



## Indulging the Taste Buds, Enjoying Pujan Kasanga: Developing Halal Gastronomic Tourism Based on Local Cultural Institutionalization

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### Abstract

The diversity of traditional Tengger cuisine tends to remain a personal consumption choice among the local community. Tengger gastronomy, which includes various rice dishes, corn, glutinous rice, spices, and coffee, can be packaged as a unique Tengger culinary experience, serving both as a gastronomic tourism promotion and an effort to introduce Tengger cuisine. Besides being souvenirs, Tengger's traditional foods can be enjoyed while admiring the natural landscape and scenery of Tengger. However, the local community lacks awareness of the potential diversity of their cuisine, preventing them from utilizing it optimally. The main issues addressed in this community service program are: (i) the limited capacity of the partner community's human resources to develop concrete and functional programs supporting tourism villages; (ii) the lack of knowledge and skills among the Tengger community regarding the potential of Tengger gastronomy; (iii) the low appeal of Tengger's processed food souvenirs due to inefficient and non-eco-friendly packaging; (iv) the large number of traditional Tengger foods, cakes, and beverages that have not yet obtained halal certification; (v) the lack of effective techniques and strategies for marketing Tengger's traditional food products. The implementation methods for this program include: (i) coordinating training schedules, locations, and related materials; (ii) conducting training in Tengger culinary processing; (iii) training in the packaging of Tengger's processed foods; (iv) managing hygiene certification, intellectual property rights (IPR), and halal certification; (v) improving the marketing of Tengger cuisine through the Pujan Kasanga Festival and digital media. This program aims to empower the Tengger community by enabling them to utilize the resources around them, particularly in the field of gastronomy, to develop a creative economy.

## 1. Introduction

Bromo-Tengger-Semeru National Park holds a unique charm for both local and international tourists. This appeal is closely linked to the efforts of the Tengger community (*Wong Tengger*) in preserving the environment, aiming to achieve harmony with nature. The Tengger people, an ethnic group residing at the foot of Mount Bromo, lead a peaceful and simple life while upholding the traditions of their ancestors. Several traditions that are widely practiced include Yadnya Karo, Yadnya Kasada, Unan-unan, Mecaru, Karo, Pujan Mubeng, and the Ojung ritual. These traditions not only embody ecological values that must be maintained by the local community but also hold other significant cultural aspects. The existence of offerings as part of Tengger's local wisdom highlights the unique and philosophical gastronomy of the region.

In addition to its well-preserved traditions and environment, Bromo-Tengger-Semeru National Park attracts visitors with a variety of tourist attractions. These include Mount Bromo, the Sunrise Viewpoint at Mount Penanjakan, the Bromo Sea of Sand, the Savanna, Whispering Sand, Mount Semeru, Madakaripura Waterfall, Ranu Kumbolo Lake, Ranu Regulo Lake, and Ranu Pane Lake. The diverse tourism attractions within the national park provide significant opportunities for the local community to further introduce the natural and cultural richness of Tengger to a wider audience.

Located in a mountainous area, the Tengger region boasts highly fertile soil. This fertility allows the local community to cultivate various commodities such as corn, tubers, vegetables, fruits, and spices. The abundance of local crops serves as the foundation for Tengger's rich gastronomic heritage. This initiative aims to add value to Tengger's agricultural products, aligning with the research conducted by Sukmawan et al. (2022) on Tengger's gastronomy and literary tourism. Tengger's agricultural products can be transformed into various unique culinary delights, increasing their market value through proper processing, attractive packaging, and strategic marketing via multiple platforms. Proper food processing relies on modern food technology, while appealing packaging incorporates local materials, narratives, and the Tengger language—particularly oral folklore related to gastronomy. Unique marketing strategies can leverage traditional ceremonies as a magnet to attract tourists and consumers, offering a fresh perspective on Tengger's heritage.

Unfortunately, the Tengger community still has limited knowledge and skills in processing and marketing their local cuisine. Creativity in promoting their culinary potential remains inadequate, despite the frequent traditional ceremonies that attract and gather tourists almost every month. Furthermore, there has been little focus on community service programs that highlight Tengger's unique culinary heritage. Specifically, integrated initiatives that combine local cuisine (heritage culinary) with cultural tourism attractions are still rare. Another added value of this initiative is the implementation of the Halal Product Assurance System (SJPH), ensuring consumer confidence, as the Bromo-Tengger-Semeru landscape is a national treasure embraced by Indonesia's diverse ethnic and religious communities.

