

Halal Culinary Attributes and Muslim Tourists' Visit Intention: Evidence from Petak Enam Glodok, Jakarta

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Abstract :

Gastronomy the scientific study of the relationship between culture and food—plays a pivotal role in shaping culinary tourism destinations. *Nasi Jamblang*, a traditional dish from Cirebon, West Java, Indonesia, is uniquely served in steamed teak leaf wrapping (*daun jati*) with an extensive variety of side dishes and carries significant historical and cultural heritage dating back to the Dutch colonial era. *Rumah Makan Nasi Jamblang Ibu Nur*, established in 2008, has grown from a roadside stall into one of Cirebon's recognized culinary landmarks. Purpose: This study aims to analyse the gastronomic influence on the culinary tourism of *Nasi Jamblang* with a case study at *Rumah Makan Nasi Jamblang Ibu Nur*, Cirebon, covering four gastronomic dimensions: history, culture, geographical landscape, and cooking method, as well as culinary tourism attraction factors including food quality, price, accessibility, environment, and menu diversity. A descriptive qualitative approach was employed. Five key informants were interviewed: the restaurant owner, a Cirebon Tourism Office official a professional culinary expert, and two consumers. Data were collected through in-depth interviews, direct observation, documentation, literature review, and data triangulation. Gastronomy positively and strongly influences culinary tourism at *Rumah Makan Nasi Jamblang Ibu Nur*. The establishment demonstrates strong attraction through its historically rooted recipe, cultural significance within Cirebon's heritage, strategic location near two railway stations, fresh daily ingredients, approximately 40 side dish varieties, and affordable pricing. Its primary promotional channels remain word-of-mouth and social media, with limited digital marketing development identified as the key growth obstacle. *Nasi Jamblang* constitutes an authentic and distinctive culinary tourism destination with strong gastronomic heritage. Government promotion, facility expansion, and active social media engagement are recommended to enhance its sustainable tourism potential.



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INTRODUCTION

The global culinary industry has experienced rapid development, contributing significantly to national economies and tourism growth. Culinary tourism defined by the International Culinary Tourism Association (ICTA) as travel experiences driven by the desire to consume and explore unique local foods and beverages has emerged as one of the most dynamic segments of the tourism sector (Wijayanti, 2020). In the Indonesian context, the country's extraordinary culinary diversity, shaped by over 1,340 ethnic groups across its archipelago, presents enormous potential for gastronomy-based tourism development.

Cirebon, a coastal city in West Java province known historically as "*Kota Udang*" (City of Shrimp) and "*Kota Petis*," is one of Indonesia's richest culinary destinations. Its name derives from the term "*Caruban*" (mixture), reflecting centuries of cultural convergence among Sundanese, Javanese, Chinese, Arab, and Dutch influences each of which has contributed to the formation of Cirebon's distinctive culinary identity (Rakhmat Alief Marthaputra, 2020). Among Cirebon's most iconic traditional dishes are *empal gentong*, *tahu gejrot*, *nasi lengko*, and *nasi jamblang*.

Nasi Jamblang is a uniquely Cirebonese dish consisting of steamed rice wrapped in teak leaves (*daun jati*), served with an extensive array of separately plated side dishes. The teak leaf wrapping is not

merely aesthetic it preserves the softness and flavor of the rice for up to two days, reflecting a sophisticated understanding of local materials and food preservation developed over generations. Originally conceived as a meal for laborers working at Dutch colonial factories in Cirebon during the 19th century, *Nasi Jamblang* has since transcended its humble origins to become a cultural landmark food enjoyed across all social strata.

Gastronomy, as defined by Rahmat (2022), is the scientific study of the multidimensional relationship between culture and food encompassing ingredient selection, preparation, production, presentation, consumption, and the socio-cultural anthropology of food. Krisnadi (2018) articulates four core gastronomic dimensions applicable to the study of traditional foods: history, culture, geographical landscape, and cooking method. Applied to *nasi jamblang*, these dimensions provide a comprehensive framework for understanding its potential as a culinary tourism attraction.

Rumah Makan *Nasi Jamblang* Ms. Nur, located at Jalan Cangkring II No. 34, Kejaksan, Cirebon, has been in operation since 2008. Originally a roadside stall along the sidewalk, the establishment gradually expanded into a permanent restaurant due to growing patronage. Today, it is recognized as one of the prominent *Nasi Jamblang* destinations in Cirebon, distinguished by its consistently fresh ingredients, ~40 side dish varieties, and authentic recipe that has remained unchanged since its founding. Despite growing local recognition and social media exposure, structured gastronomy-based research on this establishment is absent from the academic literature—a gap this study addresses.

