



Potential For Night Culinary Tourism On Jalan Pekalipan Cirebon

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Abstract. Research has been carried out on the culinary potential of mala m on Jalan Pekalipan Cirebon. The method used is a descriptive method by conducting surveys, interviews and secondary data analysis from various sources that can be accounted for. The results of the research indicate that Pekalipan culinary tourism located on Pekalipan street is the first culinary tourism carried out by the Cirebon City Government. Pekalipan Culinary Tourism was inaugurated as one of the culinary destinations through the Pekalipan Festival activities, which was inaugurated on Saturday, September 22, 2022, Pekalipan Culinary Tourism: The first culinary tour in the city of Cirebon initiated by the Cirebon City Government. Pekalipan culinary tourism has 15 traders, each with culinary specialties served to visitors, both Cirebon specialties and contemporary foods. Pekalipan culinary tourism has been used as a tourism destination that can be developed by the city government by referring to the aspects that must be fulfilled as a tourism destination by looking at the 4 A aspects, namely attraction (attraction), accessible (system achieved), amenities (facilities) and ancillary (tourism institutions). Pekalipan Culinary Tourism, as one of the culinary tourism in Cirebon City, can be developed as one of the attractions in the city of Cirebon as a tourism destination, but the following steps must be taken: There is a close cooperative relationship with various nearby tourist objects such as the Kacirebonan palace, Kasepuhan palace, and Kanoman palace to attract visitors to Pekalipan culinary tourism. There must be improvements and additions of facilities that visitors can use and utilize, such as toilets, safe and comfortable parking lots, and entertainment art and culture typical of Cirebon so that visitors will feel more typical of the city of Cirebon. The formation of forums in the form of Pekalipan culinary tourism institutions to form activities to attract tourists to visit Pekalipan culinary tourism.

Keywords: tourism, culinary, Pekalipan, Cirebon, night

INTRODUCTION

Tourism has a supporting factor in its success. One of the supporting factors that affect the success of tourism is culinary tourism. Culinary tourism has various types and continues to grow over time. This development has its own impact and enthusiasts. With the development of the culinary business, of course, businessmen need the right location to do business.

Owning the business location itself is an effort made by a seller so that the goods sold have buyers. Cirebon City is known for its many culinary business opportunities in it. This opportunity can be used by culinary business sellers as a choice of selling locations. One of the interesting locations is on Jalan Pekalipan Cirebon.

Jalan Pekalipan Cirebon has a strategic area and is located in the middle of Cirebon city. Accessibility that makes it easier for prospective buyers and sellers to meet is the basic reason for choosing this location. However, problems still arise in the implementation of their daily activities. With the existence of various traders, they may have the same merchandise and market segmentation that is divided.

LITERATURE

Culinary

According to Wongso, 2015 culinary is very important for Indonesia culture, having a lot of food diversity that is different from the regional anter must be maintained and not taken by others because usually something unique will be in demand. Food is a need that must be met by humans which contains several components such as carbohydrates, calcium, vitamins and so on. Humans must eat because it is useful as a source of energy to carry out daily activities to stay focused and excited to live a day that may be tiring. The culinary food of each city is usually a distinctive feature of the city because it may not be found in other cities. Usually, this food culinary is located in a crowded and spacious location in one location to make it easier for consumers to find the food they want, ranging from traditional to modern food available. The food sold varies in price ranging from 5,000 to tens of thousands, which can be said that the price offered can be entered for all groups.

Tourism

Indonesia as an archipelagic country with a variety of tribes and cultures, attracts domestic and foreign tourists to come. Tourism can stand with the support of various facilities and services provided by the community, entrepreneurs, the government, and local governments (Ningsih and Arianto, 2024:46).

METHOD

Research Stages

The stages carried out by the researcher in an effort to carry out research activities include:

1. Pre-survey = This activity is carried out through the collection of information

through internet sources.

