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Analysis of the Potential of Traditional Betawi Culinary Tourism as a Tourist Attraction at Asinan Kamboja H. Mansyur, Rawamangun, East Jakarta

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Abstract :
Asinan Kamboja H. Mansyur, a traditional Betawi culinary establishment in Rawamangun, East Jakarta, has operated since 1970, offering *asinan buah* (fruit pickles) and *asinan sayur* (vegetable pickles)—an increasingly rare category of traditional Indonesian food. As Jakarta's culinary landscape is rapidly dominated by viral contemporary foods, the preservation and development of traditional Betawi culinary tourism attractions require strategic attention. Purpose: This study aims to analyse the potential of *Asinan* Kamboja H. Mansyur as a traditional Betawi culinary tourism attraction and to identify development strategies as well as the obstacles faced in attracting local and international tourists. A descriptive qualitative approach was employed. Data were collected through in-depth interviews with one owner (Ibu Ayu, 52), one employee (Ibu Yuli, 45), and five consumers; five rounds of field observation; documentation; and literature review. Purposive sampling was applied. Data were analysed using the Miles and Huberman interactive model (condensation, display, and verification). *Asinan* Kamboja H. Mansyur demonstrates strong culinary tourism potential through its distinct and consistent authentic flavour (unchanged recipe since 1970), adequate facilities (five dining tables, clean restroom, spacious parking, efficient kitchen), strategic location, and loyal customer base across age groups. The primary development obstacle identified is the absence of a digital marketing strategy; current promotion relies entirely on word-of-mouth. *Asinan* Kamboja H. Mansyur fulfils key culinary tourism attraction criteria. Strategic adoption of social media marketing and online service platforms is essential to expand its reach, preserve the Betawi culinary heritage, and enhance its standing as a sustainable local tourism destination.

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INTRODUCTION

Indonesia is endowed with an extraordinary diversity of culinary traditions that reflect the breadth of its cultural and geographical richness. Traditional Indonesian foods serve not only as sources of sustenance but also as living cultural artefacts that embody local histories, values, and identities. Within this context, the development of culinary tourism has emerged as a strategic priority in Indonesian tourism policy, as food experiences are recognized as primary motivators for both domestic and international travel (Putra et al., 2014).

Jakarta, as the nation's capital and most densely populated metropolitan area, has consistently attracted significant numbers of visitors. Based on data from the *Badan Pusat Statistik* (BPS) DKI Jakarta (2023), tourist arrivals in the city recovered notably after the COVID-19 pandemic. Among Jakarta's five administrative cities, East Jakarta stands as a culturally significant district, home to numerous traditional Betawi communities and their culinary heritage. The Rawamangun area within East Jakarta has developed into a recognized culinary corridor offering a range of traditional dishes, including Betawi specialties such as *asinan, nasi uduk*, and *kerak telor.*

Asinan Betawi a traditional dish consisting of pickled vegetables and/or fruits in a sweet, sour,

and spiced sauce holds a historically significant place in Betawi cuisine. According to Alkatiri (2012) and Firdaus (2021), *asinan* Betawi is composed of ingredients including bean sprouts , cabbage, carrot, cucumber, jicama, and pineapple, dressed in a peanut-based sauce with a characteristic blend of vinegar, chili, and palm sugar. Its origins trace back to the pre-colonial Nusantara era, reflecting influences from Chinese and indigenous Betawi culinary traditions.

Among the establishments offering this tradition, *Asinan* Kamboja H. Mansyur in Rawamangun has been operating since 1970, making it one of the oldest continuously operating *asinan* vendors in East Jakarta. Despite its remarkable longevity and loyal customer base, the establishment faces significant challenges in attracting new visitors due to limited promotional infrastructure particularly in the digital domain. As the Indonesian culinary landscape is increasingly shaped by trending foods such as *seblak*, the existence of establishments like *Asinan* Kamboja H. Mansyur is both culturally valuable and economically fragile.