METHODS

This study employed a descriptive qualitative research design. According to Muhammad Taufik Azhari (2023), qualitative research is grounded in a naturalistic approach, using data in the form of words, descriptions, and observations rather than numerical measurement. A descriptive qualitative approach is appropriate for this study as the research objective is to understand the complex gastronomic dimensions and culinary tourism attributes of a specific food establishment through the voices and experiences of directly involved stakeholders.

The research was conducted at Rumah Makan *Nasi Jamblang* Ms Nur, Jalan Cangkring II No. 34, Kejaksan, Cirebon, West Java. Five informants were purposively selected based on their direct relevance and expertise related to the research focus: (1) Mr Wachid Chozin (owner and manager of the restaurant, primary source for historical, cooking, and operational data); (2) Mr Iman Fachrurochman (Sub-Coordinator for Culture and Institution Development at the Cirebon City Tourism and Culture Office, providing institutional and policy perspectives on culinary tourism); (3) Chef Agus Prastyo (Sous Chef at Mercure Jakarta PIK and culinary expert, providing professional gastronomy insights); (4) Mr Firman Wijaya (Consumer 1); and (5) Evan Ananta Mulyono (Consumer 2), both providing demand-side perspectives on food quality, price, and experience.

Data were collected through four methods: (1) In-depth semi-structured interviews, conducted individually with each informant using pre-prepared question guides tailored to each informant's domain of expertise; (2) Direct observation, involving multiple field visits to the restaurant to document the physical environment, kitchen operations, food presentation, customer behavior, and facility conditions; (3) Documentation, comprising photography of the restaurant exterior, dining area, kitchen, parking facilities, and menu items; and (4) Literature review, providing theoretical foundations and comparative context from prior academic research.

Data credibility was ensured through triangulation—the simultaneous cross-validation of findings from interviews, observation, and documentation. The Miles, Huberman, and Saldana (2014) interactive analysis model was applied, consisting of three iterative stages: data condensation (selecting and focusing relevant data), data display (organizing findings into descriptive thematic narratives), and conclusion drawing/verification (deriving and verifying conclusions against the triangulated evidence base).

RESULTS AND DISCUSSION

Table 1. Informant Profile

No.	Name	Role	Contribution to Study
1	Mr Wachid Chozin	Owner, RM <i>Nasi Jamblang</i> Ms Nur	History, recipe, ingredients, cooking method, operational management
2	Mr Iman Fachrurochman	Head, Cirebon Tourism	Government tourism strategy,

	(47)	& Culture Office	cultural preservation, promotion policy
3	Chef Agus Prastyo	Sous Chef, Mercure Jakarta PIK	Culinary expertise, gastronomy analysis, cooking method perspective
4	Mr Firman Wijaya	Consumer	Food quality, price, menu diversity, customer experience
5	Evan Ananta Mulyono	Consumer	Food quality, price, environment, repeat visit intention

Source: Processed by author (2024)

Gastronomic Analysis of Nasi Jamblang

1. History

Nasi Jamblang has its origins in the Dutch colonial period in Cirebon. During the 19th century, the Dutch established three large factories in the Cirebon area, recruiting large numbers of local laborers from surrounding villages. These workers, traveling long distances to reach the factories, required portable, durable, and affordable meals. *Nasi jamblang*—compact rice portions wrapped in teak leaves—emerged as the ideal solution, as the porous yet durable nature of teak leaves (*daun jati*) preserved the rice's softness and flavor even over extended periods, unlike banana leaves. The teak wrapping also allowed the rice to breathe, preventing premature spoilage (Rakhmat Alief Marthaputra, 2020).



Figure 1 . *Nasi jamblang*

Source: Processed by author (2024)

The specific history of *Rumah Makan Nasi Jamblang Ms Nur* began in 2008. As Mr Wachid Chozin recounted, the establishment began as a modest sidewalk stall: "*Nasi Jamblang Ms Nur berdiri dari tahun 2008 berawal dari pinggir jalan, trotoar, tenda pinggir jalan, lalu berangsur-angsur karena peminat semakin banyak dan pengunjung semakin banyak akhirnya diputuskan untuk mencari tempat yang permanen*" [Ms Nur's *Nasi Jamblang* started in 2008 from the roadside, a sidewalk stall, then gradually, as demand grew, a decision was made to find a permanent location]. This trajectory from informal street food to a permanent restaurant reflects the broader pattern of traditional Indonesian food enterprises developing organically from community demand.

