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West Java culinary tourism center

Stevanie¹, I Rachmayanti^{1*} and A A A Wulandari¹

¹Interior Design Department, School of Design, Bina Nusantara University, Jakarta, Indonesia 11480

Email: ikarachmayanti@binus.ac.id

Abstract. Since the strikes of globalization, Indonesian seemed to enjoy foreign food rather than traditional food. The reasons were the concept of foreign food suits the lifestyle of nowadays people, attractive branding, unique promotion, and interior design. Bandung was the capital city of West Java Province. It was one of many cities in Indonesia that attracted local and international tourists through nature, shopping, and culinary experience. This research aimed to face the rapid growth of foreign restaurants. Bandung needed a place as the center of the traditional culinary of West Java to keep the existence of traditional culinary. This research used the comparative study, observation, and literature study. It finds that Pusat Wisata Kuliner Jawa Barat is a place to get information about the culinary of West Java and culinary tourism, which has an information center, restaurant, and merchandise shop. The interior will be designed by presenting the value of traditional culinary in West Java in a modern style.

Keywords: center, tourism, culinary, West Java

1. Introduction

1.1. Background

In addition to its beauty and natural wealth, Indonesia is also known for its special spices and foods. Every region from Sabang to Merauke has its own special food. In the era of globalization, which eliminates boundaries between countries, Indonesia is increasingly enlivened by the emergence of foreign food restaurants. However, it is unfortunate, the emergence of restaurants that serve foreign food is much more desirable than local food. In this case, traditional Indonesian food is becoming obsolete. Alamsyah [1] said that "At the level of the image, eating western-style restaurant food occupies the highest position compared to traditional food. Even eating traditional food is considered as low class."

One of the most popular foreign food restaurants is fast food restaurants. This restaurant can meet the needs of today's people who want to be fast and practical. This phenomenon is often encountered when people treat American products such as food, clothing, or other life models [2]. In addition to the fast-food system, it also offers attractive food displays and packaging, especially with the concept of a restaurant that is typical of a home country that invites consumer curiosity to come. In terms of interior, foreign food restaurants tend to have been arranged according to their functions and needs, so that consumer comfort is well guarded. Then, the restaurant has also been decorated to add an aesthetic element.

In Indonesia, many restaurants only prioritize the taste of food without considering activities in the restaurant so that visitors and restaurant employees are often disrupted, such as inadequate access. This



can occur due to the lack of knowledge of the owner of the needs and activities in the restaurant. In addition, traditional food sellers do not offer an exciting concept, followed by an attractive appearance and packaging.

As the capital of the West Java Provision, the city of Bandung is one of the major cities in Indonesia that feels the emergence of foreign food restaurants besides Jakarta. With the nickname, Paris van Java, tourists visiting Bandung are not only local tourists but also foreigners. In a book that discusses the city of Bandung, it is said that Bandung has become a tourist destination because of several considerations. The city is relatively cooler than Jakarta, so tourists flock to Bandung, especially on holidays and long holidays [3]. This shows that Bandung has potential in the tourism sector, as evidenced by the emergence of many shopping and culinary centers in Bandung. Even based on a study, the city of Bandung, as a growth center of West Java Province, has the ability to lift the economy of small areas in West Java [4].

Although it is rich in culinary tourism, Bandung does not yet have a facility that can be a place to maintain the existence of culinary specialties of West Java Province. Therefore, the author wants to design a culinary center as a place to recognize and preserve the typical culinary of West Java, the Culinary Tourism Center of West Java. This culinary center will become a place for food lovers of West Java, also a place to explore knowledge in the culinary field for local people and tourists. To compete with the emergence of foreign restaurants, this culinary center must be able to translate the unique culinary experience of West Java in a modern way that can keep up with the demands of the times.

1.2. Reference review

Vita Datau, Chairperson of the Indonesian Gastronomic Association, revealed that the potential of Indonesian culinary tourism is enormous. If the culinary delights are made in various tour packages, it will be a special attraction for foreign tourists to taste the local foods [5].

In connection with the main purpose of introducing traditional culinary culture by utilizing the lifestyle culture of modern society, it is necessary to design a unique facility concept with the main aim of adding insight and returning people's interest in traditional culinary. However, at the same time, it can become one of the attractive choices for the community in meeting the needs of lifestyle [6].

1.3. Problem formulation

Based on the background, the problem can be formulated as follows:

- How to design a unique facility for visitors to broaden their horizons and foster community interest in West Java cuisine?
- How to process and arrange interior elements to create a unique culinary atmosphere in West Java without putting aside the activity of visitors to eat and see the information?
- How to process and arrange interior elements using West Java-specific materials that can be translated both modern and traditional?

