Culinary Tourism Attractions In The Tugulufa Area In Supporting The Tourism Industry In The City Of Tidore Islands

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Abstract
One area that has a promising culinary tourism attraction is the City of the Tidore Islands, precisely in the Tugulufa area. The purpose of this study is to discuss the attraction of culinary tourism in the Tugulufa area, its potential, and how culinary tourism supports the tourism industry in the Tidore City. The method used is descriptive analysis and matrix analysis of internal factor evaluation and external factor evaluation. The result is a tourist attraction and potential in the form of a comfortable place, a variety of culinary menus, low prices, distinctive culinary delights, and close to the beach, making culinary tourism able to support the tourism industry in the City of Tidore, Islands.

Keywords: tourist attractions, culinary tours, Tugulufa area, tourism industry

INTRODUCTION
The tourism sector must currently be pursued so that it can become a leading commodity in Indonesia in accordance with the government's target in 2019. The target must be accompanied by the recipient of the type of tourism that exists in all regions in Indonesia, so that this sector is able to contribute large foreign exchange to national income and regional income. Based on the Law of the Republic of Indonesia No. 9 of 1990, which says that the tourism sector has a significant role in expanding, equalizing business opportunities and employment, encouraging development, increasing national income in order to improve the welfare and prosperity of the people (Fauziah, S. 2019).

In Indonesia, the tourism sector is indeed the advantage of every region, this is because tourism has great potential and is one of the largest foreign exchange contributing sectors to the country. Suwena. I. K and Widyatmaja. N. G. I (2017) in his book explained that when regions have been given autonomy, the tourism sector must be able to create welfare and social justice so as to contribute to Indonesia. The point of creating welfare and social justice is that tourism must be managed as well as possible in order to have a direct impact on society. It directly provides income for the regions so that their economies can continue to rotate. Because of these circumstances, the government, both central and regional, must be able to compile, plan, and execute all existing potentials and attractions (Fauziah, S. 2019).

The attraction itself according to Mayasari (2018) is an indicator that encourages a person to visit and see / feel firsthand a place.

Dewi. L, Demolingo. H. R, and Ba'mar. T (2022) added that a tourist attraction can be considered potential if it has supporting resources, both natural and human. These resources must be developed so that they become a tourist attraction.

Tidore is one of the regions in Indonesia that must be developed so that
it can contribute to the national economy. The tourism industry in the City of Tidore Islands itself began in 2003, along with the establishment of the Tidore Islands City government based on Law No. 1 of 2003 concerning regional expansion. Tidore was previously included in the Central Halmahera District section. After forming its own government, Tidore began to develop various sectors in an effort to support its economy, one of which is the tourism industry. In line with what was described by Dewi, L and Asparini, S. W. (2018) that one of several factors that have an important role in developing the regional economy is the tourism industry. Demolinggo, H. R, et al (2021) in their research also mentions that currently tourism activity as a phenomenon is growing very massively and rapidly so that it becomes a large industry. The development of the tourism industry in Tidore City itself can be seen through data on tourist visits in the last two years.

Table: 3.1 Tidore City tourist visit data for the past two years

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<tr>
<td>2</td>
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</table>

From the many visits each year to Tidore, one of the attractions that can be developed in Tidore is culinary tourism. Culinary tourism itself is defined by Juliana (2019) as a tour that focuses on culinary attractions and is part of food and beverage in the aspect of tourism. Culinary tourism actually has promising potential to be developed. In line with what Sunaryo said, A.N (2019) that Indonesian culinary tourism has great potential to be developed because it has increased from 2015 to 2019 as evidenced by the level of searches on the internet related to culinary tourism. This is due to the habits of the Indonesian people who like to explore culinary arts and have become the main target in a tourist trip, which means that tourists purposely go to a place because they are interested in the cuisine (Kautsar, 2018) in (Sunaryo, N.A. 2019).

This promising potential must also be utilized by the Tidore Islands City Government. However, in reality culinary tourism has not been too focused by the Tidore Islands City government in this case the Culture and Tourism Office to develop and explore its potential. In essence, the culinary tourism attraction has very promising potential if it is developed to support the Tidore tourism industry. The Tidore City Government tends to focus on developing historical tourism, cultural tourism, and religious tourism which is identical to Tidore.

