



## Senggol market development strategy as a culinary tourism attraction in the city of Gianyar, Bali

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### ABSTRACT

This study aims to determine the potential and strategy for developing Senggol Market as a culinary tourism attraction in Gianyar City, Bali. Data analysis used in this research is internal factor analysis using IFAS, external factor analysis using EFAS, and SWOT analysis. The results of the study show that the strategy that can be designed is the Growth (development) strategy with the main strategy of fulfilling the 12 indicators of culinary tourism attractiveness for Senggol Market first so that it is worthy of being said as a culinary tourism attraction, after that then intensify promotions and attract investors. Data analysis used in this research is internal factor analysis using IFAS, external factor analysis using EFAS, and SWOT analysis. The results of the study show that the strategy that can be designed is the Growth (development) strategy with the main strategy of fulfilling the 12 indicators of culinary tourism attractiveness for Senggol Market first so that it is worthy of being said as a culinary tourism attraction, after that then intensify promotions and attract investors. Data analysis used in this research is internal factor analysis using IFAS, external factor analysis using EFAS, and SWOT analysis. The results of the study show that the strategy that can be designed is the Growth (development) strategy with the main strategy of fulfilling the 12 indicators of culinary tourism attractiveness for Senggol Market first so that it is worthy of being said as a culinary tourism attraction, after that then intensify promotions and attract investors.

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## INTRODUCTION

The development of tourism has been so rapid and has become a very global phenomenon involving millions of people, both the community, the tourism industry and the government, at a cost that is not small (Apriyani, d & sunarti, 2017; Pesawaran, 2020; Riska et al., 2020). Society as well as industry and tourism entrepreneurs, both of them inevitably have to join hands in creating good conditions in the development of the tourism industry nationally (Mayasari, Ira Pasaribu, Sesar, 2021). Bali has become an icon of Indonesian tourism because tourist visits have relatively increased from year to

year (Mayasari, Ira Pasaribu, Sesar, 2021). Based on data from the Central Bureau of Statistics for the Province of Bali in 2020, the number of consecutive tourist visits from year to year has increased. The latest data for 2019 reached 6,275,210 people, an increase from 5,697,739 people in 2017 and 6,070,473 people in 2018.

Gianyar Regency is one of the mainstay areas of the tourism sector in Bali, continuing to build new tourist objects to support the plan and vision of "Cultural Tourism as the Mainstay/Backbone of Sustainable Development". Based on data from the Central Bureau of Statistics for Gianyar Regency 2018, the latest number of international and domestic tourist visits in 2017 reached 3,842,663 people. This shows that around 68 percent of tourists visiting Bali have visited Gianyar Regency.

From this high percentage, it proves that Gianyar Regency is an area that is able to attract tourists to visit with a culture that is highlighted. According to (Sutiarso, 2018), that there are 12 cultural elements that can attract tourists, namely: language, society, crafts, food and eating habits, music and art, history of a place, ways of working and technology, religion expressed in stories or something that can be witnessed, architectural forms and characteristics in each tourist destination, local residents' dress code, education system, and leisure activities. Based on this, one of the things mentioned, namely food and eating habits, is included in culinary tourism.

Food is currently used as a means to develop new market niches, support national identity, develop quality tourism and sustainable tourism, and food is recognized as an effective destination promotion and positioning tool. With increasing interest in local cuisine, several countries are establishing a focus on food as their core tourism product. Several countries, such as France, Italy and Thailand, are popular with their cuisine. This is evidenced by the results of a survey conducted by the Kellogg School of Management of The US in 2003 regarding the food that respondents first thought about when asked which food they liked the most from first to sixth place, namely Italy, France, Japan, China, India and Thailand (Fartiannur, 2018).

Although culinary tourism is often regarded as a complementary tourism product, culinary tourism has the potential to be developed because tourists who come are usually interested in trying the regional specialties (Ayu et al., 2019; Dinas et al., 2022). Culinary tourism itself is a type of tourism that is not only to fill you up by enjoying a variety of typical dishes from tourist destinations, but also to gain interesting experiences by cooking while enjoying a variety of regional specialties (Kristiana et al, 2018). Culinary tourism is also considered capable of increasing tourist visits, this is evidenced in the news on the official website of the Ministry of Tourism, that culinary makes the highest contribution to the GDP of the Creative Economy, namely by 42%, the second is fashion by 18% and the third is crafts by 15% in the shopping category.

