



## Cultural Heritage of Culinary Specialties of Cirebon, West Java (Literature Review)

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**Abstract.** Various topics can be covered in research on traditional Cirebon cuisine, from its origins and history to the materials and cooking techniques employed to the significance of these dishes in Cirebon culture and daily life. These are some crucial areas that conventional Cirebon food research may concentrate on. The Origins and History of Jamblang Rice: This rice comes from Jamblang Village in Cirebon and is wrapped in teak leaves and served with various side dishes. Empal Gentong: A goulash-like dish made of beef cooked with traditional spices in a barrel (a clay container). White rice, teak leaves, and side dishes, including tempeh, jerky, tofu, and fried chili sauce, are used to make gambling rice. Lemongrass, turmeric, ginger, onion, garlic, coriander, cumin, bay leaf, and coconut milk are ingredients of empal gentong. Jamblang rice is a popular dish among travelers and is typically offered during important events and festivities. Empal Gentong: This meal is typically served at family gatherings and neighborhood festivals and can be obtained at food stands specializing in empal gentong. The Economic and Tourism Impact of Jamblang and Empal Gentong Rice: These two delicacies are not only the gastronomic highlights of Cirebon, but they also have a major impact on the local economy by drawing tourists. Contemporary Affects and Modifications Variations and modifications: These two dishes have undergone several modern modifications. For instance, the recipes for empal gentong and jamblang rice have been updated to suit modern preferences. Nutrition and Health Study Nutrition Analysis: Look at the nutritional value of empal gentong and jamblang rice and any possible health hazards. These meals' economic and tourism potential can be highlighted through research on Cirebon's traditional gastronomy, which can offer significant insight into the region's rich and diversified culinary heritage through this holistic approach.

**Keywords:** culinary, jamblang, empal gentong. Heritage, culture

### INTRODUCTION

A region's cultural past is preserved mainly through its traditional food. Cirebon has unique culinary features; Tahu Gejrot, Nasi Jamblang, and Empal Gentong are the three specific meals there. He researched the local food of Cirebon, Indonesia. We examine this dish's origin, history, ingredients, and preparation methods to comprehend its profound cultural roots. The study also examines how these delicacies' recipes and cooking techniques have changed. The publication also covers conservation efforts to promote and preserve these traditional meals by regional administrations, businesses, and communities. Studies were conducted on the social and economic effects of Cirebon's traditional food, particularly

how it contributed to preserving and promoting the region's cultural identity among visitors. This study demonstrates the significance of Cirebon's traditional food in preserving the region's cultural and economic identity. Many efforts must be made to market this dish more extensively domestically and internationally to maintain Cirebon's culinary legacy for future generations (Basiran et al., 2023).

The gourmet agricultural city of Cirebon is steeped in history and culture. Tahu gejrot, nasi jamblang, and empal gentong are some of the most well-known meals in Cirebon; these dishes are representative of the region's distinct flavor and identity. This cuisine, which takes pride in the area it lives in, is an accurate representation of the region's rich culinary heritage. Every taste is a tiny step on a path that traces cultural knowledge, inherited cooking techniques, and history passed down through the years. Learn about the rich culinary heritage of Cirebon, its history, and traditional cooking techniques, and recognize its cultural relevance in the day-to-day lives of its residents. Find out how this cuisine generates jobs, attracts tourists, and boosts the local economy.

## **METHOD**

A review of the literature on the history and preservation of Cirebon's traditional culinary techniques using qualitative approaches. A systematic review of the body of literature about a specific subject or research issue is called a literature review. This critical analysis demonstrates the connections between the many works of literature and the researcher's viewpoint, not only a synopsis of the sources. A literature review is a comprehensive examination, not only a synopsis, of academic publications and additional pertinent data directly tied to your research issue. It summarizes the evidence that gives background knowledge on your subject and demonstrates how the evidence relates to your research question. A literature review can be the start of a longer research paper or a stand-alone piece, depending on the assignment's requirements. Make extensive use of the instructions provided by your instructor.

