

Moringa Leaf-Based Gastronomic Tourism in Taro Village, Gianyar, Bali

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ABSTRAK

Pandemi COVID-19 yang telah menghancurkan seluruh pariwisata di Bali sendiri, berimplikasi pada munculnya berbagai usaha untuk bertahan, berbagai upaya dilakukan. Setelah pandemi berakhir, laju perkembangan jumlah tempat wisata di Bali meningkat khususnya di Kabupaten Gianyar, sehingga menjadi tantangan tersendiri bagi desa-desa yang sudah memiliki destinasi wisata yang sudah ada. Wisata gastronomi merupakan alternatif lain bagi wisatawan untuk menikmati makanan olahan yang dianggap sehat, sehingga menjadi potensi diversifikasi destinasi wisata agar berkelanjutan. Penelitian ini bertujuan untuk melihat potensi wisata dan menganalisis model pengembangan wisata gastronomi di Desa Taro Tegallalang, Gianyar Bali. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif kritis, sehingga sebagian besar data yang diperoleh dari data kualitatif sebagian besar bersumber dari observasi, studi pustaka dan wawancara mendalam. Kajian ini menyimpulkan bahwa potensi wisata gastronomi di sana cukup tinggi, dengan melakukan langkah-langkah berikut: melibatkan petani lokal dalam penyediaan tanaman kelor, membutuhkan dukungan dan peran yang kuat dari pemerintah daerah, keterlibatan maksimal Pokdarwis, sinergi dengan pelaku usaha pariwisata, pemetaan calon potensial. wisatawan, dan membuat berbagai rute wisata agar tidak membosankan.

ABSTRACT

The COVID-19 pandemic which has destroyed all tourism in Bali itself, has had implications for the emergence of various businesses to survive, various efforts were made. After the pandemic ended, the rate of development of the number of tourist attractions in Bali increased. That became a challenge for villages that already had existing tourist destinations. Gastronomic tourism is another alternative for tourists to enjoy processed foods that are considered healthy, so that it becomes a potential for diversifying a tourist destination to be sustainable. This study aims to look at tourism potential and analyze the model of developing gastronomic tourism in Taro Tegallalang Village, Gianyar Bali. This study uses a qualitative method with a critical descriptive approach, so that most of the data obtained from qualitative data are mostly sourced from observations, literature studies and in-depth interviews. This study concludes that the potential for gastronomic tourism there is quite high, by taking the following steps: involving local farmers in providing Moringa plantations, requiring strong support and role of local government, maximum involvement of Pokdarwis, synergy with tourism businesses, mapping potential candidates. tourists, and making various tourist routes so that they are not boring.

1. INTRODUCTION

The COVID-19 pandemic which has destroyed all tourism in Bali itself, has had implications for the emergence of various businesses to survive, various efforts were made. After the pandemic ended, the rate of development of the number of tourist attractions in Bali increased, especially in Gianyar Regency, so that it became a challenge for villages that already had existing tourist destinations (Primadewi et al., 2021; Wirawan et al., 2020). One of them is Taro Tegallalang Village, Gianyar Bali which also has the title as the best national tourism village, in the category of nature tourism and has been designated as a sustainable tourism village from the central government (Atmojo, 2008; Cynthia et al., 2021; Yulianie, 2015). This phenomenon has become a serious matter for the continuity of tourism there, especially in the