2. Survey and Data Collection
3. Data Processing
4. Data Analysis and Exposure
5. Evaluation

Research Roadmap

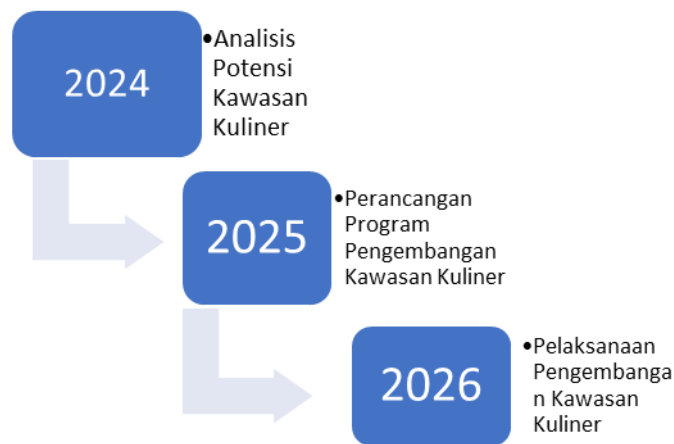


Figure 1 Research Roadmap
Source: Researcher, 2024



Figure 2 Research Stages
Source: Researcher, 2024

Research Location

The location of the research is on Jl. Pekalipan, Cirebon City, which contains MSME activists along the road with a model of selling street vendors.

Research Model

The research model carried out is qualitative descriptive, where all research exposures are described in detail through word descriptions. Qualitative research is a

research model that relies on the researcher's ability to collect data, process and interpret the data obtained accurately and suitable for publication.

Data Collection and Analysis Techniques

In the implementation of data collection, the author uses several techniques that support the research process. These techniques include: Observation, Literature Study and Documentation. Sugiyono (2013) stated that a document is a record of events that have passed. By using this method, the author is able to obtain a lot of related data for the results and discussion in the research. After that, all data will be processed using data triangulation techniques.

DISCUSSION

Overview of Pekalipan District

Cirebon City is located at 108°33 East Longitude and 6°41 South Latitude on the North coast of Java Island, the eastern part of West Java, extending from west to east ±11 Km with an altitude of ±5 m above sea level (including lowlands). Cirebon City has an administrative area of 37.36 km² which is divided into five sub-districts, namely: Harjamukti, Lemahwungkuk, Pekalipan, Kejaksan and Kesambi. Harjamukti has the largest area reaching 17.62 km² (47.15%) with an altitude of 18 meters above sea level, while the smallest Pekalipan only reaches 4.18%, (BPS Cirebon City 2018) as shown in the map image of Cirebon City as follows:



Figure 3. Map of Cirebon city
Source: kecekalipan.cirebonkota.go.id,2024

One of the sub-districts in the city of Cirebon is Pekalipan sub-district, where Pekalipan sub-district has an area of 1.56 km² and at an altitude of 3 DPL/m above sea level. Pekalipan sub-district has four sub-districts with the boundaries of the sub-district as follows:

1. The North is bordered by Sukalila
2. The East is bordered by Lemahwungkuk District
3. The South is bordered by the Kriyan River

Pekalipan District has four villages with the widest output being Pekalangan Village followed by Pekalipan Village, Jagasatru Village and Pulasaren Village as shown in figure 4 as follows:



Figure 4. Pekalipan District
Source: kecapekalipan.cirebonkota.go.id,2024

Based on data from the Central Statistics Agency of Cirebon City in 2023, Pekalipan District, which consists of four urban villages, has the following areas:

Table 1. Village Area in Pekalipan District

No	Kelurahan	Luas Area (Km ²)	Persentase terhadap luas kecamatan
1	Jagasatru	0,35	0,22
2	Pulasaren	0,29	0,19
3	Pekalipan	0,41	0,26
4	Pekalangan	0,51	0,33

Source: Pekalipan District in numbers, 2023

Pekalipan District, which has an area of 1.56 km² with four urban villages, has 39 (thirty-nine) community units (RW) and has 186 (one hundred and eighty-six) community units (RT) as shown in the following table:

Table 2. Number of RWs and RTs in Pekalipan District

No	Kelurahan	Rukun Warga (RW)	Rukun Tangga (RT)
1	Jagasatru	10	51
2	Pulasaren	8	40
3	Pekalipan	12	50
4	Pekalangan	9	45

Source: Pekalipan District in numbers, 2023

Pekalipan District, which has 186 rukun tangga (RT), has a population of 31,131 people consisting of 15,642 males and 15,489 females as shown in table 3 as follows:

Table 3. Number of residents of Pekalipan District 2023

No	Kelurahan	Laki-Laki	Perempuan	Total
1	Jagasatru	5360	5233	10593
2	Pulasaren	4026	3922	7948
3	Pekalipan	3215	3268	6483
4	Pekalangan	3041	3066	6107
Total		15642	15489	31131

Source: Pekalipan District in numbers, 2023

From table 3, it is explained that the largest population in Pekalipan sub-district is in Jagasatru sub-district as many as 10,593 people while the least number of residents in Pekalipan sub-district is 6,107 people.