In fact, as an area that has quite a lot of culinary and eating places that are worth trying, it is a pity if its potential is not explored to the fullest and improved. One of several areas in Tidore with promising potential for culinary tourism is the Tugulufa area in the Indonesiana Village, Tidore District. The Tugulufan area is one of the mainstay places for tourists to visit when they come to Tidore. Apart from being near the sea and the harbor, Tugulufa also has a variety of culinary offerings, both traditional and modern. Tugulufa is also very strategic because it is in the city center and adjacent to the Gosa Laha Traditional Market.

As a strategic area and a mainstay location for tourists when visiting the City of Tidore Islands, of course the government of the City of Tidore Islands must maximize the power of culinary tourism in the Tugulufa area in an effort to support the Tourism Industry in the City of Tidore Islands. Departing from the background of the problem, the researcher was interested in conducting a study with the title "Culinary Tourism Attractions in the Tugulufa Area in Supporting the Tourism Industry in the City of Tidore Islands". As for the Problem Formulation as follows:

1. What is the potential of culinary tourism in the Tugulufa area?
2. How is the culinary tourism attraction in the Tugulufa area?
3. What factors influence culinary tourism in Tugulufa in supporting the tourism industry in Tidore Islands City?

LITERATURE REVIEW

2.1 Tourism

Tourism is dissected etymologically which consists of two syllables namely "pari" and "tourism". It comes from Sanskrit with pari meaning “a lot” or “around”, while tourism means “going” or “traveling” (Yoeti, 1996) in (Suwena. I. K and Widyatmaja. N. G. I. 2017). From the etymology it can be understood that tourism is a traveling activity carried out by individuals or groups to get around from one place to another.

Tourism is defined in Law Number 10 of 2009 concerning Tourism as a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, governments, and local governments. The Tourism Law broadly explains that tourism functions as a means of meeting the physical and spiritual needs of a person or group supported by existing facilities and carried out in a place / area through a trip which is then called tourists. While Tangian. D and Kumat. E.M.H. (2020) explained tourism as an industry that continues to develop and can increase state and regional opinions so as to create welfare for the community. The development of ideal tourism must indeed involve the government, local communities, and all relevant stakeholders so as to create welfare (Demolingo, H. R. 2019). Tangian. D and Kumat. E.M.H. (2020) explained that for this reason, local and central governments continue to strive to develop tourism.

Another definition of tourism by Damanik and Weber (2006) in (Sakinah. P. A, 2020) is the activity of moving around places carried out by humans, which also involves goods, services, organizations, interactions, and services. More broadly, it is explained that tourism is a recreational activity carried out to relieve yourself after carrying out routine activities. Tourism is also explained by Nugraha. N. R, et al (2021) explain tourism as an area owned by a region and within that area an attraction, infrastructure, access, and human resources that are integrated into one. Tourism has therefore now become an important part of humanity around the world.

Wahyuningsih. S and Suteja. W (2019) explains that there are 4 factors that cause tourism to emerge. Among them: a). The existence of human movement from the place where they live to another place they want to go; b). There are two elements of tourism, namely travel to the destination and temporary residence at the destination: c). With travel and temporary residence outside the usual place of residence, tourism has given rise to activities that are different from everyday life; d). Movement towards a destination is temporary and short term.

2.2 Tourist Attractions

Law Number 10 of 2009 concerning Tourism defines attraction as something that has uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made products that are the target or destination of tourist visits. According to Agustin. A. N, et al (2020) explained that attraction is closely related to potential. This means that attraction must take advantage of the existing potential in the form of the ability, ability, strength, and power of a tourist attraction.

2.3 Culinary Tourism

Culinary tourism is an activity to travel to a place with the aim of looking for food and drinks, as well as looking for a memorable experience. (Wolf, 2002) in (Wijayanti. A, 2020). Culinary tourism explained Kristiana, Suryadi, & Sunaryo, (2018). As a tourist activity that involves food, drinks, and cuisine in a tourist destination area. Culinary tours are more likely to be done by someone in places of food, fastivital, restaurants, cafes, and places that provide food and drinks. According to the International Culinary Tourism Association (ICTA) said that culinary tourism is an activity related to eating and drinking that tourists do when doing tourism (Bersa, 2012) in (Fauziah. S, 2019). Culinary tourism is
also categorized as a tourism activity that cannot be moved, so tourists must come to a place that provides food and drinks.