Beyond relying on the natural beauty of Bromo-Tengger-Semeru National Park, the local community can introduce Tengger's unique culinary offerings to attract tourists through cultural attractions. The wisdom embedded in gastronomic traditions reflects belief systems, norms, and cultural values passed down through generations. These culinary products can be packaged as souvenirs or served to visitors during traditional ceremonies and rituals. The Tengger community can capitalize on major cultural events to support tourism, such as the Pujan Karo, Pujan Kasada, and Pujan Kasanga traditions. Among these, Pujan Kasanga holds significant potential as a tourist attraction due to its annual occurrence, its widespread celebration across multiple Tengger villages (not just a single location), its dramatic symbolic performances, and its underutilization by Bromo-Tengger-Semeru tourism authorities. Besides its function as a ritual for warding off misfortune, Pujan Kasanga encompasses a series of events with great potential for literary tourism, offering educational, cultural, and religious values.

Every community has its own culinary identity, shaped by local tastes and environmental conditions. Culinary traditions serve as a unique representation of a region. Therefore, the active participation of the local community in managing and developing tourism must be prioritized. Strengthening communication and collaboration between local communities, small and medium enterprises (SMEs), the government, and tourism authorities is crucial to ensuring that Tengger tourism contributes positively to the economic well-being of the local

population. This initiative will collaborate with the Bala Daun Community, a local Tengger organization dedicated to environmental conservation and eco-tourism.

## **2. Methods of Implementation**

Based on the background analysis, several key issues need to be addressed:

### **2.1 Human Resource Challenges**

In addition to partnering with the Bala Daun Community, this initiative will engage with the Ngadiwono Village government in organizing the culinary festival. However, the local village administration has yet to implement a concrete program focused on strengthening tourism development. Furthermore, the business units managed by the Bala Daun Community have not fully responded to tourism demands. In general, the capacity of village officials and local community members remains insufficient to adapt to the evolving dynamics of tourism creatively and innovatively. Solution from this problem: Enhance cultural awareness among the Tengger community through workshops and interactive dialogues on "Tengger Language and Cultural Resilience." Empower community organizations, including Bala Daun and youth groups, to develop concrete and functional programs supporting tourism through the Pujan Kasanga festival.

### **2.2 Limited Culinary Skills**

Despite the abundance of gastronomic potential in Tengger, the residents of Ngadiwono Village in Tosari District lack the necessary skills to process and present their traditional cuisine attractively. Solution from this problem: Conduct culinary training programs focused on traditional Tengger cuisine to enhance its appeal for the Pujan Kasanga culinary festival. Promote the mass production of two main ritual-related dishes: Sego Lembut (served with sambal krangan and anchovies) and Juadah (available in white, red, and black varieties). Feature kopi pahit (bitter coffee) as a cultural beverage, brewed manually and complemented with palm sugar, despite limited coffee bean availability in the region.

### **2.3 Packaging and Branding Issues**

Traditional Tengger foods, such as Sego Lembut and Juadah, are still packaged simply using banana leaves, which is less practical for bulk distribution. Furthermore, the lack of branding and labeling affects consumer interest and recognition. Solution from this problem: Introduce eco-friendly packaging using woven bamboo and banana leaves. Provide training on packaging techniques, integrating Tengger cultural symbols such as the Bunga Putih (Buddleja indica), Pujan Kasanga festival illustrations, and the Tengger language. Include QR codes on packaging, linking to information about Tengger's oral literature, language, gastronomy, and tourism hotspots.

### **2.4 Hygiene, Intellectual Property, and Halal Certification**

Many Tengger culinary products lack hygiene certification, intellectual property protection, and halal certification, affecting their competitiveness. Solution from this problem: Conduct training sessions on obtaining hygiene, intellectual property, and halal certification. Equip the community with knowledge to independently manage certification processes.