Pekalipan District in preparing to become a tourist area is equipped with accommodation in the form of lodging although there are not many, this can be explained through table 4 that the number of hotels in Pekalipan sub-district is 3 hotels while the type of lodging or inn does not exist which can be explained as follows:

Table 4
Number of lodging in Pekalipan District

No	Kelurahan	Hotel	Penginapan / Inn
1	Jagasatru	1	0
2	Pulasaren	1	0
3	Pekalipan	1	0
4	Pekalangan	0	0

Source: Pekalipan District in numbers, 2023

In addition to hotels or inns in Pekalipan District, supported by trade businesses or types of trade that can support tourism activities in the city of Cirebon are listed in table 5 as follows:

Table 5
Number of trading businesses in Pekalipan District

No	Kelurahan	Pasar tanpa bangunan	Minimarket/Swalayan /Supermarket	Restoran/Rumah Makan
1	Jagasatru	0	3	1
2	Pulasaren	0	3	5
3	Pekalipan	0	4	0
4	Pekalangan	0	2	1

Source: Pekalipan District in numbers, 2023

Pekalipan District which consists of 4 (four) villages has tourism potentials developed by the Cirebon city government, The tourism potentials in Pekalipan District are as follows:

1. Pedati Gede

The Gede Pekalangan Pedati is one of the historical objects in Cirebon City, West Java. This object, which has existed since 1371, is well stored in a special room in Pekalangan Village, Pekalipan District, Cirebon City. The Gede Pecircle Pedati is a historical object that used to function as a means of transportation for transporting goods. Based on the Regulation of the Minister of Culture and Tourism Number PM.58/PW.007/MKP/2010 and the Decree of the Mayor of Cirebon Number 19 of 2001, the Gede Pelingkaran Pedati has been designated as a cultural heritage object.

2. Kacirebonan Palace

The Kacirebonan Palace is administratively located in Pulasaren Village, Pekalipan District, Cirebon City. With coordinates – 6° 43' 29" LS / 108° 33' 54" E. The Kacirebonan Palace is very small when compared to the other two Palaces, which only has an area of about 2.5 hectares. This palace was built in 1814. Kacirebonan Palace is

the youngest and smallest palace in Cirebon City. This palace was established on the initiative of Prince Muhammad Haerudin who was the Crown Prince of Sultan Kanoman IV who resisted the Netherlands colonial government. This palace is located on the south side of Jl. Pulasaren Cirebon, surrounded by residential areas on the west, east and south.

3. Sekar Pandan Art Studio

Sekar Pandan Art Studio is located in the Palace Complex on Jalan Pulasaren number 49 RT 04 RW 02 Pulasaren Village, Pekalipan District, Cirebon City. The Sekar Pandan Art Studio was formed on May 5, 1992 by 2 members of the palace family named Elang Heri Komarhadi and Elang Tomi. Sekar Pandan Art Studio has various kinds of arts, including Dance Arts consisting of Mask Dance, Wayang Wong, Sintren, Lumpung, Acrobatics and Traditional Creations

4. Pekalipan Culinary Tour

It is a culinary tourism located in Pekalipan village, where during the day Pekalipan street is used for trade such as wheat warehouses and other shops, but starting at 17.00 it begins to turn into culinary tourism until 23.00. Pekalipan culinary tourism was inaugurated as one of the culinary destinations in the city of Cirebon to coincide with the Cirebon Pekalipan Festival on September 22, 2022.

Potential of Pekalipan culinary tourism

One of the destinations developed by the Cirebon City Government as a diversification of tourism products is Pekalipan culinary tourism. Culinary Tourism located on Pekalipan Street is the first culinary tour carried out by the Cirebon City Government. Pekalipan Culinary Tourism was inaugurated as one of the culinary destinations through the Pekalipan Festival which was inaugurated on Saturday, September 22, 2022. The Pekalipan Festival is the forerunner of Pekalipan culinary tourism, where this activity starts from Pekalipan street to Lawanggada street. The Cirebon Pekalipan Festival is a festival that presents a variety of culinary, art performances with the theme "Cultural Acculturation of Caruban Nagari". In the inauguration of Pekalipan culinary tourism activities, it was enlivened by performances of Losaru Purwakencana mask art, Ginanjar Rahayu studio, PSB Centipede, Al Jazeera Sufi Dance and various kinds of Cirebon culinary specialties including foreign culinary.