## **DISCUSSION**

### **History of Cirebon's Culinary Cultural Heritage**

Many Chinese people of Chinese heritage live in Jatiseeng Village, Ciledug Regency, Cirebon Regency, West Java, according to The History of Gejrot Tofu Culinary. The site was picked since it is near the Cisanggarung River's waters. They adore doing business by boat since it is easier for them to do so because they live close to the river. People of Chinese heritage introduced Gejrot tofu dishes at the start of the 18th century. Nothing more; vendors

prepared the food to be given to laborers and employees. For this reason, *gejrot* tofu containers are just like tiny clay plates. *Tahu Gejrot* became well-known among Ciledug's residents over time. *Gejrot* tofu gained popularity quickly after Chinese traders introduced this savory dish with a spicy, sour, and sweet soup to ritual processions at *Jamblang Temple*. Chinese nationals are expected by customs to provide food offerings. The term 'banged' or the method traders poured brown sugar water over chopped tofu is considered the source of the name *gejrot* tofu. It sounds like "jrot-jrot" when poured. Thus, *Tahu Gejrot*'s name surfaced. However, another account claims that the peppery flavor gave rise to "*tahu gejrot*." The outcome was creating the term "*Ngagejrot*," also known as "*Ngaguar*," often referred to as something hot in Indonesian. *Mba Puput*, one of the local traders' *tahu gejrot*nya, explained the recipe for *tahu gejrot*. *Tahu sumedang*, also known as *tahu pong*, is the type of tofu utilized; it has chewy tofu skin, little tofu meat, and an empty appearance. Using ceramic dishes, toothpicks, or broken sticks to savor the dish is a distinctive presentation feature (Basiran et al., 2023).

According to legend, *Sega jamblang* came from *Jamblang* village in *Cirebon*, which is located west of the *Cirebon* Regency. White rice wrapped in teak leaves and served with various side dishes is known as *sega jamblang*, or *jamblang* rice in Indonesian. The history of the *Sega Jamblang* community is said to have started during the *Kedondong War* (1753–1773), which was the *Cirebon* people's conflict with the Dutch invaders, or when *Daendels*, the Dutch governor general at the time, built the *Anyer–Panarukan* road (1809–1810). On the other hand, another account claims that establishing the first *Sugar Factory* in *Cirebon* in 1847 marked the beginning of *Sega Jamblang*. *Sega jamblang* is one of the traditional meals essential to food security and independence. Traditional cuisine is often prepared with ingredients that can only be found locally; imported raw materials are not an option. Nowadays, it is given that practically all visitors to *Cirebon* stop by to enjoy *sega jamblang* in addition to taking in the city's attractions. While there are many more options in *Cirebon* outside the obvious ones like *Empal Gentong*, *nasi Lengko*, *Gejrot* tofu, *Docang*, *Satay Sate*, *Koclok* Noodle, and so on, the primary objectives are all related to *sega jamblang*. In *Cirebon*, *Sega Jamblang* has emerged as a culinary landmark for tourism growth. (Yuningsih & Indrayana, 2019).

### **Definition of Cirebon's culinary heritage**

Cirebon City is one of Indonesia's cities, and it has a varied culture and is a popular tourist destination. The city's culture is embodied in historical structures like Kasepuhan Palace and Kanoman Palace, in local artwork like Megamendung glass paintings and batik, and in its diverse gastronomic offerings like Empal Gentong, Jamblang Rice, Tahu Gejrot, and Nasi Lengko. Meanwhile, Kejawanan Beach, known by other names as the "city of shrimp," might be one of the tourist attractions in the city due to its shallow waters and generally gentle surf. Regrettably, they are not sufficiently exposed. People who love marine riches, particularly those from the town of Cirebon, should be aware of or at least recall how fishermen obtain shrimp, fish, and other marine wealth, particularly rebon, which is the primary ingredient in shrimp paste. Thus, expressing gratitude to the fishermen and contributors to the culinary culture of Cirebon is one of the project's goals (Halimsaputra, 2019).

Indonesia has an abundance of tourist attractions, including natural (or ecotourism), cultural (or ecotourism), and man-made (or artificial tourism). Thirty-four provinces make up the diverse cultural landscape of Indonesia. Cultural diversity varies among tribes and areas due to various factors, including geographic location, origin regions, and historical and theological origins. This is what makes Indonesian religious and cultural tourism so unique and alluring. One of West Java's most distinctive areas, Cirebon, has much potential as a religious and cultural tourism destination. Historically, Cirebon was a commerce hub for goods from China, India, Turkey, Persia, and the Middle East. As a result, the native population of Cirebon underwent a process of progressive acculturation. This enhances the richness of cultural diversity that the inhabitants of Cirebon possess. The presence of the Kasepuhan, Kanoman, and Kacirebon palaces results from the blending of Hindu and Buddhist cultures. Given the background of Islam's arrival and growth in Cirebon, the city may become a popular destination for religious and cultural travelers. This study employs a multidisciplinary approach and descriptive qualitative methods, reasoning from the fact that tourism is a component of a very complex culture. The study's goal was to compile a list of all the tourist and religious sites that Cirebon owns (Hariyanto, 2016).