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midst of global tourism issues that are increasingly distant, so that everything can be accessed easily. On the other hand, the demand for processed food products that are healthy and nutritious as well as natural nuances is increasingly scarce. But on the other hand, it is actually being sought after, because along with increasing public and tourist awareness of a healthy lifestyle, especially after or during the pandemic. One form of effort that has been made by the community in increasing processed local products is the use of the home page and yard. According to previous study the use of yard plants can be used as effective farming land to support programs to increase production and family food security in urban and rural areas (Van Wyk, 2011). As for one of the local preparations that are starting to be popular with the public and tourists, it is processed Moringa leaves or called Moringa Oleifera. Moringa leaves or known as Miracle Tree is a plant that has many benefits, because it can overcome the problem of malnutrition, prevent and cure various diseases. All parts of the Moringa plant can be utilized, such as leaves, roots, seeds, flower bark and fruit, which have various health benefits (Mishra et al., 2012; Moyo et al., 2011; Peixoto et al., 2011). However, Moringa leaves are one of the most widely used parts of the Moringa plant and a lot of research has been done on its nutritional content and uses (Devisetti et al., 2016; El Sohaimy et al., 2015; Vanajakshi et al., 2015).

In Taro Tegallalang Village, Gianyar Regency, Bali, there is a potential for gastronomic tourism based on Moringa leaf processing. There is a restaurant as well as a homestay where most of the food and drink menus use processed Moringa leaves. The name of the homestay is Moringga Holiday which is within the scope of the Taro Tegallalang Tourism Village, Gianyar Bali (Björk & Kauppinen-Räsänen, 2014; Dixit, 2019; Gheorghe et al., 2014). This phenomenon has become one of the reasons people visit and travel to Taro Village. However, not many understand the high nutritional content in it, so most local people are still apathetic and some tourists consider it normal. There are a number of studies that raise the theme of the potential for developing gastronomic tourism (Kartika & Harahap, 2019; Richards, 2002). One of them is research which found results of the study show that good synergy between Micro, Small and Medium Enterprises (MSMEs) who are members of ASAMAMINDA is very necessary so that gastronomic tourism can attract tourists to come to Sidoarjo (Sufa, 2020). Other study state synergy must be carried out in all aspects, from managing the products of each MSME to the promotional media that will be used (Amri, 2020; Larasati, 2022). Not only selling culinary products, but must be able to create more value than just selling food and beverages. In addition, the process of making food and beverage products in accordance with the local cultural values must be able to be packaged into a tourism product that provides a separate experience for tourists. Through community service can increasing community knowledge in processing Moringa leaves as a functional food that is beneficial for the health and nutritional needs of the family. In addition, processing Moringa leaves as functional food is a household-scale business opportunity and can increase family income (Nurjaya et al., 2017; Purwati, 2019; Wesnawa et al., 2017). The previous study shows that the potential for developing traditional food culinary tourism in D.I Yogyakarta is dominated by local food ingredients, namely the main course is vegetables and beef; for snacks are cassava/yam, rice flour; for drinks are spices; and found 51 types of main food, 105 types of snacks, and 14 types of drinks (Triwidayati, 2020).

The previous research shows that the origin of the name of the typical food of Yogyakarta can be a culinary tourist attraction, because the origin of the name of the food can make additional knowledge for consumers or tourists who are eating the dishes they eat. In addition, the origin of the name of the food can be used as a storytelling in selling Yogyakarta specialties to be used as culinary tourism attractions (Hasnah & Nugroho, 2021). Other research shows that culinary tourism has potential in tourism development in Yogyakarta. The Yogyakarta government continues to strive to develop culinary tourism, one example of which is the re-organization of the annual Traditional Food Festival (FMT) (Kurniawan, 2010). Moreover there is also a study explains that when gastronomic tourism is carried out well, it can create culinary potential for the city of Bandung, so that it will immediately influence the decision of visiting tourists to choose the city of Bandung as a tourist destination of choice for tourists. In addition, gastronomic tourism significantly influences the visiting decisions of tourists (Nurwitasari, 2015). Based on these reasons and information from previous research studies, researchers are interested in conducting research related to Moringa leaf-based gastronomic tourism. This study aims to see the tourism potential and analyze the gastronomic tourism development model in Taro Tegallalang Village, Gianyar Bali.