This study responds to this gap by analysing the culinary tourism potential of *Asinan* Kamboja H. Mansyur, identifying the key attraction factors and development obstacles it faces, and formulating strategic recommendations for its development as a sustainable Betawi culinary tourism destination. The research applies the culinary tourism attraction framework proposed by Medlik (1980) and the gastronomy food theory articulated by Krisnadi (2018).

METHODS

This study employed a descriptive qualitative research design. According to Silalahi (2006), qualitative research is a scientific procedure for obtaining valid data through discovery, verification, and development of knowledge, producing descriptive data in the form of written or spoken words derived from observed individuals or behaviors. A descriptive qualitative approach was selected as it is most appropriate for exploring contextual, in-depth understanding of culinary tourism phenomena within a specific establishment and social setting.

The research subject was *Asinan* Kamboja H. Mansyur, located at Jln. Taman Kamboja, Rawamangun, East Jakarta. The object of study comprised the culinary tourism potential, development strategies, and operational challenges of the establishment. Purposive sampling was applied in selecting the informants based on their direct relevance to the research objectives. A total of seven informants were selected: one owner (Ibu Ayu, 52 years old), one employee (mrs Yuli, 45 years old), and five consumers of varying age groups and occupations (mrs Febby, 28; mrs Dewi, 45; mrs Dwi, 47; mrs Ida and mrs Komar, 48 and 49; and Mr Irwan, 47).

Data were collected through four complementary methods. First, in-depth semi-structured interviews were conducted with the seven informants to explore perspectives on taste, facilities, accessibility, service quality, promotional strategies, and development barriers. Second, direct observation was carried out across five field visits to the establishment, documenting the physical environment, kitchen operations, dining area, parking facilities, and customer flow. Third, documentation was collected through photographs of the establishment's exterior, interior, kitchen, facilities, and informants. Fourth, literature studies were conducted to provide theoretical grounding from academic sources pertaining to culinary tourism, tourist attraction theory, traditional food, gastronomy, and development strategy.

Data analysis followed the interactive model of Miles, Huberman, and Saldana (2014), comprising three stages: (1) data condensation, involving the selection, clustering, and simplification of raw data around research themes; (2) data display, wherein the condensed data were organized into descriptive narratives, thematic categories, and tables; and (3) conclusion drawing and verification, where interpretations were drawn and cross-validated against the triangulated data from interviews, observation, and documentation.

RESULTS AND DISCUSSION

Profile of *Asinan* Kamboja H. Mansyur

Asinan Kamboja H. Mansyur is a long-established traditional Betawi food vendor located in the Rawamangun area, East Jakarta. The establishment has been in operation since 1970, with its current management passed down to Ibu Ayu (52 years old), the daughter-in-law and successor of the original founder. The establishment specializes in two primary products: *Asinan buah* (pickled fruit) and *Asinan* sayur (pickled vegetables), both prepared using a recipe that has remained unchanged since its founding. The consistency of this recipe is the establishment's central identity and its strongest competitive differentiator in the Rawamangun culinary market.

The name "Kamboja" reflects the street on which the establishment is located on Taman Kamboja street, and the legacy of H. Mansyur the founder remains central to its brand identity. Over more than five decades of operation, the establishment has cultivated a substantial base of loyal, repeat customers who return specifically for its authentic flavour profile. The current operational team consists of one employee (Ibu Yuli), supported by the owner-manager, reflecting the typical micro-enterprise structure of traditional Betawi food vendors in Jakarta.

Culinary Tourism Attraction Potential

The research findings indicate that *Asinan* Kamboja H. Mansyur fulfils the core criteria for a culinary tourism attraction as outlined by Medlik (1980), which identifies five key determinants: accessibility, facilities, image/attraction, price, and human resources. Each dimension is addressed as follows.

Authentic and Consistent Flavor (Primary Attraction): The most consistently highlighted attraction factor across all five consumer interviews was the exceptional and distinctive taste of the *Asinan* particularly the *Asinan buah*. All five consumers confirmed their intent to return due to the taste quality, and none rated the food merely "adequate." Ibu Ayu confirmed that the recipe has never been altered since the establishment's founding in 1970, and that this consistency is intentional and non-negotiable. This aligns with Pauli (1979), who identifies flavour, texture, aroma, and presentation as primary determinants of food quality. The preservation of an unchanged authentic recipe also connects to the gastronomy food framework of Krisnadi (2018), particularly the components of culinary history and cultural identity as the recipe itself is a living record of Betawi culinary tradition.