Culinary Tourism on Pekalipan Street provides various kinds of culinary tourism in the form of food and beverages served by Cirebon City MSMEs ranging from typical

Cirebon foods to foreign specialties such as Japan, Chinese and European food which are served as food street tours. Pekalipan culinary tourism which is located on Pekalipan street is decorated with a red wall gate that characterizes Cirebon City with cloudy mega symbols and decorated with colorful lights adding to the culinary atmosphere of Pekalipan is more fun and attractive for visitors, both local and out-of-town tourists which is marked by the Pekalipan culinary tourism gate which is listed in figure 5 as follows:



Figure 5. Red brick gate Pekalipan culinary tourism

Source: research data, 2024

Through culinary tourism destinations, Pekalipan provides opportunities for MSMEs to introduce MSME products and improve the community's economy. Pekalipan culinary tourism will be more crowded and dense on Fridays, Saturdays and Sundays where MSME tents are crowded with consumers and usually on weekends accompanied by live music entertainment to add to the festivities and attractions of Pekalipan culinary tourism. Pekalipan Culinary Tourism is equipped with facilities in the form of food tents, shophouses that sell culinary, parking that is quite outside in the Pekalipan street area, prayer rooms, wifi and decorative lights in a cloudy mega style as a characteristic of the city of Cirebon. The MSME traders of Pekalipan culinary tourism have their own characteristics ranging from traditional food to contemporary food such as sticky rice shops with various kinds of contemporary flavors such as with cheese milk toppings, cheese oreo, cheese chocolate and so on, this is attractive for young people to taste

Pekalipan culinary. The location of Pekalipan culinary tourism can be seen through figure 6 as follows:

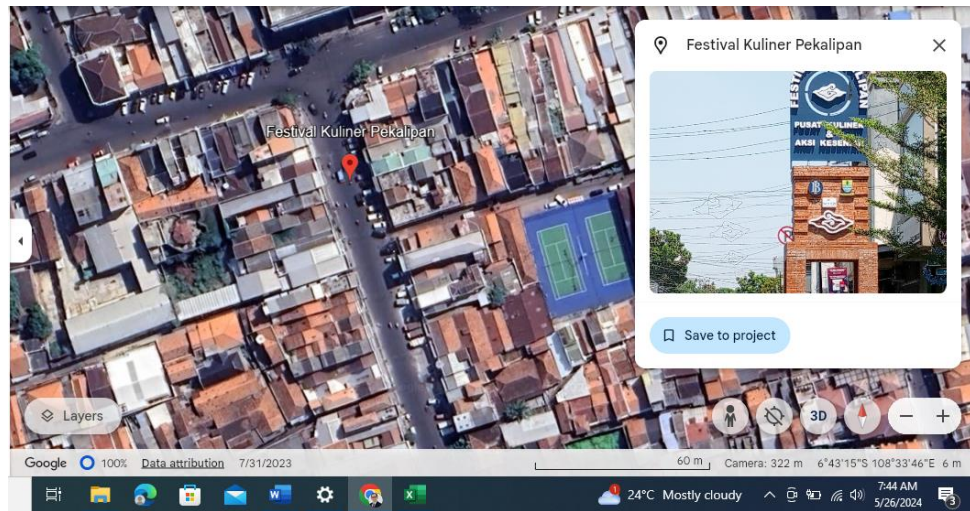


Figure 6. Pekalipan Culinary Tourism Location
Source: google earth, 2024

Pekalipan culinary tourism located on Pekalipan street is a contribution from Cirebon city MSMEs who sell regularly from afternoon to night as many as 14 (fourteen) MSMEs, there is data on the types of MSMEs that contribute to Pekalipan culinary tourism destination activities as follows:

Table 6. Pekalipan culinary tourism MSME data

No	Nama Pelaku UMKM	Nama Produk UMKM
1	Rian	Tahu Gimbal
2	Asep	Docang ibu Wiwi
3	Yosep	Ketan Susu
4	Indra	Mie Yamin
5	Warsadi	Nasi Goreng
6	Budi	Pecel Lamongan
7	Ajie	Nasi Jamblang
8	Lauren	Mie Yamin 27
9	Aan	Kedadikita
10	Juliana	Sate Taichan Pengkolan
11	Abah Gaul	Mie Koclok
12	Yosua	Goodank grill
13	Idialfa	Dimsum
14	Sultoni	Kepiting Balado