2. METHODS

The research method used in this study is a qualitative approach. In general, this research uses a lot of qualitative data obtained from observations, literature studies and interviews. In general, qualitative research like this emphasizes the process and meaning and not the quantity side, so that it is more of a

social reality experienced by researchers with the subject being studied (Lincoln, 2009). This research was conducted in Taro Tegallalang Village, Gianyar Bali, as the location of the Moringga Holiday Homestay. Geographically, Taro Village is part of the Munduk Gunung Lebah area, a plateau that stretches from north to south, flanked by two rivers, namely the Oos Ulu Luh river in the west and the Oos Ulu Muani river in the east, which makes the area fertile.

The determination of informants in this study was carried out using a purposive sample approach, namely a sampling technique that was carried out intentionally by appointing people who were considered capable of representing the entire population. Among them are the village head, home stay owner, head of pokdarwis, culinary experts in Taro Tegallalang Village, Gianyar Bali. Purposive sampling can be done by taking people who are selected according to the specific characteristics possessed by the informants, they must be carefully selected and relevant to the research design, so that the information provided is more accountable (Nasution, 2007). After conducting field research and data has been collected, this study is continued with data analysis using an interpretive approach and thematic analysis.

3. RESULTS AND DISCUSSIONS

Results

Moringa Holiday is one of the accommodation facilities in the Taro Tegallalang Tourism Village, Gianyar Bali, which is located in Banjar Subak Batas. The location is quite strategic, so it is easily accessible by four or two-wheeled vehicles. Moringa Holiday is close to Lembu Putih and Fireflash Garden attractions, as it is only about 1.5 km away. There also provides a restaurant for guests by offering a menu of healthy and herbal food and drinks. The uniqueness and advantages of this homestay is that it is located on a cliff with a mountain view and towering trees in front of the room. In addition, the swimming pool is equipped with various flower gardens and colors, making tourists feel more comfortable wanting to stay there longer. In addition, at the homestay, tourists can also enjoy swimming pool facilities, both for children and adults. The swimming pool facilities is show in Figure 1.



Figure 1. Swimming Pool and Natural Scenery at Moringga Holiday

Moringa Holiday has two-bedroom facilities with each en-suite bathroom. The room lighting is quite good, so it makes the conditions comfortable in it. The bed there is a standard size with soft pillows and sheets. In addition, the facilities in the room are also provided with fans, tables, chairs, wardrobes, mirrors and electric sockets. Room designs and building materials reflect local identity, namely using local processed wood. The facilities in the bathroom are also quite complete, because basic facilities are available which include a shower, hangers, doormat, soap, shampoo, tissue and clean towels for guests and a door that can be locked. The condition of the bedrooms and bathrooms is always kept clean, so that they are available at any time if a guest suddenly arrives. The activities that tourists can do there are to see vegetable gardens and moringa tree plants. Tourists are also served a variety of menus at restaurants owned by Moringga Holiday, with the main menu being all Moringa leaves. In addition, staple foods and complementary foods are mostly sourced from garden crops located around the owner's house.

Mapping of Gastronomic Tourism Potential

One of the potential tourist attractions in Taro Village is its unique natural condition, because it is not found anywhere else. The natural potential of the village is also still beautiful, because its authenticity is still maintained and there are still many cliffs and ravines with typical plants with very tall trees, so the air is very cool and the rainfall is very high. Even when other areas in Bali don't rain, in the area around Taro Tegallalang Village, Gianyar Bali, it rains every day. In addition to cultural heritage that is material, tangible, in Taro Village there are also several non-material cultural heritages that still exist today. All existing cultural heritage can also be linked to the past history of Rsi Markandya. The spiritual aura in the

