



Improving the People's Economy During the Covid-19 Pandemic: A Policy Review on Culinary Tourism Business in Medan City

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Vol.16 No.4 | Dec, 2022

Submit :

11/09/2022

Accept:

28/12/2022

Publish:

31/12/2022

Abstract

This research aims to describe how the Government's effort in building people's economy through culinary tourism business that has been mushrooming at any corners of the city during the pandemic. The research employed qualitative method with observation, interview and document analysis as instruments for data collection. Observations were made at several culinary tourism spots following an interview session with some participants from tourism office staffs, culinary business managers and visitors. Related documents were obtained from both the Government Service and culinary business actors. The results of this research indicate that the Government's policy plays an important role in improving the community's economy as it absorbs lot of people to work in and encourages the others to supply the necessary ingredients in which at the same time the business is potential to increase regional income.

Keywords: business, culinary, development, policy, tourism.

<http://publikasi.lldikti10.id/index.php/jit>

DOI : <https://doi.org/10.22216/jit.v16i4>

PAGE 793-807

doi : <https://doi.org/10.22216/jit.v16i4> 793-807

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JIT is Sinta 3 Journal (<https://sinta3.kemdikbud.go.id/journals/profile/2143>) accredited by Ministry of Research & Technology, Republic Indonesia



INTRODUCTION

The word "culinary" is taken from English, and based on Oxford Learner Dictionary (2021), the word "culinary" could be meant as "everything related to cooking or cooking activities" or "something related to the kitchen". Hence, in general it can be interpreted as activities related to cooking or cooking activities in the kitchen with products such as in the form of side dishes, food, or food and drink, while people who work in the culinary field called "chefs" or "cooks" (Merriam Webster, 2021).

Currently, the culinary business in Indonesia is one type of cultural tourism products. The government is very concerned about this culinary and considers it as an attraction for tourism throughout Indonesia. The Ministry of Tourism categorizes the types of cultural tourism products into three groups, namely cultural and historical heritage tourism, culinary and shopping tourism, and rural and urban tourism. This is what later on becoming the identity of culinary-based cultural tourism destinations as described by UNWTO, Global Report on Food Tourism (2017) where it was stated that cultural tourism destinations are culinary-based tourist destinations. In this sense culinary tourism is an integral part of tourism development that grows and develops by history, culture, economy, and society. In other words, culinary tourism is an added value in enriching the tourist experience when

interacting with the local community (Ni Wayan Giri, 2019).

Culinary activities are increasingly mushrooming in various regions, including in the city of Medan. Even recently, the Mayor of Medan initiated the creation of a culinary tourism area which called "The Kitchen of Asia". It might be quite reasonable considering to several culinary areas in Medan City are already operating and are crowded with visitors, including in the Kesawan area, Merdeka Walk, Pagaruyung, Fun Taste Street (Medan Night Market), H.M. Joni Street, Johor Building Area, Dr Mansur Street and J-City.

Nevertheless, culinary areas with crowded visitors, in one hand, will certainly be able to increase the income turnover of traders, but on the other hand culinary tourism actually creates crowds that must be avoided during the current Covid-19 period. So based on these problems, this research was conducted to find out how the Medan City Government's policy towards the development of culinary tourism businesses in the Medan city area during the Covid-19 pandemic and how it contributed to improving the community's economy.

RESEARCH METHODS

The research method used in this study is a qualitative method with data collection instruments in the form of observations, interviews and document analysis. Observations are made directly to the field to obtain qualified data. Furthermore, interview sessions were conducted at certain





time and place accordingly to appointment made with some persons. The interviews conducted for about thirty to forty minutes in-depth and guided semi-structured interviews. In this line Creswell (2011) stated that the interview could be carried out "in-depth" and could use "semi-structured interviews" as a guide in collecting data with the "interviewee" who was also a participant in this study. In this regard, the interview session conducted with culinary businessmen, customers or visitors, and several officials from the Medan City office. While, the snow ball approach was carried out to obtain key people related to this research wherein qualified data was obtained from them.