Tourists spend 30-40% of the total spending on culinary and shopping. When in total, shopping and culinary account for 75% it can be seen that culinary tourism has the perfect product portfolio, due to its large size, sustainability and distribution. The Ministry of Tourism has set Indonesian culinary tourism destinations, namely Bali, Bandung, Yogyakarta, Solo and Semarang (Gede et al., 2018). These three areas were seen as ready by a special team consisting of experts formed by the Ministry of Tourism to carry out assessments to various regions in 2015. The Bali area chosen from the 3 destinations above, namely Ubud, was to become the UNWTO Gastronomy Destination Prototype and became the first destination to be branded. as a UNWTO (United Nations World Tourism Organization) standard gastronomic destination which is the best endorser in the world for tourism (Darmaputra & Pitnatri, 2017). This is due to the existence of the Ubud Food Festival which lasts for three days which is an annual event. Visits of tourists to the Village of Ubud every year experience development (Putra & Pujani, 2019; Sembiring & Adikampana, 2019).

The famous culinary places that can be visited every day in Ubud are Nasi Ayam Kedewatan, Warung Babi Guling Bu Oka, Bebek Bengil Crispy Duck, Bebek Tepi Sawah, and others. Many foreign tourists visit this culinary place compared to Senggol Gianyar Market, even though the local food available is more numerous or varied. You can find local culinary delights served by traders such as: Tepeng Rice, Betutu Chicken Rice, Roast Chicken Rice, Babi Guling, Tum and Serombotan.

In addition, there are Balinese snacks such as klepon, jaja batun rifle, jaja laklak, banana rai, injin sticky rice porridge, jaja uli, rujak, jaja pillow bananas and many other foods. The focus of the development of this research is in the Senggol Market, Gianyar on how to increase the quantity of tourists by improving the quality of existing tourism. In addition to economic factors, culinary tourism is one of the cultural tourism attractions that should be preserved, especially for the younger generation, as well as making the Gianyar Senggol market the main culinary tourist attraction in Bali.

Balinese culinary is indeed the host in Bali, but it cannot be denied that the presence of culinary outside Bali besides enriching culinary products is also a threat to the existence of Balinese culinary in the future. This phenomenon can be seen from the changes in the culinary tastes of today's young Balinese generation who prefer foreign cuisine for current and lifestyle reasons. Therefore, the development of Balinese culinary as a traditional food must be continued, this is very important to do considering that Balinese culinary is the identity and identity of the Balinese people (Hafidzoh et al., 2021).

So it is necessary to develop a strategy for the development of Senggol Market, as the main attraction so as to foster a sense of love for local culinary to be preserved. Based on the above background, the authors are interested in carrying out a study entitled "Senggol Market Development Strategy as a Culinary Tourism Attraction in Gianyar City, Bali". This research is interesting to do because studies on the development strategy of Senggol Market as a culinary tourism attraction in the Gianyar area are still minimal. The results of this study are expected to be used as input to help stakeholders develop local Balinese culinary delights in Gianyar City.

## RESEARCH METHOD

This research was conducted from 1 February to 1 July 2020 at the Senggol Market, Gianyar, which is on Jl. Ngurah Rai, Gianyar, Kec. Gianyar, Gianyar Regency, Bali. The reason for choosing research at the Senggol Market in Gianyar is because it is the right place to develop Culinary Tourism. Apart from the cultural values that are still sustainable today including its special food, Senggol Market is open every day starting at 15.00-22.00 WITA. In this study, the data collection techniques used were: observation, questionnaires or questionnaires, interviews, documentation, and literature data sources sought include: reports on previous research results, foreign and national journals, especially those with the theme of tourism development. The data analysis technique used in this study is a qualitative descriptive analysis technique that describes the potential for Culinary Tourism owned by the Senggol Gianyar Market, and how the Gianyar Senggol Market is to be developed in the future, namely using IFAS and EFAS Analysis, SWOT Matrix, and Quantitative Strategic Planning Matrix (QSPM) Analysis.

## RESULTS AND DISCUSSIONS

### Potential Attraction of Senggol Market as Culinary Tourism in Gianyar City, Bali

In terms of tourism, it can be said that Bali is very famous in the eyes of tourists. Tourists who visit Bali are very numerous with different tourist destinations, but traveling anywhere cannot be separated from culinary delights. Balinese cuisine has various uniqueness and is believed to be the result of creativity, taste and ancestor's initiative since centuries ago and has high cultural value. The taste of Balinese food is unique, distinctive and different from other culinary delights. These differences can add to the attractiveness of local culinary delights and have the potential to be added value to culinary tourism in Bali (Lumanwauw, 2018). Balinese cuisine combines six flavors known as sad rasa, namely: pakeh/salty symbolizing experience or success that has been achieved, lalah/spicy symbolizing anger, sour/tamarind for failure, sweet for happiness, bitter for pain or disappointment, and sepet flavor. dynamic symbol (Nariani, 2019). The following is a list of local culinary delights that can be found at the Senggol market in Gianyar.