The culinary tour has several types of activities as stated by (Hall and Sharples, 2003:11) in (Syamsu. R, 2019) namely: a) Rural/urban tourism, is a culinary tourism activity carried out by someone by coming to a place to eat; restaurants, coffee shops, cafes, or food festivals. Tourist activities like this tend to be related to modern culinary/food; b) Culinary tourism, which is a culinary tourism activity that is carried out deliberately visiting traditional food markets or traditional food festivals. A person who travels like this tends to be very fond of traditional foods and drinks in an area; and c) Gastronomy tourism/cuisine tourism/gourmet tourism, is the activity of visiting a place with the intention of enjoying and seriously studying the cultural values of the intended place. Gastronomic tourism is also described as the experience of travel activities carried out with the aim of finding food and drinks (Wachyuni. S. S, Demolingo. H. R, Wiweka. K, 2021). Then another definition by Besra. E (2012) explained that culinary tourism as a traveling activity carried out by individuals or groups with the aim of listening to food and drinks and learning cooking activities in the destination area.

From these understandings, it can be explained that culinary tourism is a tourist activity carried out by a person involving food and drinks, and tourists must come to a place that provides food and drinks. As for tourism like this, it tends to maximize local and cultural peculiarities. This tour also usually involves the local community in an effort to improve the local economy. Culinary itself is usually divided into types, namely:

a. Traditional Culinary

Traditional culinary is a culinary that is a commodity that has cultural elements and is a tourist attraction in an area. Traditional culinary is considered capable of being one of the reasons for improving the quality of tourism (Hakim. M. I. and Hamidah. S. 2021).

b. Modern Culinary

Modern culinary or modern food is better known by the people of Indonesia as fast food. Riadi. M (2018) wrote that modern food is or fast food is food that is easy to package, easy to serve, store, practical, processed in a simple way and ready to eat with a fast time, for example such as fried chicken, steak, sushi or pizza. In general, these foods contain calories, fat, salt, and sugar but are low in fiber, vitamins, ascorbic acid, calcium and folate.

2.4 Tourism Industry

The term 'industry' refers to the aggregation of a number of enterprises within a particular region. This aggregation can be based on the criteria of the demand side (market based) and the supply side (technological based). Looking at the industry from the demand side (market-based), namely through the grouping of companies that produce products with cross-price elasticity that reaches a certain limit. As for the industry, which is seen in terms of supply, is a grouping of manufacturers who have expertise in providing certain products in the same way. Meanwhile, the Central Statistics Agency (BPS), explained that the industry of an activity processes raw or semi-raw materials into goods that are valuable and can provide benefits. In addition, industry is also often interpreted as a collection of companies that have similar production (Nikensari. I. S, 2018).

In the world of tourism itself, the tourism industry is defined as a business engaged in tourism products and is supported by facilities and services provided by the government, local communities, and the private sector. The tourist products are produced by various
companies such as hotel services, transportation services, entertainment services, tour services and so on (Rai Utama. B. G. I, 2014).

2.5 Overview of Tidore City and Tugulufa Area

Tidore Islands City as one of the cities in North Maluku Province has a geographical land consisting of 11 islands, namely Tidore Island, Mare, Maitara, Failonga, Sibu, Woda, Raja, Guratu, Tameng, Joji, and Taba. Of the 11 islands, only 4 islands are inhabited, namely Tidore Island, Mare, Maitara, and part of the area on Halmahera Island. The land area of Tidore Islands is 1,550.37 km² where the area on Halmahera Island is the largest area of 1,400.25 km². The Tidore Islands City area is bordered by West Halmahera Regency to the north, South Halmahera Regency to the south, East Halmahera Regency and Central Halmahera Regency to the east, and Ternate City to the west.

The total population of Tidore Islands City in 2016 was 98,206 people consisting of 49,511 male residents and 48,695 female residents with a population growth rate of 1.22%. The population density of Tidore Islands City in 2016 was 63 people/km² with the highest population density being in Tidore District at 521 people/km² and the lowest population density was in Central Oba District at 22 people/km² (perkotaan.bpwi.pu.go.id).

