase, but also during and after consuming a product, which then turns into the creation of emotions, feelings, and thoughts that aim to form interactions. between consumers and goods or services.

1) Dining Experience

The notion of a dining experience as used in the hospitality industry is articulated as a consumer's view of eating out. Consumers will judge the overall dining experience not only by referring to the quality of the food and drinks but to other aspects, such as the quality of service and the atmosphere of the restaurant. Customers don't buy services, but buy experiences, customers don't buy quality, but buy memories, and customers don't buy products but buy dining experiences. The eating experience is seen from several dimensions, namely: (1) Food and drink. This aspect includes food and beverages that must be considered by restaurant managers such as the quality and quantity of products offered which can affect consumer expectations or expectations. (2) Variations in menu choices (Davis et al., 2013). The type of food and beverage menu choices offered by the restaurant can improve the quality of the dining experience. When a restaurant provides products with many variations, the thing that must be considered is the availability of raw materials. (3) Service Level. The higher the food costs incurred. consumers, the greater the level of service expected. In the process of service level there is a direct interaction between consumers and restaurant employees who serve. (4) price and value for money. Consumers visit a restaurant not only to enjoy food and service but also consider the price they pay to represent the value of the money they spend. (5) Interior Design. The first impression of consumers appears when they see the interior design of a restaurant. The interior design of the restaurant contributes to the formation of the restaurant's image. (6) mood and mood. (7) location and accessibility. (8) food and beverage service employees. (6) mood and mood. (7) location and accessibility. (8) food and beverage service employees.

2) Intention or Motivation to Come Back

The concept of intention or motivation to visit again comes from behavior intention, then defined as repurchase and word of mouth intention. The dimensions of revisit intention consist of: (1) The possibility to visit again or the possibility of consumers making repeat visits to the same place. (2) The possibility to recommend other people or the possibility of consumers to recommend a destination to others for come to the place. (3) The possibility of being the first choice for future visits or the possibility of consumers making the destination their first choice when making future visits (Ramukumba, 2018).

B. Tourist Attractions

Tourist attractions are an important element in attracting tourists. There are several reasons why tourists visit a tourist attraction. The most common reasons are to enjoy the natural beauty, witness the unique culture, learn the history of the local area or want to see the daily life of the local people.

C. Gastronomic Tourism Component

Gastronomy is the art and science of even cross-ethnicity, nation, race, class, religion, culture, appreciation by studying how to eat, food and drink in detail, to be used in various conditions and situations (Soeroso & Turgarini, 2020). There are nine components of gastronomic tourism, including: (1) traditional / local culinary including how to serve, recipe and how to make it. (2) History, tradition and philosophy. (3) Raw material / food landscape.

(4) How to serve. (5) How to taste. (6) Educational value. (7) Nutritional value and benefits (8) Unforgettable experience. (9) Ethics and etiquette (Turgarini et al., 2018).

D. Gastronomic Tourism Component

Gastronomic tourism is a way to preserve culture through food. Several ways that can be done to preserve gastronomic tourism are to do a lot of documentation of food, include traditional recipes or how to cook them in school lessons and hold food festivals through certain events (Savarin, 2009).

E. Permaculture Concept

An attraction for tourists to visit Warung Bumi Langit is the application of the makltur concept. Permaculture comes from the English term "Permaculture" which stands for Permanent Agriculture. The term permaculture has the meaning of agriculture with a sustainable, continuous and permanent life order by holding tightly to the principles of balance and sustainability. Permaculture has a concept that is almost the same as integrated and organic agriculture

3. METHODS

The research method used is qualitative with a descriptive approach. The results of the research submitted by the author are the results of interviews, observations and documentation. While the discussion is the result of research using the point of view of theoretical studies. The results of this study are interviews that have been conducted by researchers to informants from various different backgrounds. The following is a list of sources and the time of interviews conducted by the authors starting from Sunday 22 May 2022 to Saturday 25 June 2022.

The research subjects were the owner of Warung Bumi Langit, employees of the production and plantation division, Non-Government Organizations from the government of Mangunan Village, Dlingo, Bantul and several tourists who came to Warung Bumi Langit. The research subjects are then called participants or resource persons who are expected to provide in-depth information about Warung Bumi Langit. This research was conducted in Giriloyo Village, Mangunan, Jl. Imogiri, Km. 3, Griloyo, Wukirsari, Kec. Imogiri, Bantul Regency, Special Region of Yogyakarta.

Data collection techniques used in this study were in-depth interviews, observation, literature study, and documentation study. The interview technique chosen was structured interview, ie the list of questions asked had been planned and prepared beforehand so that the interview process could run in a structured manner.