### **The Economic and Tourism Role of Cirebon Culinary**

The number of visitors to Cirebon increased between 2016 and 2020, indicating a substantial potential for the city's tourism industry. Culinary tourism is one of the many

travel locations with distinct histories and features that can be explored. Nowadays, many of Cirebon's traditional dishes are well-known outside of the city. In this instance, culinary tourism offers numerous advantages beyond safeguarding Indonesian cuisine. Given its substantial contribution to the creative industry, it can also serve as a financial avenue and propel the local economy. Discovering how to manage tourism goods, including food, and what steps can be taken to increase the existence of Cirebon's culinary claims to fame are two things that can be learned from the travel industry's tourism sites that advance or serve local cuisine. It is crucial to have Cirebon cuisine to promote the development of the business sector and Cirebon's economy (Widyaningsih & Masitoh, 2022).

Naturally, Sega Jamblang's status as a staple dish of Cirebon is inextricably linked to Mang Dul, one of the region's most well-known traders. The general public and Cirebon officials are quite familiar with Sega Jamblang Mang Dul. Nearly every regional head, from the president of the Republic of Indonesia to mayors/regents and governors, has stopped at this Sega Jamblang stand. When visiting Cirebon, a few famous people from the capital always visit this rice shop. Currently situated near Grage Mall Cirebon City in the Gunung Sari neighborhood is the Sega Jamblang food center. The meal is reasonably priced despite the wide variety on the menu. Because the food was initially meant for porters and those who performed manual labor at the port. The menu has changed and been adjusted, but it often consists of fried chili sauce, veggie tofu, lungs, liver or meat stew, cakes, potato satay, omelets and fried eggs, salted fish, fish stew, tofu, and tempeh. This implies that different Jamblang Rice varieties are not always interchangeable. As is well known, modernization in Indonesia is characterized not only by the transition from agricultural to industrial lifestyles but also by changes in the food and culinary traditions that define regional specialties and the influx of fast food, which is another sign of modernization. The same thing happened in the Cirebon region, where it is now complicated to find many of the culinary varieties that were once common, such as Sate kalong or Ciko (aci koko), which is nearly nonexistent today. Additionally, our kids know Pizza Hut, Fried Chicken, and other snack brands better than they do Gadungan, Geblog, Jongkong, Klepon, oatmeal, Candil, and so on. But despite the infiltration of modern cuisine, several classic Cirebon dishes—like Sega jamblang, Empal Gentong, Sega Lengko, Tahu Gejrot, and Docang—continue to exist and even gain notoriety. The four cuisine varieties from before are still popular and preferred by many groups, particularly sega jamblang, which can be considered the culinary symbol of Cirebon City despite originally hailing from Jamblang Village in the Cirebon Regency. Even

nowadays, there is a propensity for tourists to intentionally travel to the city of Cirebon to partake in *sega jambang* before leaving without staying to see any of the city's attractions (Indrayana & Yuningsih, 2019).

### **Modern Variations and Innovations of Cirebon Culinary**

Culinary tourism in Cirebon has enormous potential. The primary reason tourists come to the city of Cirebon is its cuisine. Additionally, Cirebon's culinary scene is predicted to become more appealing to tourists due to the creation of new culinary styles that change pre-existing culinary types (Mustofa & Khalim, 2023).

In order to remain competitive with the increasingly popular modern food, the traditional cuisine of the city of Cirebon must be preserved. This study aims to create a culinary motion comedy for Cirebon that appeals to millennials. Character analysis, storyboarding, storyline development, digitization, digital coloring, motioning, and drawing are all components of motion comic design. Motion comics created in the visual chibi style with Cirebon masks as visual characters serve as narrative supports, offering engaging content to the intended audience. Motion comics' components are set up to mirror the millennial-favored Instagram media format. The goal of design is to act as a catalyst for millennials to identify culture and be able to incorporate cultural components into their identity at work. Thus, according to Racman and Kamanga (2021), the design of this motion comic is a synthesis of three elements: design, culture, and technology. Not everyone knows Cirebon's wealth, including its characteristic cuisine. However, by producing comics that elevate Cirebon's culture, readers will gain more knowledge—particularly regarding traditional Cirebon cuisine. In addition to traditional comics, motion comics, also called moving comics, were created for this study to draw attention and be more straightforward to comprehend. The visual characters of the Cirebon masks from the earlier designs will be included in the motion comic design.