Tugulufa is an area that is geographically located in the Indonesiana Village, Tidore District. Tugulufa is a very strategic area because it is in the city center. Tugulufa can also be called the town square of Tidore. At first Tugulufa was not named Tugulufa but rather Tanjung Gebe because when Tidore was involved in the operation to liberate West Irian from the Dutch, many residents from Gebe fled to Tidore, precisely in the Tugulufa area. This happens because Gebe Island is close to Irian Island, causing fear for the people who then choose to evacuate (kalesang.id). Now Tugulufa has become an area planned by the Tidore Islands Regional Government to serve as a city tourism icon that can bring in local and even international tourists. (Madjid. K, Sangkertadi, dan Supardjo. S, 2019).

METHOD

This study uses a qualitative analytical descriptive research method. Hardani, et al (2020) explained that qualitative methods are research methods that produce descriptive data in written and oral form obtained from the process of observing surrounding phenomena. Meanwhile Romi Saputra (2018) defines qualitative descriptive research methods as research conducted to find out facts about the phenomena that occur. For this study, the researcher attempts to describe the existing phenomena by analyzing and conveying factual and systematic data in order to facilitate understanding and drawing conclusions.

In addition to description analysis, researchers also analyzed using IFE and EFE analysis methods to analyze potential. Royani. A, (2021) explains that the IFE matrix or Internal Evaluation Factor is an analysis used to see internal strengths and weaknesses, while EFE or External Evaluation Factor is an analysis to look for opportunities and threats. The researchers used the IFE and EFE matrices to summarize and see the potential for culinary tourism in the Tugulufa area, without ignoring weaknesses and threats.

The location of this research is the Tugulufa area in Tidore Islands City, North Maluku Province. And to support this research, the data collection techniques...
used are interview, observation, and documentation techniques.

Researchers conducted interviews (interviews) with relevant informants. In this study, the source of information was obtained from the Department of Culture and Tourism of the City of Tidore Islands, represented by Zulaiha Fabanyo. S.IP, as the staff of the Culture and Tourism Office of the City of Tidore Islands, 3 tourists and 2 culinary business people in Tugulufa (5 speakers).

For observation, the researchers directly observed culinary and culinary sales in Tugulufa related to research in the City of Tidore Islands.

Meanwhile, the researcher did the documentation by recording the documents related to the research. Some of the documents obtained by the researchers in this study such as; tourist visit data.

RESULTS AND DISCUSSION

4.1 Culinary Tourism Potential in the Tugulufa Area

The potential of culinary tourism in Tugulufa itself is very diverse. Based on the results of interviews with the Culture and Tourism Office of the City of Tidore Islands, represented by Zulaiha Fabanyo. S.IP, 3 tourists and 2 culinary business people in Tugulufa (a total of 5 speakers), the researchers then identified internal and external potentials, which were then analyzed using IFE and EFE Matrix analysis.

The IFE matrix is a matrix that is used to briefly see the strengths and weaknesses of a business (Royani, A, 2021). In this case, the external matrix is used to see the potential (strengths) as well as weaknesses that can later be improved from Tugulufa culinary tourism. The EFE is described by (Royani, A. 2021) as a way to see the opportunities and threats of a business.

Royani (2021) adds that when analyzing the IFE and EFE matrices, the X Rating score is 3.0-4.0, then the place where the analysis is declared has great potential, while 2.0-2.99 is considered sufficient, currently. And if it is at 1.0-1.99 then there is no potential / low.

**Figure: 4.2 IFE and EFE**

Source: Royani (2022)

For this study, EFE was used to identify the opportunities and threats of Tugulufa culinary tourism. Meanwhile, IFE is to see the potential/strengths and weaknesses. The analysis of the IFE and EFE matrices for the Tugulufa Culinary Tourism Area is as follows.

Internal potential consists of strengths and weaknesses.

1. Internal Potential
   a. Strength

Typical cuisine

The many menus of Tidore specialties make the Tugulufa area always a favorite place for tourists from outside Tidore to enjoy typical culinary delights. Typical culinary is indeed one of the potentials that can attract tourists to visit. Typical food menus such as papeda yellow sauce and coconut milk koi or gohu are mainstays because they taste delicious and identical.

Close to the beach

Tugulufa is an area that is right on the lips of Tugulufa Beach. These factors are certainly very supportive of culinary tourism activities. Enjoying culinary with a beach view is indeed an attractive attraction for tourists visiting Tugulufa.

Diverse cuisine

Culinary in Tugulufa is very diverse, ranging from traditional culinary in the form of food or drink. Until modern culinary such as Fried Chicken and packaged drinks that are on the rise lately. Culinary diversity certainly has the potential to support Tugulufa culinary tourism. In addition, the snacks that are traded are also very interesting and have potential. In the culinary world itself, the more choices, the more comfortable tourists will stay in one place.