The document analysis was carried out by collecting relevant documents for analysis, such as policy notes issued by the Central Government, Ministers or Regional Governments, business licenses and so on. While, in regard to data analysis, it organized by few steps as Mukhtar (2013) compounded that the activities in data analysis are through data reduction, data display and conclusion drawing/verification. In detail, the steps for data analysis are as follows; first, data reduction; the data obtained in the field is recorded carefully and in detail correctly, choosing the main things, focusing on the important things of the research, looking for themes and patterns so that the data can provide a clearer picture of the observations and make it easier for researchers in retrieving the data obtained when needed.

Second, data display or presentation of data. In this sense, after the data has been reduced, the next step is to display the data, which is to present the data with narrative text in order to see the overall picture of the data or certain parts of the research. Thus, researcher could interpret the data more easily, while the third is conclusion drawing or verification. The initial conclusions put forward are still temporary and can change at any time if strong evidence is found, which supports the next, more concrete data collection stage.

Furthermore, to validate the data, it was used through cross-check the data whether the data obtained through observation, interviews or documents, so that all data can be seen with one another that supports and strengthens each other so that the data quality is valid and obtained through various sources, and is commonly called triangulation.

RESULTS

This segment discusses the research data obtained from the field based on observation, interviews, and document. The discussion is successively guided by the formulation of the problem in this study as following.

a). Culinary Policy

Currently, the Central Government has prioritized the tourism sector as a leading sector in national development. In this sense, the Government seeks to promote this





sector in the hope that various products and innovations will emerge. Culinary is one part that is touted as a promising business and at the same time can support the tourism sector.

Therefore, it is natural that nowadays the culinary business has mushroomed in various areas, both in cities and suburbs, but even in villages. The culinary business is a business model that is interested by many people operating in places that are arranged in such a way like under large tents, under semi-permanent buildings and so on with an integrated concept. That is, in one culinary business area by providing various types of food and drinks to the availability of a children's play area.

Indeed, long before the Covid-19 pandemic broke out, culinary tourism as stated by the Deputy for Industrial and Institutional Development (2019) was an integral part of tourism development that grew and developed by history, culture, economy, and society. This means that culinary is an added value in enriching the tourist experience when interacting with the local community. In other words, culinary tourism is not just providing ordinary food and drinks but also providing dishes or menus that are more traditional and cultural in certain communities, so that visitors will get something that they have not obtained so far in their area but get something new in a particular culinary.

The basis of the culinary tourism business policy refers to the Act as the highest basic guideline, namely the Law of the Republic of

Indonesia Number 10 of 2009 concerning "Tourism", and are followed by Government Regulation Number 50 of 2011 concerning the National Tourism Development Master Plan for 2010-2025, Minister of Tourism Regulation Number 10 of 2017 concerning Guidelines for the Preparation of Provincial and Regency/City Tourism Development Master Plans. Culinary tourism also refers to the Regulation of the Minister of Tourism Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, and Regulation of the Minister of Tourism Number 11 of 2017 concerning the Organization and Work Procedure of the Ministry of Tourism.

Therefore, the Medan City Government c.q. the Mayor of Medan in developing culinary tourism refers hierarchically to laws, government regulations, and ministerial regulations as mentioned above. This means that the culinary policy of the city of Medan is an extension of the central policy, thus realizing a clear legal umbrella in the context of developing the tourism sector.

Developing culinary business in Medan city during the Covid-19 pandemic, of course, there have been obstacles as happened in various regions. Culinary in the Kesawan area, for example, has been opened with enthusiasm, but a few days later it was closed again considering the Covid-19 case when it was increasingly spreading. In this case, the Medan City Government does not want culinary tourism to become one of the triggers for the emergence of





new clusters in the spread of the Covid-19 outbreak.

The hope of the Mayor of Medan, M. Bobby Afif Nasution, who was just sitting as mayor at that time, initiated the culinary tourism sector in Medan with the slogan "Medan is the Kitchen of Asia" which developed the "Merdeka Walk" and "Kesawan" areas as a basis. However, the idea seemed to break and disappear in the middle of the road along with the spread of Covid-19 which was increasingly raging in the Medan city area at that time. Because of this, the government's movement related to culinary seems to be in a vacuum, and the breakthrough of its ideas seems to be limited to a slogan so that is like a flower that withers before it blooms. Now people are waiting for the Medan city government to re-encourage the culinary business sector.