Taro area and generally in the Bali Regency is very obvious, so that in daily life it appears that religious ceremonies are very dense and packaged in a larger form, compared to other districts in Bali. Access roads to tourist sites are not difficult, because they are adjacent to the highway, tourists will find roads to tourist sites with good road conditions because they are paved and smooth, so drivers are very comfortable with road conditions there. According to the data in the Taro Village Profile, information was obtained that Taro Village has 59.3 km of roads, with details: 12 km of district roads, 16.3 km of village roads and 31 km of hamlet/banjar roads. With 29.3 km of asphalt, 8 km of concrete, and 22 km of dirt road. With the condition of public transportation that does not enter the tourist area or to Taro Tegallalang Village, Gianyar Bali, the tourism destination manager has created an institution that specifically handles tourists in the form of local motorcycle taxis as a substitute for public transportation there. If tourists do not bring their own vehicles, they can get off on the main road between sub-districts and then contact a local motorcycle taxi provided by the tour manager. As for one of the local transportations owned by residents who work with the manager of the tourist village is Taro Transport. In addition, there is an effort from the local community in collaboration with the tourism village manager, namely the Viar Tour, a motorbike that can be ridden by two tourists, so that it seems romantic (Ardika, interview: 2022).

In terms of accessibility, the position of the object is very strategic and representative, because it is passed by the main route to tourist areas that are well known in Indonesia and the world, namely the Ubud, Kintamani, and Tampak Siring Tourism Areas. Tourists who are used to or who have been to the tourist areas above, then they will easily access the position of the tourist attraction. Motorists can also enjoy the very unique road conditions, because some of the roads have mountainous landscapes, so they go up and down. On the other hand, with the development of the Ulapan Tourism Area (Ubud Tegallalang and Payangan) by the central government through a Bappenas study, it will affect the improvement of facilities and infrastructure around Taro Village (Warka, interview 2022). In Taro Village, tourists who want to enjoy local food and drink menus or even experience the life of local residents, can experience at Jero Mangku House homestay. There, tourists can cook together, because the owner has opened himself up to tourists who want to learn about local culture. In this way, tourists can directly gain knowledge about local culture, especially in Taro Tegallalang Village, Gianyar Bali (Warka, interview 2022). For tourists who do not have a taste for local cuisine, they can also choose a homestay that provides food and drinks on a national menu. Even though it is a homestay, the inn has the quality of a three-star hotel. One of the homestays in question is Moringga Holiday in Patas Hamlet, Taro Tegallalang Village, Gianyar Bali (Ardika, interview 2022). At the homestay there is a food menu with the main ingredient being moringa leaves or known as Moringa leaves. The concept is based on philosophical teachings that refer to a life that must be neutral, because in the local concept, Moringa leaves can remove bad influences and ward off the world of evil (Cakra, interview 2022).

The large number of residents is the great potential of Taro Village in developing sustainable tourism there, namely the large number of productive workers who have the opportunity to create workers in the tourism sector through collaboration with programs from universities or related agencies, especially in the tourism sector. Community support mobilized by village leaders is very high. One of the indicators is the emergence of policies that support tourism activities and get a positive response from residents, so that their involvement is increasing (Warka, interview: 2022).

Moringa Leaf Forms at Moringga Holiday

During this pandemic, the immune system is needed to prevent Covid-19. One of the processed foods that are suitable for increasing the body's immunity is Moringa leaf fried rice. The fried rice is show in Figure 2.



Figure 2. Moringga Holiday Fried Rice

In general, the ingredients or composition used are 3 segments of young Moringa leaves, 600 grams of white rice, 125 grams of finely chopped chicken, 1 stalk of leek, enough cooking oil, 1 egg, 3 cloves of garlic, 5 cloves of red onion, 2 tablespoons of sweet soy sauce, 1 chili pepper, 1 red chili, 1 teaspoon salt. The serving of fried rice is usually served in the morning (breakfast) when staying guests can enjoy holiday moringga fried rice.