A digital marketing communication strategy is a planned and organized approach to brand promotion. Its approach fosters user-brand interaction. Several established figures in the Cirebon culinary industry also employ this marketing tactic. This study examined the marketing communication strategies of Ketan Gurih (Sticky Rice), Mrs. Yudi, Ketan Gurih Kamba's Table, and Ketan Gurih Ny: Lany, the three makers of savory sticky rice in Cirebon. The descriptive qualitative research methodology is applied. The findings demonstrated that the digital marketing strategy employed by traditional products aimed to create the impression of an online one-stop shop for customers by organizing products that could be

sold online, creating innovative products with distinctive flavors, and instilling consumer confidence in the product's reputation for trustworthiness and legend. Additionally, the product was endorsed by the media (via culinary programs on television) and received positive feedback from satisfied customers. The media utilized for marketing this savory sticky rice from Cirebon includes Instagram, WhatsApp, line, SMS/phone, and online store (Wikipedia / bukalapak), in addition to direct marketing in stores (offline) where producers open outlets. Product descriptions in the internet store only last one to three days, and there is prompt shipping and expedition service assistance to ensure that the product is still active and safe for ingestion. (Ria'eni, 2017).

Among the cities with a million gastronomic options is Cirebon. Due to its linguistic acculturation, Cirebon has developed a unique culinary tourism culture, making it one of Indonesia's most distinctive cities. However, this does not mean Cirebon cuisine will win over the younger generation in the big city's affection or interest. This can be the result of insufficient knowledge and accessibility regarding Cirebon. Most Indonesians consider Cirebon a transit city, unaware of its potential and lacking curiosity. Following our investigation into Cirebon's cuisine, we noticed that the city has a distinctive cuisine that defies verbal description. For this reason, we would like to conduct more thorough research on the Indonesian populace, particularly the younger generation living in large cities. It is our aim that this research will spark the curiosity and willingness of the younger generation to explore the city. We will introduce this cuisine to the younger generation through E-posters and cinematic movies with contemporary storytelling themes (Wijaya et al., 2022). The Cirebon region offers a wealth of tourist attractions, cultural activities, handicrafts, and culinary delights. Travelers from other towns and countries frequently visit this intriguing neighborhood of Cirebon. As a result, writing creates an Android application with tourist information for the Cirebon region. It is anticipated that users of this application would find it simple to look for tourism information in the Cirebon Area. The application includes information about hotels, restaurants, crafts, culture, and tourist attractions. Using a Global Positioning System (GPS) connection, the app shows geographic directions to that area. Every location in the Cirebon Area, including hotels and tourist attractions, is listed and its location is indicated using the method utilized in this program. Every menu item offers details and instructions on how to get to the intended location. Only Android-based devices with screens smaller than 4.0 inches may utilize this program, and even then, it does a poor job of showing information on hotels and tourist attractions (Saefudin & Julisawat, 2017).

The first step in the culinary art of processing food ingredients is cooking them to serve so that the dish looks appealing and tastes good enough to satisfy hunger. This process starts with selecting the ingredients and processing tools.

## CONCLUSION

1. **History and Origin of Jamblang Rice:** This rice is wrapped in teak leaves and served with various side dishes. It comes from Jamblang Village in Cirebon. **Empal Gentong:** A goulash-like dish made of beef cooked with traditional spices in a barrel (a clay container).
2. **Jamblang rice** has white rice, teak leaves, and side dishes such as tempeh, jerky, tofu, and fried chili sauce. Lemongrass, turmeric, ginger, onion, garlic, coriander, cumin, bay leaf, and coconut milk are ingredients of empal gentong. **The customs and heritage of Jamblang Rice:** It is a popular meal for tourists and is frequently served during special events and festivities. **Empal Gentong:** This meal is typically served at family gatherings and neighborhood festivals and can be obtained at food stands specializing in empal gentong. **Tourism and the Economy** The significance of Jamblang and Empal Gentong **Rice:** These two dishes are not only the gastronomic highlights of Cirebon, but they also draw large numbers of visitors and make a substantial financial contribution to the community.
3. **Contemporary Affects and Modifications** **Variations and modifications:** These two dishes have several modern modifications, such as altered metal-getting recipes to suit current tastes and different side dishes for gambling rice. **Study on Nutrition and Health** **Nutrition Analysis:** This study looks at the nutritional value of empal gentong and jamblang rice and any possible dangers to health. **Research on Cirebon's traditional gastronomy** can highlight these meals' economic and tourism potential, which can offer significant insight into the region's rich and diversified culinary heritage through this holistic approach.

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