Culinary business centres that have previously operated such as in the Medan Johor area, Ring Road, Pagaruyung, Fun Taste Street (Medan Night Market), Marelán area, H.M. Joni-Arca Building street, Dr Mansur street and J-City. However, in line with the Covid-19 pandemic, there were operational restrictions following various policies on culinary issues both centrally and locally. On the one hand, the view of the Medan city government is firm by closing and sealing several stubborn culinary areas and even the Mall such as the Mall Centre Point which is also subject to sealing. However, supervision is still not optimal because some culinary areas are still

operating and do not follow the health protocol or policies issued by the city government.

Indeed, the culinary business in Medan city should operate in accordance with the policy of the Medan city government. The trade permit is issued by the Complaints and Service Information Section. This section always conducts raids to check whether the operating restaurants have a permit or not. In reality, many culinary businesses do not yet have a business license. In this sense, it might be the city government turning a blind eye because it wants to help people who are being hit by the economic downturn due to Covid-19, or it might be simply negligence? One of the culinary activists who was interviewed said; "...In terms of business license, I have not taken care of it" (Rahman, 2021). This certainly shows that the supervision of culinary arts is still weak and has not been implemented optimally, or because it is not firm in taking action.

Weak supervision of course also provides many opportunities for culinary businessmen to operate, so it's no wonder that culinary delights stand in various places like mushrooms in the rainy season. In fact, according to observations, many of them do not heed the City Government's policies in operating such as not obeying to the predetermined hours. Provisions for operating hours, for example, must close at 21.00, but in reality many still operate until late at night. In addition, there are also many culinary service systems that do not heed regulations





such as "take and carry", "drive thru" or delivery take away (take away), because many visitors still come to culinary outside their hours and even hours are in the area.

Meanwhile, many culinary delights also operate by observing strict health protocols in addition to obeying closing hours at 21.00 pm., using a take away delivery system such as on Karya Wisata-Johor Building, J-Ciry, and Karya Jaya Street. They are cooperative and adhere to the policies of the City Government as an effort to anticipate the occurrence of new clusters of the Covid-19 pandemic. Before, this culinary enforced drive thru and take home or visitors were only 20 minutes in the area. However, the City Government's policy still seems not so serious about managing a city decorated with culinary delights, because many culinary establishments do not pay attention to layout, cleanliness, and beauty. In fact, if managed properly, these culinary delights will become an allure or magic for the city of Medan. This means that it needs its own culinary regulations, ranging from trade permits, placement, and availability of culinary goods to the environment that needs better arrangement.

Culinary in its implementation must be beautiful and environmentally friendly, even the food and drinks available are really healthy and there must be a halal brand from the Institute for the Study of Food, Drugs and Cosmetics (LPPOM) of Indonesian Council of Ulama (MUI), so that visitors who are generally

Muslims will be more comfortable. Halal conditions are healthy and good for consumption by non-Muslims as well. Therefore, the City Government needs to emphasize and issue policies for culinary activists to pay attention to good and halal food.

b). Culinary Management System

As mentioned above, culinary tourism is one of the flagship programs of the Central Government which in its realization and development is carried out in areas including in small towns and big cities. Culinary tourism is also one of the types that are categorized as cultural products and even in its development culinary becomes the identity of cultural tourism, or more precisely, let say to be a culinary-based cultural tourism destination. This means, culinary needs to provide products including food and beverage menus that are nuanced in the cultural traditions, history or heritage of certain regional communities. Ni Wayan Giri (2019) in his description said that culinary tourism is an integral part of tourism development that grows and develops by history, culture, economy, and society. In other words, culinary tourism is an added value in enriching the tourist experience when interacting with the local community.