The price is cheap
One of the most important aspects of culinary tourism is price. Therefore, the average price for culinary in Tugulufa tends to be cheap for the pockets of both local and foreign tourists. Based on the results of the interview itself, the average price of traditional culinary in Tidore ranges from Rp. 20,000-Rp. 30,000/portion. While Rp 15,000-Rp 20,000 for modern culinary such as Fried Chicken.

**Safe and comfortable**

As a city with an area of 1,645.73 km² and a population of 111,431 people (Central Bureau of Statistics), Tidore is not as crowded as Jakarta or other cities, not even more so than Ternate City, which incidentally is a neighboring city. The number of residents who tend to be small makes the crime rate in Tidore very low. Quoted from the Central Statistics Agency, the crime rate in Tidore in 2017 was only 19. The data shows that Tidore is a safe area, including the Tugulufa area. The safety of an area is certainly very influential for its tourism activities.

The safety of the Tugulufa area certainly has a good impact on tourists visiting to enjoy culinary delights. Tugulufa’s security also creates a sense of comfort for tourists as long as they carry out culinary tourism activities, either enjoying food or enjoying drinks.

**b. Weakness**

**Not good service**

One of the things that is a weakness of culinary tourism in Tugulufa is that the service standards applied are not yet good. The average service at Tugulufa culinary places has not implemented TERRA standards (Tangible, Empathy, Responsive, Realibility, and Assurance). Service even tends to be indifferent when doing service.

In fact, in the world of tourism hospitality, including food service, it is very important to provide quality services for visitors who come. This is in line with the results of Dewa B. C research (2019) which states that service quality is one of the important factors in determining customer satisfaction.

**Unattractive and monotonous interior design**

As a place to carry out culinary tourism activities, of course, it is very important to design a place to be attractive and make visitors feel at home. But in fact, based on the results of observations and interviews, interior design in the form of bench and table layouts and paint colors is considered less attractive.

**The dining room area is not too wide**

The size of a room in a culinary place is quite important, this is because if the place is crowded with visitors and the availability of space is lacking, then visitors will have difficulty enjoying culinary directly in a place that is the desire of many culinary lovers. Just like some culinary places in the Tugulufa area which are not too wide.

**Table 4.1 Matrix IFE**

<table>
<thead>
<tr>
<th>N</th>
<th>Dominant internal factor</th>
<th>SP1</th>
<th>SP2</th>
<th>SP3</th>
<th>SP4</th>
<th>SP5</th>
<th>Amount</th>
<th>Weigth</th>
<th>Rating</th>
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<td>1</td>
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<td>0.14</td>
<td>2.8</td>
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<tr>
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<td>3</td>
<td>2</td>
<td>3</td>
<td>15</td>
<td>0.15</td>
<td>3</td>
<td>0.45</td>
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<td>3</td>
<td>Culinary diversity</td>
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<td>3</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td>15</td>
<td>0.15</td>
<td>3</td>
<td>0.45</td>
</tr>
<tr>
<td>4</td>
<td>Inexpensive</td>
<td>4</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>1</td>
<td>14</td>
<td>0.14</td>
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<td>5</td>
<td>Safe and comfortable</td>
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<td>2</td>
<td>3</td>
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<td>13</td>
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<td>0.71</td>
<td>2.01</td>
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</table>

|   | **Weakness**             |     |     |     |     |     |        |        |        |        |
| 1 | Not good service         | 3   | 2   | 1   | 1   | 2   | 9      | 0.09   | 1.8    | 0.16   |
| 2 | Unattractive and monotonous interior design | 3 | 2 | 2 | 2 | 11 | 0.11 | 2.2 | 0.24 |

Kualitas pelayanan yang belum terstandarisasi
The dining room area is not too wide

<table>
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<td><strong>Overall Total</strong></td>
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Ratings and weights with a number of 2.53 are the dominant internal factor points or R and W in the table obtained from the rating multiplied by the weight. The weight itself is obtained from the points that the researcher gives for each answer that the researcher proposes, then divided by the total total of strengths and weaknesses. Rating itself is obtained from the division between the number and total sources that the researcher asks questions, namely 5 sources with the SP code on the table. The number of values in the column is an accumulation of values 1-5 that the researcher gives for each answer that the researcher proposes (the same formula also applies to EFE) (Royani. A, 2021). The result (2.53) shows that the potential for culinary tourism if identified internally has a pretty good potential to be developed.