1.4. Design limits

The final project design only covers matters relating to the interior of the culinary center, in detail as follows:

- Planning the layout of the culinary center space and supporting facilities.
- Planning of interior elements such as walls, floors, and ceilings.
- Planning of the air conditioning system, lighting, circulation, mechanical and electrical and security.
- Planning details of construction and furniture.

2. Research Methods

2.1. Research stages

2.1.1. Comparative study.

The comparative study is a way of collecting data by visiting places that can be used as a comparison and research references. Data can be attached in the form of photo and video documentation. Comparative studies will be conducted in several places, namely:

- *Kampung Daun* which is located in Parongpong, West Bandung, West Java.
- *Talaga Sampireun* which is located in Rawa Buaya, West Jakarta, DKI Jakarta.
- *Seribu Rasa* located in Menteng, Central Jakarta, DKI Jakarta.

2.1.2. Observation.

Observation is a way of collecting data by making direct observations of a thing/object in a certain period and making systematic records. Observed data can be in the form of a description of attitudes, behavior, actions, overall interaction between humans [7].

2.1.3. Literature study.

Literature studies use journals, books, archives, documents, and internet sites as data sources. The literature to be used as a source is [1], [6], [8], [9]:

- Alamsyah, Yuyun. 2008. *Bangkitnya Bisnis Kuliner Tradisional*. Jakarta: PT Elex Media Komputindo.
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2.2. Design stages

In designing the West Java Culinary Tourism Center, the writer goes through three stages of design according to the following chart:

- Programming is the initial stage where the authors do the analysis at the design site and look for data, information, facts, problems that exist in the project. All of this data and information will be useful as a reference for the writer to go to the design stage afterward.
- Schematic Design is the stage where all the data and information obtained by the author are poured into diagrams, zoning and grouping, floor plans, and even mock-up concepts and studies.
- Design Development is the stage where plans and concepts are at the final point.
- Developed in detail in the working drawings.

PROGRAMMING	SCHEMATIC DESIGN	DESIGN DEVELOPMENT
<ul style="list-style-type: none"> • Site Analysis • Collecting data • Creating Activities and Facilities Tables • Finding Problems 	<ul style="list-style-type: none"> • Space Diagrams • Zoning and Grouping • Alternative Blueprint • Concept • Mock Study 	<ul style="list-style-type: none"> • Final Decisions on Concept and Blueprint • Details and Development of the Previous Stage • Making Work Drawings

Table 1. Stages of Design

3. Result and discussion

West Java Culinary Tourism Center is a tourist and culinary destination aiming to maintain the existence, image, and love of traditional foods typical of West Java. In accordance with its products, this culinary tourism center is oriented to matters relating to West Java as a reference to build a distinctive atmosphere of West Java.

One thing that is synonymous with West Java is bamboo. Imelda Akmal Architectural Writer Studio [10] said that "Bamboo thrives in several regions of Indonesia, two of which are West Java and Bali." Not only architecture but in everyday life, the people of West Java also use bamboo as cooking equipment, work, furniture, etc.

Bamboo material is not only used by ancient people until now, but it is also widely used even though new materials have emerged. In harmony with bamboo material that can survive in all ages, culinary specialties of West Java are also still widely found today. Starting with food, drinks to snacks can still be enjoyed by the community. Compared with other regional foods, culinary specialties of West Java is one of the popular traditional culinary. In the Sundanese Typical Food book, it is said that Sundanese restaurants are often found outside the city, especially in Jakarta and its surroundings, which proves that there are many traditional culinary enthusiasts typical of West Java.

Figure 1 shows that the culinary and material typical of West Java has this similarity. It was appointed as the concept of the West Java Distinctive Culinary Tourism Center with the theme "Together Passing Times and Culture".



Figure 1. Mood board West Java Culinary Tourism Center

The interior of the West Java Culinary Tourism Center is inspired by culinary, bamboo, and nature and rural West Java. Culinary as the main product of the culinary tourism center offered in the form of experience and knowledge. Meanwhile, bamboo is a material that is identical to West Java. Then, the nature of West Java, which is known to be fertile and beautiful, is very important to foster a typical atmosphere of West Java. Therefore, the interior of this culinary tourism center uses many plants. This is also supported by the many openings facing the park and pond in the building used. In one of the traditional dining areas, the interior is designed as if it were in a rural area of West Java. The treatment used is similar to that used in traditional homes in West Java.

The West Java Culinary Tourism Center aims to maintain the existence, image, and love of culture and traditional cuisine. However, the dining area at the culinary tourism center consists of two, namely modern and traditional styles.