Looking at the pattern of organizing culinary businesses in the city of Medan which is increasingly mushrooming, of course it needs improvement from the city government so that its implementation





is neat. Moreover, culinary operations on the outskirts of the highway should not interfere with public interests and roads. So the culinary must also provide adequate parking space, conducive and considering the situation and surrounding conditions. In addition, the cleanliness aspect also needs attention; whether related to the food and drinks served, or related to the location operation area, it should not to disturb public order. More over the health protocols must be carried out intensively, continuously and seriously.

Regarding the health protocol, according to culinary activists, they have implemented it consistently following to the government regulations. Because of that, they balked if the culinary area was assumed as one of the new clusters of Covid-19 spreaders. In fact, according to them, they have helped the government by following operational restrictions during the Covid-19 outbreak, and they obey to government policies and even strictly implementing health protocols, especially for culinary visitors. The following is an explanation of one of the culinary business activists who was interviewed: "It's hard for me to explain, when it comes to where the crowd is, I agree that it will become a cluster for the spread of Covid, but you can see for here that we have kept our visitors' distance, look at this table, it's already this far away, not close to each other, we've also made an X right, right? One table must sit alternately (zigzag)..." (Hardo, 2021).

While the other said, "If it helps prevent it, yes, because at the beginning we enter, there is already a place for washing hands, checking the temperature. But if it's to reduce positive cases, you can't say that. But the health protocols they implement here are good" (Ramlan, 2021). This is an explanation from culinary activists who operate their businesses in the midst of the Covid-19 pandemic. Furthermore, they hope that the policy will be relaxed, especially regarding restrictions on operating which are only until 21.00 pm because according to them, the visitors are actually crowded at night. They believe that if they have been vaccinated against Covid-19 they can be controlled, therefore the policy should be reviewed.

One of them said as following, "If there is a cure, why bother with this country, we have the vaccine, why should I worry. Even those who work here are already on vaccines. So there is no need to worry about taking care of this Covid prevention" (Hardo, 2021). The disappointment of the culinary activists was revealed considering that for the past two years they had held back by being obedient to government policies. They even closed their business for 3 months when the Covid-19 issue began to spread.

However, over time, policy after policy has devastated their economy. Their capital is invested and even drained for daily needs and salaries of employees. They also did layoffs to cut and minimize expenses. That is why during Covid-19 the culinary





business as well as other sectors in general experienced a decline in revenue turnover.

Indeed, there has been a policy tug-of-war between the city government and the UMKM (micro, small and Medium Enterprises) service, where the city government insists on tightening culinary operations until they are closed solely to prevent the spread of a pandemic. But on the other hand, it seems that the municipal government is not paying attention to the economic conditions of the people who have been faced with difficulties. Indeed, not a few culinary employees are affected by Termination of Employment (PHK), whether permanently or temporarily. According to the explanation, it is said that one culinary area can employ 10 to 100 employees. Then what about the fate of those affected by layoffs, of course it will worsen the condition of the community. So, on the basis of this consideration, the UMKM service insists on asking the government to relax policies on culinary business operations. The culinary business is still open, but of course its operation must be accompanied by strict attention to health protocols.

Even though there were still many culinary businesses in Medan during the Covid-19 pandemic that did not meet the ideal operational standards, both in terms of location and licensing, aspects of health, cleanliness, beauty and friendliness, enthusiasts or customers still visited. According to the explanations of

several visitors to their culinary business tourism, they have their own reasons. The more culinary businesses that operate, the easier it is for them to choose a varied food menu according to their individual interests and tastes.

In fact, for some visitors to visit a culinary area, it is not only because of the availability of favourite special foods but also on the basis of other considerations such as a convenient location and service. For example, one of their comments was as follows, "...the interesting thing is that it is in the middle of the city, bro, it's all refreshing and enjoying the atmosphere of the city crowd. And sometimes there's a certain purpose, bro, for example... eeee, it's like a place that is becoming more popular and viral on social media. Sometimes it is also one of the factors and our destination where we go" (Rapi, 2021).