Research must pay attention to three things so that the research carried out gets scientifically accurate data, including data reduction, data presentation, and drawing conclusions. Data reduction is a form of analysis that directs, categorizes, and organizes data in order to obtain final conclusions. Researchers conducted data reduction to gain an understanding of the data that had been collected from the results of interviews and field notes that had been carried out by summarizing and classifying according to the aspects of the problem being studied. After collecting data from various sources, the researcher grouped the data according to the answers from the informants.

Presentation of data is done by describing the data that has been collected in a narrative manner. The presentation of the data is arranged briefly, clearly and in detail according to the aspects studied as a whole in addition to making it easier to understand. At the conclusion drawing stage, the researcher will conclude the data that the researcher has analyzed in the previous stage. The conclusion is in the form of a concise and clear arrangement, so it is hoped

that this way it will be more easily understood by the readers with reference to the purpose of the research itself.

4. RESULTS

The results of research from in-depth interviews that have been carried out by the author, among others regarding the characteristics of tourists who on average visit Warung Bumi Langit are upper-middle class tourists with ages between 25 and 65 years. The majority of Warung Bumi Langit is visited by women, namely mothers who often hold social gathering meetings, socialite gatherings and others. The majority of guests who visit this Bumi Langit Warung are from outside the city of Yogyakarta. Most guests who visit Warung Bumi Langit are tourists from Jakarta. Most of these tourists miss the beautiful rural atmosphere and enjoy traditional organic food while seeing the production process and seeing the raw materials produced from their own gardens.



Source: Author's document, 2022

Fig. 1. Cooking Process, Kecombrang Plant, and Fried Chicken Kecombrang

If it is related to the concept of Miss Helix Wisata Gastronomy which consists of these nine components, this research with the object of Warung Bumi Langit is very fitting because the nine components of the required elements have all been accommodated. The cuisine offered by Warung Bumi Langit consists of local dishes with original recipes from Warung Bumi Langit. Guests or tourists who visit Warung Bumi Langit can see how the process of making food is served directly.

The philosophy applied by Warung Bumi Langit is in serving food that is served not only as a hunger reliever, but rather to produce food from good things that will have a good effect on humans who eat it as well as become medicine. Raw materials or food landscape, i.e. all ingredients used to cook dishes, are derived from their own garden, including the milk produced from Warung Bumi Langit's own cow farm. The way to serve food at Warung Bumi Langit is good and maintains food hygiene very well. The way of tasting for the appearance on the menu offered by Warung Bumi Langit is interesting and the taste is right for the Indonesian tongue. Warung Bumi Langit itself also offers educational tour packages, namely the Bumi Langit Institute, where guests or tourists can learn about the application of Permaculture principles from planting to food processing.



Source: <https://visitingjogja>

Fig. 2. Bumi Langit Institute

The nutritional value and benefits of the menus offered at Warung Bumi Langit already meet the nutritional standards and are good for health because almost all of the menus offered are made from organic ingredients. Unforgettable experience. Tourists who visit Warung Bumi Langit can get an unforgettable experience. Besides being able to order food to relieve hunger and thirst, tourists can enjoy the beauty of the cool and beautiful environment of Warung Bumi Langit while looking at gardens and farms that produce food raw materials and tourists can see the cooking process firsthand if they wish. Ethics and etiquette. In serving food ordered by guests, employees at Warung Bumi Langit apply ethics and etiquette in serving guests who come.



Source: Author's document

Fig. 3. Permaculture Gastronomic Travel Route

Warung Bumi Langit is the main attraction as a gastronomic tourism object as well as educational tourism. In addition to its comfortable and strategic location close to other tourist attractions, Warung Bumi Langit teaches us a lot about the relationship between nature and humans, God and his creator. The gastronomic tourism route to the Bumi Langit Permaculture gastronomic tour combined with other tourism objects as a very interesting tour package.

In this study, the authors combine several culinary tourism objects in the Mangunan area of Yogyakarta into an attractive gastronomic tour package for tourists. The author combines culinary tourism objects with traditional food, equipped with Gejog Lesung tourist attractions as cultural tourism that needs to be preserved, central culinary tourism objects for traditional food and permaculture gastronomic attractions packaged into a gastronomic tour package that can provide experiences and inspire tourists to visit again. to these places. The motivation of tourists to return to the gastronomic attraction of Warung Bumi Langit is because this tourism object provides experiences and lessons for tourists to get to know life closer to nature.

5. CONCLUSION

Based on the previous discussion regarding the motivation to return to Bumi Langit as a gastronomic tourist attraction, it can be concluded that Bumi Langit as a gastronomic tourism object that develops the concept of permaculture is a place where tourists or visitors can experience life close to nature. Bumi Langit does not only provide services in the form of food and drink as a hunger quencher, but also applies the principles and philosophy about food that must come from good things so that it will have a good influence on the human body. The motivation of tourists to return to Bumi Langit as a gastronomic tourist attraction is very large, considering that not many gastronomic attractions in Yogyakarta apply permaculture principles that provide valuable experiences for tourists.

6. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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