According to the results of observations that have been made, the cleanliness of the Senggol market still needs attention. The management is advised to increase the schedule for cleaning the market environment and pay attention to cleanliness, especially in the sewer in front of the PJ block trader stand. While other facilities such as toilets and parking are adequate. Convenience for visitors is the most important thing for a tourist attraction because if visitors feel comfortable, then they will come back to visit. However, the level of comfort for visitors who enjoy food on the spot is still lacking due to the large number of beggars who are still young by force offering their wares. Researchers tried to enjoy food on the spot (block A market) and were approached by 6 beggars in less than 1 hour.



**Figure 1.** Senggol market atmosphere

Pasar Senggol Gianyar has several 4 blocks for vendors selling. According to the results of observations, the layout of the merchant carts in the PJ Block is the neatest and most attractive. The PJ block, which is located on the main road in Gianyar City Center, is only for 25 traders with the same cart design. The design of the cart also has the characteristics of Balinese architecture or carvings. This gives an attractive and compact impression between traders.



**Figure 2.** Senggol market entrance

According to Pak Dewa, the general coordinator, Senggol market will be more crowded on holidays and if there are events at the Cultural Center or Astina Field. The decrease in visitors is usually in the rainy season due to outdoor shopping activities. The goods offered by the sellers are generally the same, most of them are sellers of Betutu Chicken Rice and Babi Guling Rice. Every trader is given the freedom to leave or enter the Senggol market so that every year the number of traders in Pasang Senggol is not fixed.

Furthermore, according to the results of observations and interviews with visitors, Pak Wayan and Pak Ngurah stated that the average products sold at Senggol Market, especially culinary delights, were quite affordable. Indeed, some claim that the price of some food is set at a higher price than what is sold elsewhere, but the portions offered are indeed worth the price. Social relations or relationships that take place face to face have occurred in the Gianyar Senggol market between traders and local visitors and foreign tourists to make buying and selling transactions. Apart from being among traders and visitors, opportunities to socialize also occur with management staff or managers of Senggol Market and traders in collecting merchandise rent.

The interaction between Balinese culture and culinary delights at the Senggol market in Gianyar is closely related. The availability of Balinese food which is Balinese culture proves the close interaction or connection with culinary delights at the Senggol market in Gianyar. Other cultural interactions are shown by the arrangement of Balinese designs on the carts of each trader in the PJ Block.

*Store atmosphere* have in common with the atmosphere of the market which is categorized as a shop. By making the store atmosphere family-like, it will provide comfort for visitors to feel at home shopping at Senggol Market, and of course have the desire to return to visit. According to the results of interviews with Mrs. Asih as a seller of Serombotan, it can be seen that she is indeed close to several traders and some visitors who have subscribed to Serombotan. She is like family. He really tries to build a family atmosphere to add comfort to each other.

Senggol Market is located in the heart of Gianyar City, of course it is very strategic and not far from supporting facilities such as hospitals, ATMs, police and military offices. In addition, it is only a few hundred meters from the city park which is usually visited by local people. An attractive environment can also be said to be attractive or beautiful when used for taking pictures, often called *instagramable*.

There are many traditional products offered by traders at Senggol Market, ranging from Balinese food and drinks as well as several traditional games for sale. While the national products offered are generally foods that are known throughout Indonesia, namely meatballs, roasted corn, fried rice, and many more. While drinks such as fruit ice, mixed ice, various kinds of juice variants and many more. The sellers of clothes, toys and cooking utensils admit that the products they sell are not all national products, there are some that are international.