Of course, the location or place where the culinary business is held provides its own value and attraction for visitors, as commented above. Therefore, a strategic place that is beautiful and comfortable is a consideration for visitors. That is why the city government must also consider a culinary location permit so that it is in a comfortable and safe place, especially those located on the edge of the highway or even in the middle of the city. The area must be conducive, fresh, comfortable, beautiful and friendly so that culinary delights really become a refreshing place for visitors. So this is where the government needs to work on the Medan city area in the future to have a





place like "Merdeka Walk and Kesawan" by widening or allocating a culinary area that is integrated with the location of streets, parks, playgrounds, shopping areas so that it is not just to be a "Trafalgar Square" but is really to be a refreshing and promising culinary business area. This is certainly in line with the idea that has been touted by the Mayor of Medan City, "Medan as the kitchen of Asia".

Thus the culinary area of the Medan city not only serves special food or other interesting menus, but also becomes a tourist area that has an appeal to foreign tourists. So, here the government needs to study further how the realization of the slogan so as not to wither before it develops. Based on the data in the field, it is requested that the city of Medan under the leadership of the current mayor can progress more rapidly than before and can increase regional income. The Mayor Bobby, who is currently known firm, social and close to the Ulama or the religion leaders, certainly becomes fresh air and big capital for the progress of the city of Medan. Therefore, the idea of making Medan the kitchen of Asia will be realized and will receive support from various parties.

While related to the menu served culinary in the city of Medan in general has a characteristic nuanced regionalism and is the result of modifications from several regions of origin, for example, Padang cuisine with "rendang" or "satay". Likewise with "mutabar" which is commonly called "egg martabak" and "kari, roti

"canai" and "gulai" which all come from Indian cuisine. In addition, the types of contemporary menus include chicken "penyet" and chicken "pecak" (Javanese), satay soup (Aceh), "mie gomak" and "soto" Medan, "lontong and soto" Medan. So if we examine further, the menu is more of a historical product that was born through the passage of time after touching the socio-culture of the Indonesian nation; in touch with various patterns of community life.

Thus, in accordance with the culinary concept in general, culinary in the city of Medan can be an added value that can enrich the tourist experience when interacting with the local community. Because culinary tourism is not just providing ordinary food and drinks but also providing dishes or menus that are more traditional and cultural in nature, hence visitors will get something new that they have never had in the area where they live.

Furthermore, culinary delights in the city of Medan can introduce traditional markets and certain regional food preparations for consumption by both foreign and local tourists. It's not just a traditional market that every year appears at the Medan Fair as an effort to fulfil the government's instructions in commemoration of the anniversary. On the other hand, traditional markets can serve culinary dishes that are processed with regional food ingredients or certain local foods while at the same time introducing new products with a regional feel. This is where the true culinary





meaning should be created in the city of Medan so that culinary tourism in the city of Medan has extraordinary appeal, especially for foreign visitors or tourists. Thus, Medan will become a famous culinary centre which is in line with the jargon of "the kitchen of Asia".

One of the attractions of culinary tourism in addition to being related to the type of food and beverage menu available or because of culinary lies on strategic location is the "service system". The service system that is relatively fast, friendly, polite and friendly will certainly make the atmosphere conducive, attractive, refresh and provide comfort for visitors. The food and beverage menus that are served can be ordinary, familiar and can be found in many other culinary delights that are mushrooming at this time. However, service is one component that should not be ignored. In fact it becomes one of the vital components in the culinary business.

Many culinary visitors because of "the service" which is considered good make their choice in one particular culinary. There is a proverb word that states "the buyer is the king who must be served". Therefore, service manner is indeed should be considered for the culinary business activists. Buyers sometimes do not consider the "price" if the place and form of service are satisfactory. In this regard, one of the visitors who was in interview session said, "It's rational... with a nice place, quality of service provided, fast serving, and good taste of food in our opinion. And

actually what we pay for is not just the food, right? But the atmosphere and the service as well... I feel served well, fast, and friendly. From the time we come in until we left the restaurant. If we order at a regular shop, what do we order, just like that the service, so their ethics are better" (Rapi, 2021).