2. Culture

Cirebon's culinary culture is inseparably intertwined with its multi-ethnic heritage. Situated at the intersection of Sundanese, Javanese, Chinese, Arab, and Dutch cultural influences, Cirebon has historically been a melting pot acharacteristic captured in its very name "*Caruban*" (mixture). The city's annual ritual events, such as the Panjang Jimat ceremony, demonstrate how food and culture remain intertwined in public life. *Nasi Jamblang* is embedded within this cultural landscape not merely as food, but as a social practice it is consumed communally, with diners selecting individual side dishes from a shared array, fostering a collective dining experience.

Chef Agus Prastyo highlighted the role of cultural nostalgia and digital dissemination in sustaining and expanding *nasi jamblang's* cultural reach: Young people who leave Cirebon for other

cities feel nostalgic for traditional menus, and when they return, they bring friends and spread the word]. The Cirebon Tourism Office actively supports culinary cultural heritage through documentation of intangible cultural assets (*warisan budaya tak benda*) and participates in culinary festivals, as confirmed by Mr Iman Fachrurochman.

3. Geographical Landscape

The geographical context of Cirebon a northern coastal city of Java with a tropical maritime climate directly influences the culinary characteristics of *nasi jamblang*. Teak trees (*Tectona grandis*) historically grew abundantly in the lowland areas of Java, making teak leaves an accessible and practical wrapping material for food. The coastal geography also explains the prominence of seafood and shrimp-based condiments (such as *terasi/belacan*) in the side dish array of *nasi jamblang*, reflecting the fishing economy of Cirebon's inhabitants.



Figure 2 . Rumah Makan Nasi Jamblang Ms Nur

Source: Processed by author (2024)

Rumah Makan Nasi Jamblang Ms Nur is strategically located at Jalan Cangkring II No. 34, Kejaksan a position near two of Cirebon's primary railway stations (Stasiun Kejaksan and Stasiun Parujakan), making it highly accessible to inter-city travelers. Mr Wachid Chozin confirmed that the establishment operates across all weather seasons without ingredient disruption: "In terms of seasons, we are suitable for all; *Nasi Jamblang* is fine whether it is hot or cold]. The primary climate-related effect is reduced footfall during heavy rain periods, but this does not affect ingredient availability or food quality. Mr Iman Fachrurochman also emphasized the role of social media in expanding geographical reach beyond Cirebon, stating that digital promotion enables the establishment to attract visitors from across Indonesia.

4. Cooking Method

The cooking method of *Nasi Jamblang* reflects both traditional Cirebonese culinary knowledge and pragmatic efficiency. According to Mr. Wachid Chozin, fresh ingredients are procured from the local market every morning from before dawn, and the restaurant opens daily at 07:00 WIB. The rice is steamed (*dikukus*) and then individually portioned and wrapped in teak leaves a technique that requires skill and practice to maintain the characteristic "*kepalan tangan*" (adult-fist-sized) portion shape. The teak leaf wrapping is critical: its fibrous, porous structure allows the rice to retain moisture and flavor while preventing bacterial growth, enabling it to remain palatable for up to two days.

Chef Agus Prastyo, who has prepared *Nasi Jamblang* for wedding food stalls, described the method: " The rice is steamed, then slightly seasoned and mixed with *liwet* rice, but still wrapped in teak leaves". The side dishes (*lauk pauk*) of which Ms Nur offers approximately 40 varieties are individually prepared using a combination of frying , stewing, and grilling techniques. The variety of side dishes, including cow lung , potato satay, and fermented soybean cake, reflects the diverse protein and vegetable resources of the Cirebon region.

Culinary Tourism Attraction Analysis

Food Quality

Food quality was rated highly by all consumer informants. Mr Firman Wijaya assessed the food as follows: "From the taste perspective, it is good; there are many variations of side dishe, potato satay and the sambal is also delicious. Evan Ananta Mulyono similarly confirmed: " think the food quality

here is quite good. The commitment to daily fresh procurement from the local market and the consistency of the unchanged recipe are the primary quality assurance mechanisms. According to Hastari (2024), food quality encompasses nutritional content, flavour, texture, and presentation all of which Ms Nur maintains through its ingredient freshness protocol.

Price

Pricing at Rumah Makan *Nasi Jamblang* Ms Nur was described by all consumer informants as affordable and proportionate to quality. Mr Firman Wijaya stated: "The price at Bu Nur's is still affordable; it is not too expensive for the general public"; Evan Ananta Mulyono concurred: "I am quite satisfied with the price as it is cheap and affordable". Competitive and accessible pricing is essential for culinary tourism attractions, particularly those targeting domestic visitors and cultural heritage seekers (Fifin Anggraini, 2020).