Facilities: The establishment provides dining facilities that accommodate up to 20 persons simultaneously, distributed across five large tables with four seats each. Additional facilities include a clean restroom, a dedicated kitchen area for production, electric fans for ventilation, and a large parking area capable of accommodating both motorcycles and four-wheeled vehicles. During the five observation visits, the researcher noted that the cleanliness of both the dining area and the kitchen was consistently maintained. Observation findings also confirmed that customers comfortably used both dine-in and take-away options without crowding or complaint. These results support the finding of Kirom et al. (2016), who identified facility quality including cleanliness, comfort, and parking availability as significant determinants of visitor satisfaction at culinary tourism destinations.

Strategic Location and Accessibility: The establishment is situated at a strategically accessible location in Rawamangun, East Jakarta. According to Kotler and Armstrong (2019), location is an integral element of product distribution strategy, ensuring that the product can reach consumers at places consistent with their needs and preferences. The ease of parking and the central position of the establishment within a recognized culinary district reinforce its accessibility as a tourism attraction. Furthermore, the geographic proximity of Rawamangun to major universities, hospitals, and commercial

areas means the establishment benefits from a diverse and constant stream of potential visitors.

Human Resources and Service Quality: Field observations confirmed that the staff of *Asinan* Kamboja H. Mansyur delivered fast, courteous, and efficient service. The speed of order preparation was noted by multiple consumer informants as a factor contributing to their satisfaction. Tjiptono (1996) identifies service quality as a non-physical yet essential dimension of food service, encompassing responsiveness, reliability, and assurance. The establishment's small team structure enables personalized and consistent service delivery a quality difficult to replicate in larger-scale food service operations.

Rarity Value as a Betawi Culinary Heritage Product: A cross-cutting finding across multiple informants was the recognition of *Asinan buah* and *Asinan sayur* as an increasingly rare category of traditional food in Jakarta's contemporary culinary market. As trending viral foods such as *seblak* dominate consumer attention, traditional pickled food offerings have become scarce. This rarity confers on *Asinan* Kamboja H. Mansyur a distinctive heritage identity, positioning it as a destination for culinary tourists specifically seeking authentic, disappearing Betawi food experiences. Muliani (2019) similarly noted the tourism potential of rare traditional Jakarta foods such as *bubur ase* whose scarcity heightens their appeal as destination-specific culinary attractions.

Table 1. Summary of Customer Reasons for Visiting Asinan Kamboja H. Mansyur

No.	Informant	Profile	Primary Reason for Visit
1	Mrs Ayu (Owner)	52 years; establishment manager	Preserving family legacy; consistent recipe since 1970
2	Mrs Yuli (Employee)	45 years; long-serving staff	Established customer trust; loyal daily visitors
3	Mrs Febby	28 years; young professional	Authentic taste; unique product hard to find elsewhere
4	Mrs Dewi	45 years; repeat customer	Consistent flavour; recommend to others
5	Mrs Dwi	47 years; neighbourhood regular	Fresh ingredients; clean environment
6	Mrs Ida & Mrs Komar	48 & 49 years; community members	Nostalgia; traditional Betawi food experience
7	Bapak Irwan	47 years; occasional visitor	Word-of-mouth recommendation; good quality-price ratio

Source: Processed by author (2024)

Development Obstacles and Strategic Analysis

Despite its strong intrinsic tourism potential, *Asinan* Kamboja H. Mansyur faces a critical structural challenge: its promotional and marketing strategy consists entirely of word-of-mouth (WOM) referrals. No digital presence neither a social media account, food delivery platform registration (such as GoFood or GrabFood), nor an online store currently exists. In the contemporary tourism and food service economy, this represents a severe limitation on reach, particularly for younger consumer segments and international tourists who rely on digital platforms to discover culinary destinations.