That was the comment of one of visitors who was satisfied because of the form of a culinary service, for him is no longer considered the price of available food or drinks. Precisely because the place is designed in such a way and good service is the benchmark of his choice. That is why the culinary in its implementation must be beautiful and friendly, moreover the food and drinks available are really healthy and having a halal brand from Indonesian Council of Ulama (MUI) so that visitors who are generally Muslims will be more comfortable. Halal conditions are healthy and good for consumption by non-Muslims. Therefore, the city government needs to emphasize for culinary activists to pay attention to good and halal food.

c). Culinary and People's Economic Development

The existence of culinary tourism during the pandemic, as stated above, even though the turnover has decreased, in general they still survive. They still exist and because of that, it is clear that the culinary business is a promising business as long as it can be managed with a good management system. Judging from the financial and employment aspects,





the culinary business has the potential to improve the people's economy. Culinary can accommodate workers ranging from 10 to 100 people in one area, and culinary also issues taxes to the government. Thus, culinary contributes to the improvement of the community's economy.

Looking at the position of the culinary business with such prospects, it is only natural that the government should place it as a priority sector for national development. Like a tit for tat, the public's response has shown significant developments even during the Covid-19 period. The enthusiasm of the community is even at the stage of understanding that the development of culinary tourism not only offers great potential in stimulating the local, national, and regional economy but also promises to achieve sustainable development in the future.

Moreover, the culinary business in the city of Medan, if viewed from the aspect of its development, this area will become a meeting point or acculturation of various world cuisines. So it's actually a very smart idea to place Medan as the Kitchen of Asia. Because it's not just a joke or nonsense, but factually perceived from the culinary aspect with Medan's original menu offerings have been mixed and influenced by several regional herbs and even ingredients from foreign countries, especially the people who have had contact with the people of Medan. The presence of Kampung Keling, for example, is a historical fact where the people present a menu of Indian cuisine which gradually penetrates into the

origin cuisine of Medan. Then the food called "martabak" and "kari" which is made from spices which are mixed in such a way with Indian spices. Now this type of food is no longer foreign to the community but has become the food of the people in Medan and even in Indonesia in general.

Likewise, with the presence of people with various ethnic groups such as from Java (Kampung Pool), Banten (Kampung Banten) and Mingkabau, most of them live in the Sukaramai area, in its long run there has been cultural acculturation that has produced synthetic culture, including the production of food and beverages. Food names that appear later are "Soto Medan, Sate Medan, Mie Medan, Mie Gomak, Lontong Medan, Kare Bihun, Mie Balap, Mie Sop Kampung, Es Bandung, Banderek Susu, Es Kolak Dingin, Es Pokat Kocok, Es Kolak Durian and others". All of which are small examples of the production menu for acculturation of cultures from various ethnic groups.

Currently, foreign food has become food circulating in Medan such as Tom Yum (Thailand), Dim Sum (Hong Kong), Sushi (Japan), Hamburger (Hamburg-Germany), Sandwich (England), Pizza (Italy) and so on and are all already very familiar to the people of Medan. These types of food are even easy to obtain so that they also colorize the culinary developments in the city of Medan.

Because of that culinary developments in the city of Medan which are increasingly mushrooming





and loved by the public have adorned the city of Medan. Culinary Bambu Ungu Resto, for example, can be visited by more than 100 tourists a day and they generally come in the afternoon until the evening. Likewise with the Marelان Night Market or Pasar Raya Rakyat which is claimed to be the largest night market in the city of Medan and this culinary is relatively new which operates precisely during the pandemic, it was on September 11, 2020. The visitors are booming every night which also indicates a signal that Medan is in progress leading to the "Real Culinary City". It means that a great opportunity for the income of the people of this city would be a reality. Culinary with a large market share will suck up the financial system and people's economic resources. The demand for food ingredient and beverage supplies ranging from vegetables, coconut, tomatoes, chillies, onions, cooking spices, ingredient to meat and fish is increasing every day. Implicitly, it can excite the suppliers of these materials which involve many elements such as farmers, fishermen, meat traders and so on. While on the other hand, culinary also recruits workers ranging from 10 to 100 people. This means, the presence of culinary in the city of Medan in particular, has helped improve the people's economy and eased the regional burden of unemployment.