Source: research data, 2024

Pekalipan culinary tourism is a tour that has its own attraction for visitors, where every visitor can choose according to their desired taste. In tourism science, that a tourist destination must be able to do 3 things, namely something that can be seen (*something to see*), something that can be done (*something to do*) and something that can be bought (*something to buy*). In this case, Pekalipan culinary tourists in doing something that can be seen (*something to see*) Dadpat took a walk around Pekalipan street by seeing a gate made of red bricks that reflected the peculiarity of the Cirebon gate accompanied by colorful lights that could be used as a photo spot at night.

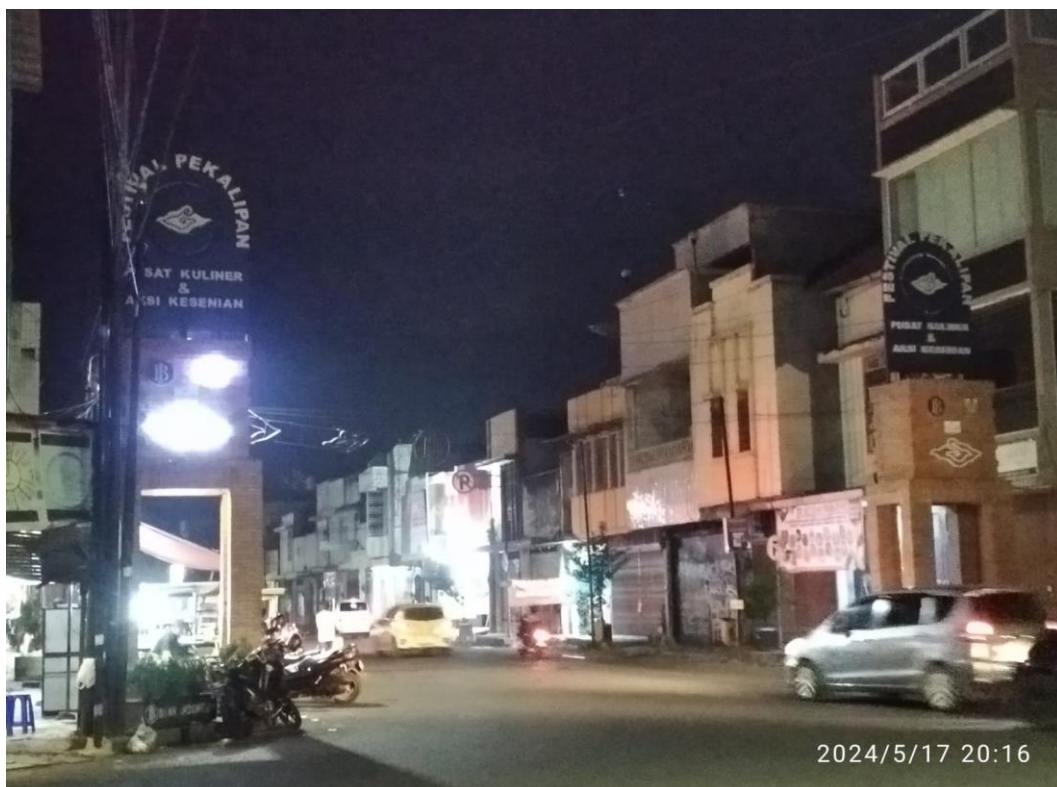


Figure 7. Night photo spot Pekalipan culinary tour

Source: research data, 2024

Tourists can also see live music if on Sunday nights while enjoying culinary and there are buskers who can provide entertainment even though sometimes they are not so good at performing songs so that buskers must be educated to become interesting and polite street musicians in singing a song when busking. In addition, Pekalipan culinary visitors can see firsthand the process of making food so that they increase their knowledge of how to cook a food in Pekalipan culinary tourism.

Activities carried out by Pekalipan culinary tourists can be in the form of something *to do* during culinary tourism in Pekalipan, where consumers can enjoy culinary while cooking themselves at the existing MSME booths, for example cooking or grilling meat on culinary that serves *grill food* on a special pan to grill (*grill*) So that consumers feel their own sensation while eating, consumers can cook their own (*grill*) equipped with various sauces such as *barbeque sauce*, *blackpapper sauce*. This is very important for Pekalipan culinary tourists to be able to do something so as to provide new experiences and knowledge about culinary.