All five consumer informants independently identified the absence of digital marketing as a key obstacle preventing wider awareness of the establishment. Several mentioned that they only discovered *Asinan* Kamboja H. Mansyur through personal referrals from family or colleagues, and that without such referrals, the establishment would be invisible to first-time visitors or tourists unfamiliar with the Rawamangun area. This dependency on oral promotion is consistent with the finding of Kirom et al. (2016), who identified marketing and promotion effectiveness as a critical determinant of culinary destination development.

A secondary challenge relates to menu diversification. While the unchanging recipe is the establishment's core strength, the absence of any product innovation or expanded menu options may limit its appeal to younger consumers who increasingly seek variety and novelty in food experiences. Bagus et al. (2023) found in their study of Balinese traditional culinary tourism that product diversification while preserving the authentic core is an effective strategy for broadening market appeal without compromising heritage identity.

A third observed challenge is the absence of formal tourism branding or certification. Although *Asinan* Kamboja H. Mansyur is recognized locally, it has not been officially registered or promoted as a culinary tourism destination by local government or tourism bodies. Integration into formal tourism promotion programs such as the DKI Jakarta Culinary Tourism Map would significantly enhance its visibility to both domestic and international visitors.

Development Strategy Recommendations

Based on the findings, three primary development strategies are recommended. First, digital marketing and social media activation: the establishment should create and actively manage social media accounts (Instagram, TikTok, Facebook) showcasing product visuals, the preparation process, and the historical narrative of the brand. Collaboration with local food influencers and integration onto food delivery platforms (GoFood, GrabFood, ShopeeFood) would directly increase exposure to the under-30 demographic and expand the reach to customers beyond the immediate Rawamangun catchment area.

Second, gastronomy tourism packaging: *Asinan* Kamboja H. Mansyur should position itself explicitly as a heritage culinary tourism destination by developing a "Betawi Culinary Experience" narrative that highlights the 1970 founding story, the unchanged recipe, and the cultural context of *Asinan* within Betawi food tradition. This narrative packaging aligns with the gastronomy tourism framework of Nugroho (2020) and could be communicated through storytelling content on digital platforms, in-restaurant display panels, and partnership with Jakarta-based tourism operators.

Third, government and institutional partnership: engagement with the DKI Jakarta Tourism and Creative Economy Agency (DPKEKP) and local community organizations should be pursued to formally register the establishment as a recognized Betawi culinary heritage site. Such recognition would create access to promotional events, culinary tourism festivals, and potential grant programs for small food enterprise development. Sufa et al. (2020) demonstrated in the Sidoarjo case that formal inclusion in regional gastronomy tourism programs significantly accelerated visitor growth for traditional food destinations.

CONCLUSION

This study concludes that *Asinan* Kamboja H. Mansyur in Rawamangun, East Jakarta, possesses substantial and authentic potential as a traditional Betawi culinary tourism attraction. Across the five culinary tourism attraction dimensions identified by Medlik (1980), the establishment demonstrates strong performance in flavor authenticity and consistency, facility adequacy, location accessibility, and

service quality. Its product *Asinan buah* and *Asinan sayur* holds additional cultural value as an increasingly rare representative of Betawi culinary heritage, with a recipe preserved unchanged since 1970, which makes it both a gastronomic and cultural asset consistent with the gastronomy food framework of Krisnadi (2018).

The primary obstacle to the establishment's development as a culinary tourism destination is its complete reliance on word-of-mouth promotion in the absence of any digital marketing infrastructure. This limitation significantly constrains its visibility to new visitors, younger consumers, and international tourists. Additional challenges include the lack of formal tourism recognition and limited product diversification. It is strongly recommended that *Asinan* Kamboja H. Mansyur adopt a structured digital marketing strategy through social media and food delivery platform integration, develop an explicit Betawi culinary heritage tourism narrative, and engage with local government tourism programs to achieve formal recognition. Implementation of these strategies is expected to expand its visitor base, contribute to the preservation of Betawi culinary heritage, and enhance its sustainability as a local tourism attraction.

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