### **Senggol Market Development Strategy as a Culinary Tourism Attraction in Gianyar City, Bali**

Based on the results of the SWOT analysis, a Senggol market development strategy in Gianyar City can be formulated, as in the following matrix:

**Table 1.** Questionnaire statement of internal and external factors

No	Strength	No	Weakness
S1	There are many culinary providers in Senggol Market, Gianyar, Balinese culinary delights	W1	The ambiguity of the arrangement between halal and non-halal
S2	Senggol market is located in the heart of Gianyar city and close to many tourist destinations	W2	There is a lack of promotion regarding culinary delights in the Senggol market so that foreign tourists rarely know about the Senggol market
S3	Affordable drinks in the senggol market	W3	Public transportation that has not been able to reach the Gianyar market area
S4	Adequate parking area	W4	There are many children selling tissues who sometimes force them to buy their wares when visitors are enjoying food

No	Strength	No	Weakness
S5	The compact arrangement of the cart design from Blok PJ traders adds a neat and beautiful impression	W5	Lack of information about what types of culinary are provided in the Senggol market
No	Opportunity	No	Threat
O1	Many local or domestic tourists come to visit to enjoy culinary delights at the Gianyar Senggol market	T1	The growth of fast food restaurants in Gianyar City has the potential to reduce sales of Balinese specialties
O2	Many food bloggers have the opportunity to promote food and drinks on social media	T2	The presence of online food ordering applications such as go-food can reduce the number of visits
Q3	Many tourists have an interest in cultural and culinary tourism	T3	The location of Pasar Senggol in outdoor conditions is often disrupted due to weather, for example when it rains which disturbs the comfort of tourists
O4	There is support from the Gianyar City government to develop culinary tourism in Gianyar City	T4	There are no less people who are interested in Modern Markets compared to Traditional Markets
O5	Tourists aged > 55 years are very fond of culinary tours	T5	There are many Senggol markets or night markets in other areas that are no less interesting

The matrix strategy obtained from indicators and combined with internal and external factors can be seen as follows.

#### SO Strategy Analysis

Seeing the strengths and opportunities that the Gianyar Senggol market has, it can improve development strategies by maximizing existing strengths to take advantage of opportunities by Aligning with the Gianyar Regency government program regarding events held at the Cultural Center, City Park and Gianyar Astina Field to hold events more frequently while promoting the market senggol considering the location of the senggol market with the three venues close to each other, intensifying promotions by collaborating with guides or travel agents to include the Gianyar senggol market in their tour packages and collaborating with food vloggers or bloggers to promote the senggol market on their accounts because the power of social media is also very strong .

Another strategy is to make the Senggol market a culinary tourist attraction, it is necessary to fulfill the twelve potential indicators of the Senggol market as a culinary tourism attraction, researchers only describe the environment according to the circumstances or the results of observations and several interviews with traders and visitors. Several indicators have not been fulfilled or categorized as not good, especially on the comfort indicator. This indicator is very important because it is comfort that makes visitors feel at home visiting and decide to visit again. This is also spelled out in one of the weak factors of the senggol market.

#### WO Strategy Analysis

Weaknesses and opportunities for the Gianyar Senggol market can be formulated by minimizing existing weaknesses so that companies can seize opportunities by providing information on halal and non-halal food at the Senggol market, given the variety of tourists visiting the Senggol market, such as Muslim tourists, to avoid these things. unwanted things. In addition, this will also build a sense of more trust or confidence of tourists towards local culinary delights in the Senggol market. Another strategy is to tighten security at the Senggol market, especially for the children selling tissues to sell according to the situation without disturbing the comfort of visitors and

creating social media accounts that contain complete information about what types of culinary items are available at the Senggol market.

#### ST Strategy Analysis

It can be seen from the strengths and threats of the Senggol market, Gianyar uses its power to overcome threats that come from outside by providing culinary tour brochures in the Senggol market area which contains portraits of culinary diversity in the Senggol market. This brochure contains any kind of food to be able to attract tourist visits instead of just ordering food through online applications such as go-food.

In addition, the arrangement of cart designs is the same as the PJ Block traders for all traders to further add to the uniqueness of the Gianyar Senggol market. Based on the results of observations, only traders in Block PJ use carts with the same design arrangement, while traders in Blocks A, B and C are different and some don't even use carts such as cross-legged furniture or only use tables. Lastly, by holding annual events such as showing demonstrations of traditional dishes or other celebrations such as festivals that differentiate the Gianyar Senggol market from other Senggol markets. After the cooking demonstration stage or festival is held, the next stage, if possible, is holding cooking classes at certain events.

#### WT Strategy Analysis

Based on the weaknesses and threats that exist in the Gianyar Senggol market, it must be able to minimize internal weaknesses to avoid threats by revamping various tourism support facilities in the Senggol market and providing a QR Code on each culinary cart that contains complete information about the types of culinary delights in the Senggol market. Gianyar.