Figure 8. Pekalipan grill food tour
Source: research data, 2024

In addition to doing something to do activities carried out by tourists so as to add to the experience, natural tourists, this is a connoisseur of Pekalipan culinary tourism must buy something either that is eaten directly on the spot or that can be wrapped as a souvenir to take home, then tourists must buy something (something to buy). Pekalipan culinary tourists will definitely buy one of the culinary dishes in Pekalipan according to the taste of tourists, both traditional food such as jamblang rice, koclok noodles, Chinese food such as seafood or dimsum or western food such as steak (*grill*), this is interesting to enjoy as well as take home such as snacks such as milk sticky rice, wedang ronde and so on.



Figure 9. Mie Koclok Pekalipan Culinary Tour
Source: research data, 2024

Visitor perception of Pekalipan culinary tourism

Pekalipan Culinary Tourism, located on Pekalipan Street, Pekalipan District, Cirebon City, is a culinary tourism destination that has just been inaugurated by the Cirebon City government in conjunction with the Pekalipan Festival, which was inaugurated on September 22, 2022, is a differentiation of Cirebon city tourism products. The Cirebon city government initiated Pekalipan culinary tourism with the aim of adding tourist destinations in the city of Cirebon at night so that tourists have alternative tourist activities at night as well as introducing the culture of the city of Cirebon through art and cultural performance activities in Pekalipan culinary tourism.

Pekalipan culinary tourism consists of 14 (fourteen) types of culinary that provide a sensation for visitors to enjoy typical Cirebon and foreign culinary dishes. Based on the observation data carried out that culinary business actors carried out by culinary traders in Pekalipan are divided into 2 (two) locations, namely those who use tents to sell as street vendors and also those who sell using a building in the form of a shophouse, the data on culinary business actors carried out by culinary traders in Pekalipan as stated in table 4.7 as follows:

Table 7
Pekalipan culinary tourism actors (buildings used)

No	Bangunan Ruko	Tenda (Kaki Lima)	Nama Produk UMKM
1	Mie Yamin 27		Mie Yamin
2	Ayam Geprek Pak Gembus		Ayam Geprek
3	Nasi Kapau		Nasi Padang
4	Wedang Ronde		Wedang Ronde
5		Sate Taican Pengkolan	Sate Taichan
6		Wajakopi Ketan Susu	Ketan Susu
7		Tahu Gimbal Semarang	Tahu Gimbal
8		Doang Ibu Wiwi	Docang
9		Nasi Jamblang Mas Adjie	Nasi Jamblang
10		Kepiting Balado	Kepiting, Kerang
11		Goodank	Grill (daging, ayam)
12		Nasi Goreng Pekalipan	Nasi Goreng
13		Mie Koclok Abah Gaul	Mie Koclok
14		Kedai Dimsum	Dimsum
15		Witjill	Grill (daging, ayam)

Source: research data, 2024

The perception of visitors feel that the buildings used both shophouses and tents (street vendors) are still good and accompanied by a fairly clean level of cleanliness; this is because each trader must maintain the cleanliness of each location used by providing their garbage cans even though the Cirebon city government has also provided garbage cans. In addition, rather than cleanliness, visitors' perception of the price problem stated that it was still relatively affordable even though some visitors stated that the price was relatively high compared to other culinary destinations in Cirebon, such as culinary tourism on Jalan M.Toha Cirebon. The prices given by the traders depend on the culinary offered to visitors so that they have differences from each culinary; moreover, culinary that offers food in the form of meat (*grill*) has a more expensive price, including some seafood (*seafood*) is quite expensive so that visitors feel that there is a price difference with other culinary tours.

Visitors also perceive the ease of location coverage (accessibility) to get to Pekalipan culinary tourism is very easy to reach because Pekalipan culinary tourism is in the middle of the city where various kinds of vehicles can pass, both two-wheeled vehicles, four-wheeled vehicles, and bus vehicles, this affects visitors to come to Pekalipan culinary tourism. The location of Pekalipan culinary tourism is also close to other tourist destinations such as the Kassepuhan Palace, Kanoman Palace, and Kacirebonan Palace, and it is also close to Prujakan station as the center of train transportation modes. Pekalipan

culinary tourism also has a fairly large parking lot even though it still uses the shoulder of the road as a parking lot. Pekalipan Road is an alternative route to Kesambi and Pulasaren, so the traffic flow is quite dense. The Cirebon City Government also has to think about the future of parking lot problems during holidays or weekends, where many visitors still have trouble carving vehicles, especially four-wheeled vehicles.