2. External
   a. Opportunity
      Strategic location
      Tugulufa is indeed very strategic. Located in the city center, close to the port, the city's main market, and office areas, Tugulufa's culinary delights are often visited by local tourists who want to have lunch or unwind. Strategic places do have a significant influence in the world of tourism, including culinary tourism.
      Technology advances
      The tourism industry that continues to grow makes all tourism business actors must be ready and willing to use technology to support the industry. Including culinary tours. The use of technology in the culinary tourism sector in Tugulufa is quite good. This can be seen from the appearance of Instagram accounts @tugulufa.tdr and @tidoreislan who often post culinary tourism activities in Tugulufa. In addition, there is also culinary coverage in Tugulufa through a CN Net account that broadcasts culinary tourism activities in Tugulufa.
      Support from the Tidore City Culture and Tourism Office
      Based on the results of an interview with Zulaiha Fabanyo, it was explained that the Culture and Tourism Office of the City of Tidore Islands strongly supports Tugulufa culinary tourism. Support from the government is very influential in the management of tourist areas. The support from the service is not only in the form of moral support, but also material support. In addition, the agency always cooperates with culinary business people in Tugulufa in an effort to develop culinary tourism in the Tugulufa area.
   b. Threat
      Many other types of tours
      Tugulufa is an area that not only offers culinary tourism. Quite a lot of other tourist activities that can be done in the Tugulufa area such as; marine tourism, recreational tourism, and artificial tourism. These types of tourism are basically part of tourism development in the City of Tidore Islands. However, this type of tourism is also a threat to Tugulufa culinary tourism. Therefore, the solution that can be offered is collaboration between various tours so that they are mutually beneficial.
      Potential disaster
      As an area that is located directly adjacent to the sea. Of course, various potential disasters can occur, one of which is a tsunami. Although the potential for a tsunami in Tidore is small, it will be very threatening and dangerous when it occurs. In addition to the tsunami, the Tugulufa area was actually attacked several times by strong tidal currents as a result of year-end waves.
      Distance from North Tidore to distant Tugulufa
Located in the Tidore District, the distance from North Tidore to Tugulufa is sufficient. Actually, it's not just North Tidore, the Tugulufa area is also a bit far from East Tidore. However, North Tidore is one of the access entrances for tourists when visiting Tidore, therefore when tourists want to go directly to Tugulufa after arriving in North Tidore, the distance traveled is quite far, resulting in fares that tend to be expensive. This is also caused by oil inflation which causes the tariff for public transportation in the form of microbus cars to tend to be expensive.

### Table 4.2 Matrix EFE

<table>
<thead>
<tr>
<th>N</th>
<th>Dominant external factor</th>
<th>SP1</th>
<th>SP2</th>
<th>SP3</th>
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<tbody>
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<td></td>
<td>Opportunity</td>
<td></td>
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<td>3</td>
<td>2</td>
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<td>0.19</td>
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<td>0.53</td>
</tr>
<tr>
<td>2</td>
<td>Technology advances</td>
<td>4</td>
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<td>2</td>
<td>2</td>
<td>3</td>
<td>15</td>
<td>0.21</td>
<td>3</td>
<td>0.63</td>
</tr>
<tr>
<td>3</td>
<td>Support from the Tidore City Culture and Tourism Office</td>
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<td>3</td>
<td>2</td>
<td>3</td>
<td>15</td>
<td>0.21</td>
<td>3</td>
<td>0.63</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>44</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.61</td>
<td></td>
<td>1.75</td>
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<tr>
<td></td>
<td>Threat</td>
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<td>1</td>
<td>Other types of travel</td>
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<td>1</td>
<td>1</td>
<td>2</td>
<td>9</td>
<td>0.12</td>
<td>1.8</td>
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<tr>
<td>2</td>
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<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>10</td>
<td>0.14</td>
<td>2</td>
<td>0.28</td>
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<tr>
<td>3</td>
<td>Distance from North Tidore to distant Tugulufa</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>8</td>
<td>0.11</td>
<td>1.6</td>
<td>0.17</td>
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<tr>
<td></td>
<td>Total</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.37</td>
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<td>0.66</td>
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<td></td>
<td>Overall Total</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2.41</td>
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</table>