At first, prepare the spices in advance such as shallots, garlic, eggs, salt, chilies and other spices including Moringa leaves. All the spices that have been mixed are cooked together with the eggs. Then the next step is to add enough rice and finely ground Moringa leaves. Stir well until the rice blends with the Moringa leaves. If it is cooked fried rice is ready to be served. To make it look beautiful, fried rice can be topped according to your creations. In addition to being tasty and delicious, the nutritional content of Moringa leaves in fried rice can increase immunity or increase body resistance to prevent Covid-19. For one portion of Moringa leaf fried rice made by Moringga Holiday, it is priced at 45 thousand rupiah. The next food, namely Red Beans Moringa is shown in [Figure 3](#).



Figure 3. Red Beans Moringa (Vegetable in Balinese flavor)

The ingredients or composition used are 5 bunches of young Moringa leaves, 1 handful of boiled red beans, 1/4 of grated young coconut, 5 cloves of red onion, 3 cloves of garlic, 1/4 kencur, 4 small chilies. seeds (optional), 1 teaspoon of shrimp paste, 1 segment of galangal, 1 lemongrass stalk, 2 bay leaves, enough cooking oil. The presentation is usually done during the day and night, while the benefit is to increase energy, potentially preventing cancer ([Cakra, interview 2022](#)). Other food that made is Tilapia with Moringa as show in [Figure 4](#).



Figure 4. Tilapia with Moringa

The composition of the dish is as follows: The main ingredients consist of 1 kg fresh tilapia fish, 3 stalks of attack, 1 bunch of basil leaves to taste, 3 bay leaves, cooking oil, flavoring, salt; Balinese Genep Seasoning in the form of turmeric 2 cm, galangal 4 cm, ginger 2 cm, kencur 2 cm, shrimp paste as much as 1/2 teaspoon, pepper 1/4 teaspoon, coriander 1 teaspoon, onion 5 cloves, garlic 2 cloves, 4 large red chilies, 4 pieces of cayenne pepper or small chilies; Fish seasoning in the form of 1 clove of garlic, 2 cm of turmeric, 1/2 teaspoon salt, 1/2 lime; Saute Kelor seasoning is in the form of 5 segments of young Moringa leaves, 3 cloves of garlic, 1 clove of red onion, salt and pepper to taste. The menu is usually served at lunch and dinner. The benefits of these foods are that they have a high protein content, become a source of energy for the body, maintain a normal weight, maintain bone health and increase muscle strength. Another way to process Moringa leaf is by making a cake as show in [Figure 5](#).



Figure 5. Moringa Sponge Cake

As ingredients or the composition of the menu is blended Moringa leaves to taste, 6 tablespoons of flour, 2 eggs, 6 tablespoons of granulated sugar, 6 tablespoons of melted butter, 6 tablespoons of sweetened condensed milk, 1 teaspoon of baking soda, 1 teaspoon of vanilla. The presentation is as a dessert (dessert), because it tastes very sweet. The benefit of this food is that apart from being a dessert, this sponge can also be used as a snack for body health. Other product of moringa is bakwan as show in [Figure 6](#).



Figure 6. Bakwan with Moringa Taste

The composition of this bakwan is 1 bunch of Moringa leaves, 2 tablespoons of mixed flour, 3 tablespoons of wheat flour, pepper and salt to taste. The presentation of this menu is usually eaten in the afternoon. The benefits of this menu are as a source of food for nutritional fulfillment. Moringa leaf also can be process become a tea as show in [Figure 7](#).



Figure 7. Moringa Tea

The raw materials of this drink are 4 old Moringa leaves, one glass of hot water, a squeeze of lemon juice, honey to taste. How to make it, take 4 old Moringa leaves, dry the Moringa leaves naturally in the sun, puree the Moringa leaves along with the dried stems with a blender, pour Moringa leaf powder into a cup and add hot water, wait for about 5 minutes until it changes color , add honey and lemon (Cakra, interview 2022). The serving of this drink is usually in the morning and evening, while the benefits are to increase endurance, nourish the heart and digestion ([Suardana, interview 2022](#)).