CONCLUSION

The culinary business is one type of cultural tourism product under

the categorization of the Ministry of Tourism. The first namely group of cultural and historical heritage tourism, the second group of culinary and shopping tourism and the third group of city and village tourism. In long run, it is said that culinary is the identity of cultural tourism destinations, or in other words the identity of culinary-based cultural tourism destinations. Thus culinary becomes the basis of all tourism activities, so that traveling without culinary, the activities become tasteless. That is why the government perceives culinary as a prospective and promising business.

Culinary tourism now occupies the priority scale of national development. So the city of Medan as one of the largest cities in Indonesia takes part in this aspect of cultural tourism as one of the flagship programs. The Government's policy has also made it easier for culinary business permits even during the Covid-19 pandemic. So, it is almost in every corner of the city culinary business colorizing the city of Medan. Even the Mayor of Medan initiated the Merdeka and Kesawan areas to become the city's culinary centre. This idea is emphasized by the slogan "Medan as the kitchen of Asia".

Nevertheless, due to the increasingly violent development of the Covid-19 pandemic the Kesawan area was closed to prevent this culinary area from becoming a new cluster for the spread of a very dangerous and deadly virus. While culinary business tourism in somewhere continue to mushroom





and operate even on a limited basis because considering the policies that have been issued by the Medan City Government; some operate with a "take and carry", "drive thru" or "delivery take away" system, and there are also culinary delights that operate until 21.00 pm only and some others are "stubborn" culinary which are operating outside the provisions.

The culinary business tourism continues and being responded and appreciated from various levels of society; not only for these business activists but also the general public as customers or visitors. Even when the Medan city area was already at Level 2 of PPKM (Enforcement of Community Activity Restrictions), culinary visitors crowd everywhere as if Covid-19 had never existed in this city.

There are various reasons why visitors come to culinary tourism places. As known that the culinary is not just a place to eat and drink likes restaurants in general, but also as a fun refreshing place. The visitors can relax while enjoying a variety of food and drinks, both regional ethnic continents and foreign-style food and drinks. They can also discuss with their friends and family, lobby business partners or just have a light chat, relax and refresh after tiring works. In addition, in culinary places they feel appreciated and get good service, so it is not only because of the food available in a certain places but also because of the "service and hospitality that pampers visitors.

Culinary business tourism that is increasingly mushrooming in the

Medan city area certainly provides fresh air for the community in general, especially for people's economic activities so that it has an impact on increasing their income. The culinary business certainly involves various elements such as the government, the culinary business activists and suppliers in various food and beverage ingredients.

While for the Medan City Government, for example, materially input from taxes and levies. Taxes imposed on visitors and levies such as parking, for example, will boost regional income. Funds obtained from these two aspects, either directly or indirectly, will return to improving people's welfare. For business culinary activists, of course, the culinary business is very profitable and provides prosperity and health. Meanwhile, for the community, it relates to the employment aspect in which the culinary give much opportunity to the people to take part as workers or suppliers of the ingredient food and beverage. In this sense, the more and bigger a culinary business tourism area will recruit more workers. Indirectly it can increase the income and welfare of the people. Thus it can be concluded that culinary business tourism plays a very important role in increasing people's income or economy.

SUGGESTION

Looking at the culinary business tourism which is increasingly crowded and mushrooming in the Medan City area, of course it needs





more intense supervision and control, both related to its implementation system during this Covid-19 period as well as location regulations and licensing. It is solely in order that the colours of the city of Medan become more lively and orderly. The provision of parking spaces, for example, must be arranged in such a way that the culinary business does not disturb public order.

Likewise in regard to the health and hygiene aspects, the city government should be able to control the types of food and drinks served as culinary menus. In addition to culinary menus with regional and foreign ethnic nuances, it is also necessary to look at the halal aspect. Halal is not only normative, but is also expected that food and beverages on the culinary menu have health standards, friendliness and are good for consumption.

The standardization of prices should also be controlled by the city government so that each culinary with its own unique characteristics can be reached by the public in general. This is actually what can enliven the culinary business which in the end can improve the standard of living and welfare of the people of the city of Medan in particular.

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