Figures 2 and 4 show that in the modern dining area, the interior does not use traditional ornaments. This is because, based on a survey conducted by the author, the use of ornaments and accessories that are too much cause a complicated impression and the absence of focal points. Therefore, the forms used are simple and geometric shapes.

Figures 3 and 5 show, in a traditional dining area, the interior gives the impression of being in rural West Java. To form a natural and natural impression, the huts used are arranged randomly to form organic pathways.

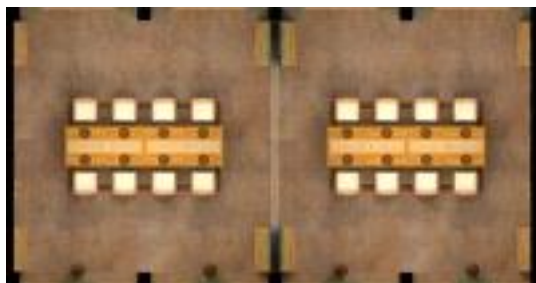


Figure 2. Modern Dining Area Layout



Figure 3. Traditional Dining Area Layout

The material used is predominantly bamboo in the form of bamboo sticks, bamboo laminate, and bamboo matting. Its application is adapted to the concept of space or interior area. Apart from bamboo, the use of wood also avoids the monotonous impression on the use of material. On the floor, the use of concrete and natural stone brings the impression of being natural and close to nature. Concrete used is not only gray as in general, but the use of acid stain concrete in brown gives the impression like the soil's color.

In accordance with the dominant material, the colors in the majority of the interior are yellow bamboo and the combination with wood brown. Floors that use brown acid stain concrete reinforce the natural colors of the interior of this tourist center. As an accent, green is inspired by the fertile and beautiful nature of West Java.

Lighting at the West Java Culinary Tourism Center consists of natural and artificial lighting. The number of openings results in the amount of sunlight entering. Even the roof of the building uses translucent material so that the front, middle and rear of the building get light. In parts that do not get natural light, pendant lighting and wall scones are used not only as of the main light but also as decorative. The light color used is yellow with a warm tone to give a warm impression to visitors.

West Java Culinary Tourism Center has many openings, so the incoming air is natural. The building also has a high ceiling. Swadaya [11] said, "In addition to a large number of windows, the interior atmosphere feels roomy with a higher ceiling than a building's standard. That way, the air circulation in the house is also getting better and not hot." This statement shows that the high ceiling condition of the building makes the air cool.

In a closed room or no openings, use a central air conditioner or ceiling fan, which is also decorative. The combination of shapes, materials, colors, and lighting in the interior of the West Java Culinary Tourism Center gives a warm and romantic impression. Then, the existence of parks, ponds, and the use of plants gives an image that is close to nature.



Figure 4. Modern Dining Area Perspective Look



Figure 5. Traditional Dining Area Perspective Look



Figure 6. Cashier Counter and Merchandise Shop Perspective Look



Figure 7. Information Center Perspective Look

4. Conclusions and suggestions

4.1. Conclusions

West Java Culinary Tourism Center is a tourist and culinary destination that aims to maintain the existence, image, and love of traditional foods typical of West Java. This tourist center is located in a strategic location in downtown Bandung, the capital of West Java Province. With modern tropical-style architecture, the room or area within the tourist center is divided into two floors, where the ground floor is filled with operational offices, and the first floor is used as the main floor. With an area of 1040 m², the culinary tourism center consists of an information center, merchandise shop, and dining area that is modern and traditional in style. In one corner, the tourist center provides a Snacks Counter that provides snacks typical of West Java.

The concept used is "Together Passing the Age and Culture", where this concept is based on the similarity of bamboo and culinary typical of West Java that seemed not eroded by time. The interior is dominated by bamboo material in the form of bamboo sticks, bamboo laminate, and woven bamboo. To add to the distinctive atmosphere of West Java's lush and beautiful nature, the tourist center's interior is benefited by the presence of parks and ponds owned by the building. This gives the impression of being close to nature. The natural colors and light yellow used in the interior make the atmosphere warm and romantic.

Although it is commercial, the West Java Culinary Tourism Center provides an information center to give information for visitors about West Java cuisine in digital form, text, images, and objects. This information center is public so that anyone can visit it. This educational area is one form of maintaining the existence of traditional culinary by giving visitors knowledge about the history, culture, and types of culinary typical of West Java. Based on the existing design and space, this design not only aims to maintain the existence, image, and love of traditional culinary in West Java but also provides education to visitors.

4.2. Suggestion

The use of natural bamboo should be replaced with synthetic bamboo and the support of sophisticated technology because natural bamboo does not have a long enough age and is difficult to treat.

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