Based on the results of the identification through the IFE and EFE methods, it is found that internal potentials that can be developed are strengths such as; the uniqueness of the menu, the beauty of the beach, the safety of comfort, the diversity of the culinary menu, and the culinary menu that tends to be cheap. The weaknesses of culinary tourism such as; poor service, unattractive interior design, and a dining room that is not too spacious. However, these weaknesses can actually be developed into potential. Meanwhile, the external potential of Tugulufa culinary tourism includes; strategic location, technology utilization, and support from local government. Even so, Tugulufa culinary tourism is also threatened by; other types of tourism, natural disasters, and high transportation fares from North Tidore to Tugulufa.

4.2 Tugulufa Culinary Attractions

Culinary tourism is one type of tourism available in Tidore in addition to historical and cultural tourism or nature. This is supported by the culinary diversity that is owned in Tidore, especially the Tugulufa area. Culinary itself is the result of cooking activities which can be in the form of heavy meals, snacks, or drinks. Because each region certainly has a variety of cuisines with their own characteristics (Susilowati, T. Y, 2021). It's the same with Tidore, which has a variety of culinary delights with different raw materials. Especially traditional culinary whose raw materials are obtained from community gardens or fishing. For the Tugulufa area itself, based on observations found two types of culinary namely traditional and modern. Traditional cuisines include:

#### Table 4.3 Traditional Tugulufa Culinary

<table>
<thead>
<tr>
<th>No</th>
<th>Culinary Name</th>
</tr>
</thead>
</table>
The average Tidore traditional culinary sold in Tugulufa is indeed made from fish, whether skipjack, snapper, or grouper. This is because fishermen are one of the main livelihoods of the people in Tidore Islands City, especially for coastal communities. Culinary with fish raw materials itself is quite in demand in Tugulufa. Although not a few are also culinary with raw materials obtained from plantation products.

In addition to traditional culinary, some culinary that tends to be modern or culinary that is not the original culinary of Tidore are also sold and become other favorite menus in Tugulufa. These cuisines include:

<table>
<thead>
<tr>
<th>No</th>
<th>Culinary Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Papeda Kuah Kuning</td>
</tr>
<tr>
<td>2</td>
<td>Guraka</td>
</tr>
<tr>
<td>3</td>
<td>Kusi Gohu</td>
</tr>
<tr>
<td>4</td>
<td>Gohu ikan</td>
</tr>
<tr>
<td>5</td>
<td>Sagu Lempeng</td>
</tr>
<tr>
<td>6</td>
<td>Tela Gue</td>
</tr>
<tr>
<td>7</td>
<td>Koi Santan dan dabu-dabu</td>
</tr>
<tr>
<td>8</td>
<td>Sayur Kepaya</td>
</tr>
<tr>
<td>9</td>
<td>Kasbi Rebus dan Dabu-Dabu Biji Kala</td>
</tr>
<tr>
<td>10</td>
<td>Kopi Dabe</td>
</tr>
</tbody>
</table>

To summarize, the variety of food available ranging from heavy meals to snacks, the condition of the Tugulufa area as a culinary tourism object is also very interesting with a beach view. The expanse of the sea that is directly adjacent to culinary places makes the culinary experience more interesting. Culinary tourism in the Tugulufa area is also quite clean and safe so that it makes visitors feel at home for a long time when visiting Tugulufa to enjoy culinary delights.

4.3 Factors Affecting Tugulufa Culinary Tourism in Supporting the Tourism Industry in the City of Tidore, Islands

The culinary world currently has a very significant role for the Indonesian tourism industry. This is because the average tourist expenditure is for culinary tours. In fact, 41.69% of tourists visit for culinary and 45% of tourist spending for food and beverage. This shows that culinary tourism is very promising and has the potential to be developed by every region in Indonesia (liputan6.com). One of them is the City of Tidore Islands.

Culinary tourism is one type of tourism that should have an important role in supporting the tourism industry in the City of Tidore Islands. But in fact the government (Cultural and Tourism Office of the City of Tidore Islands) does not deny that culinary tourism has not been too focused to be developed. This is also in accordance with the results of the researcher's interview with the Culture and Tourism Office of the City of Tidore Islands, represented by Zulaiha Fabanyo. S.IP, as staff. In the interview it was explained that the Tidore Islands City Government, in this case the Culture and Tourism Office, saw culinary tourism as a type of tourism that was quite important in helping support the tourism industry in Tidore. Although not too focused on development.