Accessibility and Location

The restaurant's proximity to Station Kejaksan and Station Parujakan two of Cirebon's busiest railway stations—provides exceptional accessibility for train travelers. Both consumer informants confirmed that accessibility is not an obstacle: "The location is very adequate and easy to access". This strategic positioning adjacent to major inter-city transport hubs significantly enhances its appeal to food tourists passing through or specifically visiting Cirebon.

Environment and Physical Setting

The restaurant's environment was observed to be clean and adequately maintained. However, during holiday periods, the establishment experiences overcrowding—particularly in terms of parking capacity. As Evan Ananta Mulyono noted: "On holidays, I sometimes cannot find parking because it is crowded". This parking limitation represents the primary infrastructure gap of the establishment, and expansion of parking facilities has been identified as a key development priority in the restaurant owner's own assessment.

Menu Diversity

With approximately 40 varieties of side dishes served daily, Rumah Makan *Nasi Jamblang* Ms Nur offers one of the most extensive selection arrays among *Nasi Jamblang* establishments in Cirebon. Mr Wachid Chozin identified menu diversity and freshness as the establishment's primary competitive advantage: "The fresh menu is a special attraction for people from outside the city fresh, numerous, and delicious". Mr Firman Wijaya echoed this, citing broad selection as a primary motivator: "Because there are many choices, we can freely select side dishes". According to Firdaus Ikrar Cholikh (2022), menu diversity is defined as the variation of food groups within a single meal presentation, and high diversity is a well-established determinant of consumer satisfaction in restaurant settings.

Synthesis: Gastronomy as a Driver of Culinary Tourism

The findings confirm a strong and positive relationship between gastronomy and the culinary tourism potential of *Nasi Jamblang* at Rumah Makan Ms Nur Cirebon. Across all four gastronomic dimensions history (colonial-era origins and 16-year establishment trajectory), culture (multi-ethnic Cirebonese heritage and nostalgia-driven dissemination), geographical landscape (teak leaf availability, coastal ingredient diversity, and strategic railway proximity), and cooking method (daily fresh procurement, traditional steaming, and extensive side dish preparation) the establishment demonstrates authentic and distinctive gastronomic value. The culinary tourism attraction dimensions of food quality, price, accessibility, menu diversity, and physical environment all meet or exceed threshold expectations, with parking capacity being the sole infrastructure shortfall. The primary development gap is the limited scale of digital marketing, which currently underutilizes the reach potential of existing social media engagement.

CONCLUSION

This study concludes that gastronomy exerts a strong and positive influence on the culinary tourism potential of *Nasi Jamblang*, as demonstrated through a case study at Rumah Makan *Nasi Jamblang* Ms Nur, Cirebon. Across four gastronomic dimensions, *Nasi Jamblang* demonstrates rich heritage value: historically, it originated during the Dutch colonial era as a practical food solution for factory laborers, and Rumah Makan Ms Nur has developed organically from a roadside stall since 2008; culturally, it embodies Cirebon's multi-ethnic food heritage and serves as a vehicle for cultural nostalgia

among diaspora communities; geographically, its core ingredient the teak leaf wrapping is ecologically embedded in the Javanese landscape, and the restaurant's proximity to two railway stations provides exceptional accessibility; and in terms of cooking method, its daily fresh procurement, traditional steaming technique, and ~40 side dish varieties reflect an authentic and sustainable culinary practice.

From a culinary tourism attraction perspective, the establishment excels in food quality, price affordability, location accessibility, and menu diversity all of which generate strong repeat visit intention and word-of-mouth promotion. The primary development challenge is the limited digital marketing infrastructure, which constrains visibility to new visitors. It is therefore recommended that: (1) the Cirebon City Government and Tourism Office intensify the promotion and formal recognition of *Nasi Jamblang* as a gastronomic heritage asset, including its inclusion in national culinary tourism promotion programs; (2) Rumah Makan *Nasi Jamblang* Ms Nur actively develop its Instagram and other social media presence to attract visitors from outside Cirebon, including international tourists; and (3) the restaurant expand its physical capacity—particularly dining tables and parking facilities—to accommodate peak-season visitor demand without compromising visitor experience. Implementation of these strategies will position Rumah Makan *Nasi Jamblang* Ms Nur as a leading sustainable traditional culinary tourism destination in West Java.

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