The sequence of scores from the QSPM analysis of the Senggol market in Gianyar is as follows:

**Table 2.** Order of QSPM analysis results

Order	Strategy	Total Bags
1	Fulfillment of 12 indicators of culinary tourism attraction for Senggol Market	5.41
2	Align with the Gianyar Regency government's program regarding events held at the cultural hall, city park and Astina Field so that they hold events more frequently as well as promote the Senggol market considering the location of the Senggol Market with the three venues being close to each other.	4.18
3	Intensifying promotions by cooperating with guides or travel agents to include the Gianyar Senggol market in their tour packages.	4.16
4	Collaborate with food vloggers or bloggers to promote pasarsenggol on their accounts because the power of social media is also very strong	4.06
5	Organizing annual events by displaying demonstrations of traditional dishes or other celebrations such as festivals to differentiate the Gianyar Senggol market from other Senggol markets	4.05
6	Create a social media account that contains complete information about the types of culinary offerings at the Senggol market	3.95
7	Providing culinary tourism brochures in the area which contain portraits of culinary diversity in the Senggol market	3.86
8	Providing information on halal and non-halal food at the Senggol market considering the variety of tourists visiting the Senggol market such as Muslim tourists to avoid unwanted things.	3.26
9	Tighten security at the senggol market, especially for children who sell tissues to sell them, seeing the situation without disturbing the comfort of visitors	2.93

Order	Strategy	Total Bags
10	Providing a QR Code on each culinary cart that contains complete information about the types of culinary delights at the Senggol market in Gianyar	2.82
11	Equate the cart design arrangement with the same as the PJ Block traders to all traders to further add to the uniqueness of Pasarsenggol Gianyar.	2.74
12	The need to improve various tourism support facilities in Pasarsenggol	2.47

Based on the results of the QSPM analysis above, it shows that the most important main strategy is implemented first, namely fulfilling the 12 indicators of culinary tourism attractiveness for Senggol Market. According to Suryadana, 2009 (in Rismiyanto and Danangdjojo, 2015) the twelve indicators include: (1) diversity of culinary activities; (2) typical food; (3) convenient and clean location; (4) unique and attractive room (venue) design; (5) good service; (6) competitive market; (7) price and value proposition; (8) socializing opportunities; (9) cultural interaction with culinary; (10) family atmosphere; (11) attractive environment; (12) traditional, national and international products. In realizing these twelve indicators, collaboration between the Government, Traditional Villages, the Management Board, and of course the Senggol Market traders is needed.

The collaboration in question is jointly responsible for realizing the fulfillment of the 12 indicators by creating interesting culinary activities such as festivals, cooking demonstrations or cooking classes, selling more types of Balinese specialties, creating a comfortable and clean location. discipline in terms of cleanliness for the people involved, especially traders and tighten security so that visitors feel more comfortable.

Furthermore, how to design a unique and attractive room (venue) that distinguishes the Gianyar Senggol market from the others can also be done by equating the arrangement of cart designs for all Senggol market traders and revamping various tourism supporting facilities, serving them well, creating a competitive market, providing prices and appropriate value propositions, increasing social opportunities and a family atmosphere, creating cultural interactions with culinary delights and an attractive environment, and finally selling traditional, national and traditional products.

If these twelve indicators have been met, then the Gianyar Senggol market is suitable to be called a culinary tourism attraction in Gianyar City. So, in the second, third and so on, it can be seen in table 4.7, already at the marketing stage, namely promoting and making complete information facilities related to the Gianyar Senggol market.

## CONCLUSION

Based on the results of the research, it can be concluded that Pasar Senggol Gianyar does have various kinds of potential as a culinary tourism attraction, especially in terms of the special food indicators that are sold which are very diverse. The potential for developing culinary tourism in the Senggol market, eight of which have been fulfilled, while the other four indicators, namely the diversity of culinary activities, cleanliness and comfort, attractive venue design and attractive environment, are still lacking. While the strategy used is based on the results of the Internal-External (IE) analysis and also the SWOT Diagram, the same results are obtained, namely in the growth strategy, namely maximizing strengths to take advantage of existing opportunities. The highest score from the QSPM analysis is the strategy for fulfilling 12 indicators of culinary tourism attractiveness in the senggol market, then launching promotions and creating complete information facilities about the Gianyar Senggol market. As for suggestions that can be considered by the Gianyar senggol market, namely that the Senggol market already has culinary activities and an attractive venue design, but only in the PJ block, the venue designs of blocks A, B and C still need to be added to



make it more attractive. The cleanliness and convenience of the market needs to be improved by tightening monitoring and picket schedules for the management staff. The most important thing is to create an interesting or unique environment by creating instagramable photo spots to attract visitors or tourists, especially the younger generation. Meanwhile, in implementing the growth strategy.

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