Based on the observations made by the researcher, Pekalipan culinary tourism has the potential to be used as a tourism destination by adopting the 4 A aspects, namely attraction (attraction), accessibility (system achieved), amenities (facilities) and ancillary (tourism institutions) as follows

- 1 *Attraction*, where tourist destinations in attracting tourists should have attractions, both in the form of nature and society and culture, in this case, Pekalipan culinary tourism has an attraction in the form of typical Cirebon culinary tourism served by 15 traders who every day serve various types of dishes and are enlivened by music every Sunday night when there are activities to attract visits to culinary tourism Pekalipan. Pekalipan culinary guides are also close to vital tourist objects in the city of Cirebon as a magnet for tourists to visit Cirebon such as the Kacirebonan Palace is only 350 meters away, the Kasepuhan Palace is only 700 meters away and the Kanoman Palace is only 700 meters away, this can make Pekalipan culinary tourism can develop well.
- 2 *Accessible* (system achieved), this is intended so that system and foreign tourism can easily achieve destinations to tourist attractions. Pekalipan culinary tourism which is located on Jalan Pekalipan in Cirebon city is very strategically located because it is in the city of Cirebon so it is easy to reach by various kinds of transportation such as motorcycles, cars and buses. Pekalipan culinary tourism is also close to Parujakan station so that tourists who stop at Parujakan station easily and closely to visit and enjoy the culinary served at Pekalipan culinary tourism
- 3 *Amenities*, this third requirement is indeed one of the requirements of the Tourist Destination Area (DTW) where tourists can comfortably stay longer in the area. Pekalipan culinary tourism does lack supporting facilities around the Pekalipan culinary tourism area such as *homestays* that can support the development of Pekalipan culinary tourism so that Pekalipan culinary tourism can collaborate with the surrounding community to form *homestays* or other

facilities such as clean toilets, colorful lighting to add cheerfulness at night and the existence of a mini stage around Pekalipan culinary tourism to provide entertainment, both music and culture, so as to add to the typical atmosphere of Cirebon for visitors

- 4 The existence of a tourism institution (*Ancillary*). Tourists will increasingly visit and look for DTW (Tourist Destination Area) if in the area tourists can feel safe, (*Protection of Tourism*) and protected both reporting and submitting a criticism and suggestion regarding their existence as visitors / travelers. Pekalipan culinary tourism has still not formed a union or institution in the management of Pekalipan culinary tourism so that it feels like the mass traders are running alone, this must be managed well and together in carrying out Pekalipan culinary tourism development activities.

CONCLUSION

Conclusion

Pekalipan culinary tourism located on Pekalipan street is the first culinary tour carried out by the Cirebon City Government. Pekalipan Culinary Tourism was inaugurated as one of the culinary destination destinations through the Pekalipan Festival which was inaugurated on Saturday, September 22, 2022, that Pekalipan culinary tourism:

1. The first culinary tour in the city of Cirebon initiated by the Cirebon City Government
2. Pekalipan culinary tourism has 15 traders, each of whom has culinary specialties that are served to visitors, both Cirebon specialties and contemporary foods
3. Pekalipan culinary tourism has been used as a tourism destination that can be developed by the city government by referring to the aspects that must be fulfilled as a tourism destination by looking at the 4 A aspects, namely attraction (attraction), accessible (system achieved), amenities (facilities) and ancillary (tourism institutions)

Suggestion

Pekalipan Culinary Tourism as one of the culinary tourism in Cirebon City, can be developed as one of the attractions in Cirebon City as a tourism destination, but the following steps must be taken:

1. There is a close cooperative relationship with various nearby tourist attractions such as the Kacirebonan Palace, the Kasepuhan Palace and the Kanoman Palace to attract visitors to Pekalipan culinary tourism
2. There must be improvements and additions to facilities that can be used and utilized by

visitors such as toilets, safe and comfortable parking lots and the existence of entertainments, both art and culture typical of Cirebon so that visitors will feel more typical of the city of Cirebon

3. The formation of forums in the form of Pekalipan culinary tourism institutions to form activities to attract tourists to visit Pekalipan culinary tourism.

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