Discussion

Gastronomic Tourism bring several impact in socio-cultural aspect. One of the impact is involvement of local farmer, currently there is only one tourist attraction that provides Moringa leaf-based food menus, namely at Villa Moringga Holiday. However, due to the large number of enthusiasts who want to enjoy culinary preparations there, it takes a lot of people involved so that the amount of moringa production gets bigger. Farmers in Taro should be given an understanding of the importance of Moringa

plants, so that they are willing to plant the tree as the main crop in their fields or simply as an intercropping plant. In order to increase understanding about the importance of planting Moringa trees among farmers, the local government, especially the government of Taro Tegallalang Village, Gianyar Bali, must always socialize the importance of Moringa plants, both from the economic aspect which will bring in money, as well as the cultural aspect as a tourist attraction, so that people voluntarily plant the plant. Then the role of Pokdarwis must be at the forefront (Sholeha, 2022; Yatmaja, 2019). They must help provide direction and input to the managers of Moringga Holiday, regarding the market potential and directing tourists to come there, especially for lovers of traditional culinary and unique processed foods and beverages. In addition to involving the stakeholders above, in order to develop a gastronomic tourism model based on Moringa leaves, the subjects who must also be involved are tourism travel business people, because from them tourists will enter the Taro Tourism Village, so that through them information about Villa Morongga Holiday will be conveyed. Thus, its development potential will be easy and can be successful in a relatively short time. On the economic aspect, there are several things that must be prepared in developing gastronomic tourism in Taro Tegallalang Village, Gianyar Bali, including who is being targeted, the price of the package and the facilities to be provided. One of the great potentials that can be used as a gastronomic tourism object in Taro Tegallalang Village, Gianyar Bali, is the local students in the village. This is intended so that future generations will understand the culinary and cultural heritage of their ancestors, which must be preserved. When traveling, they should also be given an understanding of the history of the village and its spiritual potential.

The next tourists who can be targeted are prospective tourists who will visit the Taro Tegallalang Tourism Village, Gianyar Bali. Most of them have not been aware of the existence of Villa Moringga Holiday, so in this case they can involve the pokdarwis there to include packages that are sold or offer services to visit the villa for a gastronomic tour to enjoy culinary processed Moringa leaves (Mishra et al., 2012; Moyo et al., 2011; Purwati, 2019). In addition to the two types of potential tourists above, local government agencies also need to be targeted, because they have policies in developing tourism in their administrative areas. The form is carrying out official activities in the area or holding events there, both annual meetings or activities that require out-door spaces that are still roofed or nature-based activities. One of the attractions of tourists coming to Taro Village to get lodging services and food and beverage services when arriving at Taro Village will be invited to visit Moringga Holiday. For tourists who do not have a taste for local cuisine, they can also choose a homestay that provides food and drinks on a national menu (AbuKhalifeh & Som, 2012; Cengiz et al., 2018). Even though it is a homestay, the inn has the quality of a three-star hotel. There is even something unique about the menu that is served. At the Moringga Holiday homestay, there is a food menu with the main ingredient being moringa leaves, also known as Moringa leaves. Philosophically, the manager explained that the concept is based on philosophical teachings which refer to a life that must be neutral, because in the local concept, Moringa leaves can remove bad influences and ward off the world of evil. Thus, the concept can also be linked to the development of the Taro Tourism Village as a spiritual tourism based on local wisdom. In addition, here tourists can enjoy the natural beauty which is the main attraction as well as a place for photos and selfies.

4. CONCLUSION

In fact, the potential for gastronomic tourism based on Moringa leaf processing at Morongga Holiday, Taro Tegallalang Village, Gianyar, Bali is quite good. Tourism stakeholders there are also very supportive, both from the side of the tourism business to the village government and local communities there. In order to develop this potential into a gastronomic tourist attraction, the following steps are needed: involving local farmers in providing Moringa plantations, requiring support and a strong local government role, maximum Pokdarwis involvement, synergy with tourism business actors, mapping potential tourists, and making various tourist routes so that they are not boring.

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