The factors that influence culinary tourism in the Tugulufa area are based on observations such as: a). Price. Price is one of the important factors in culinary tourism anywhere, including in the Tugulufa area. At Tugulufa, menus sold such as papeda and telagule are at Rp. 20,000, which is relatively cheap for traditional food; b). Food and drink. The food and beverages in question are quality, menu diversity and taste. The Tugulufa culinary area has a very diverse menu ranging from traditional to modern. These two things certainly greatly affect culinary tourism in Tugulufa; c). Atmosphere. The atmosphere of Tugulufa...
is very supportive to enjoy culinary tourism, this is because the location of Tugulufa is close to the beach. The atmosphere of enjoying food near the beach is what is now being loved and is the target of tourists; d). Location. Location is an important factor, especially the location like the Tugulufa area which is in the center of the Tidore Islands city. This certainly has a good impact on culinary tourism in Tugulufa.

Basically culinary tourism in Tugulufa really supports the tourism industry in the City of Tidore Islands. This is in line with the survey conducted by researchers to 50 respondents in Tidore who visited the Tugulufa area, as shown in Figure 4.3 as followst:

![Figure 4.3: Survey Results](image)

The data above shows that the average tourist who comes to Tugulufa aims to enjoy culinary tourism with a presentation of 58%, followed by recreational and marine tourism. This explains that Tugulufa culinary tourism really supports the tourism industry of Tidore City because it is the main target of tourists when visiting.

Tugulufa is one of the areas with a culinary tourism attraction that is most sought after by tourists when visiting the City of Tidore Kepulauan. A variety of traditional culinary delights such as papeda, fish gohu, and dabe coffee, as well as culinary that tends to be modern and not authentic, such as chicken noodles, dumplings, cendol, to Fried Chicken are available. That's why Tugulufa is the prima donna of culinary tourism in Tidore.

Zulaiha added that Tugulufa has indeed become a culinary hunting center that is attracted by tourists when visiting and officials who visit Tidore. In addition, local tourists also often use Tugulufa as a gathering place to enjoy traditional culinary delights so as to support city tourism. Zulaiha Fabanyo. S.IP said that the potential for culinary tourism in supporting the tourism industry in Tugulufa City is indeed very large if all relevant stakeholders are willing to work together, both the private sector, local government, and the central government.

**CONCLUSION**

Based on the results and discussion of culinary tourism in supporting the tourism industry in the City of Tidore Islands, the following conclusions can be drawn:

1. The potential for culinary tourism in Tugulufa is identified internally and externally. Internal factors are; culinary specialties in Tugulufa, the beauty of Tugulufa Beach which strengthens the existence of culinary tourism, the diversity of culinary available, culinary menus that tend to be cheap, a place to enjoy safe and comfortable culinary. For external factors identified as follows; strategic location and support from the Culture and Tourism Office of the City of Tidore Islands.

2. The attraction of culinary tourism in the Tugulufa area consists of traditional culinary, modern culinary, and snacks. Traditional culinary such as; papeda yellow sauce, gohu, coconut milk koi, and dabe coffee. Modern cuisine such as; Fried Chicken and ice cendol. While snacks in the form of batagor and frontman. The culinary arts in Tidore are mostly made from fishermen and gardening products.

3. Based on the results of researcher observations and interviews with the Department of Culture and Tourism of the City of Tidore Islands, it is explained that Tugulufa culinary tourism is sufficient to support the tourism industry in Tidore through several factors such as: a). Price. Price is one of the important factors in culinary tourism anywhere, including in the Tugulufa area. At Tugulufa, menus sold such as papeda and telagule are at Rp. 20,000, which is relatively cheap for traditional food; b). Food and drink. The food and beverages in question are
quality, menu diversity and taste. The Tugulufa culinary area has a very diverse menu ranging from traditional to modern. These two things certainly greatly affect culinary tourism in Tugulufa; c). Atmosphere. The atmosphere of Tugulufa is very supportive to enjoy culinary tourism, this is because the location of Tugulufa is close to the beach. The atmosphere of enjoying food near the beach is what is now being loved and is the target of tourists; d). Location. Location is an important factor, especially the location like the Tugulufa area which is in the center of the Tidore Islands city. This certainly has a good impact on culinary tourism in Tugulufa.

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