### **2.5 Marketing Strategies**

The geographical location of Tengger, in a highland area, poses challenges for marketing traditional food beyond the local region. Solution from this problem: Utilize the Pujan Kasanga festival as a promotional platform for traditional Tengger cuisine and cultural heritage. Develop a dedicated website and implement an online marketing strategy, including regular training sessions for local business groups. By integrating culinary tourism with Tengger's cultural heritage, this initiative seeks to enhance local economic growth while preserving traditions. Through strategic partnerships and structured community engagement, the project aims to establish sustainable heritage culinary tourism in Bromo-Tengger-Semeru National Park.

### **3. Results and Discussion**

#### **3.1 Strengthening Cultural Awareness of the Tengger Community**

Culture is a term used to define the customs agreed upon by a particular community group. According to Sagala (2013), culture is closely related to the way humans live, behave, and think, which in turn forms the identity and image of a society. Generally, the term culture is often synonymous with tradition, as both concepts are inseparable. Tradition refers to the ways in which cultural practices are passed down from generation to generation, often in the form of rituals or customary ceremonies. One of the ethnic groups in East Java that still upholds ancestral traditions is the Tengger people. Several traditional ceremonies characterize the Tengger community, one of which is the Pujan Kasanga ritual. Generally, Pujan Kasanga is regarded as a village purification ritual for the Tengger people (Sukmawan, 2022).

This annual ritual consistently strengthens the cultural presence of the Tengger community. However, a phenomenon of declining understanding regarding the essence of Pujan Kasanga has emerged, particularly among the younger generation. This issue stems from a lack of knowledge about the meaning behind each procession and the crucial components of the ritual. This situation requires attention, as culture serves as an expression of attitudes, emotions, values, and behaviors that define a community and are communicated collectively (Liliweri, 2019). To address this issue, a light reading material on Pujan Kasanga, titled "Encapsulating Culture in Literature," has been proposed as an alternative to enhance understanding of the ritual, especially among young people. Students play a role in collecting, compiling, and printing the book. The distribution of these books will be carried out through community service partners and targeted toward the youth (pradah) in each Tengger village. The success indicators for this initiative include the organization of a culinary festival and a literacy corner, which could become attractions during the Pujan Kasanga festival. Furthermore, the community service team will monitor the distribution of "Encapsulating Culture in Literature" and oversee the implementation of the festival during Pujan Kasanga.

### 3.2 Training in Processing Tengger Traditional Culinary Delicacies

Based on problem analysis, it has been identified that the Tengger community and its partners lack a deep understanding and proficiency in processing local gastronomy, which holds potential as a gastro-tourism attraction. This introduction is facilitated by university students and lecturers through socialization activities that include identifying utensils, ingredients, and cooking processes to ensure compliance with halal certification requirements. The local gastronomy identified in this session includes sega lembut, horog-horog, bledhus, and kopi pait.

During the socialization, students act as event guides and facilitators, managing notetaking and providing equipment. The material preparation and delivery are carried out by lecturers with expertise in halal culinary processing. The initiative is supported by community partners such as Baladaun, who provide both logistical assistance and participants for the sessions. Invitations were extended to a wide range of stakeholders, including village heads, representatives from SMEs, women's groups (PKK), tourism awareness groups (Pokdarwis), and youth representatives from Ngadiwono and Tosari. The event was attended by 25 participants and included an interactive Q&A session, followed by an in-depth discussion on the halal aspects of local food processing.

Following the socialization, a hands-on training session was conducted on the preparation of sega lembut, horog-horog, bledhus, and kopi pait. The training targeted young people, who are considered the heirs of Tengger's traditional culinary recipes. During the training, it was observed that many participants were unfamiliar with the recipes and preparation techniques. To address this, the wife of the customary leader was invited to supervise the cooking process as an instructor, while the youth took the lead in execution. Students played a role in providing ingredients and equipment, while community partners facilitated the venue and participant engagement. The lecturers guided the initiative by recommending the establishment of food stalls during the Pujan Kasanga ceremony. The food stalls were well received, drawing crowds of locals who enthusiastically tasted the prepared dishes. Some senior women provided feedback on the flavors, which the youth and students adjusted accordingly. To ensure the sustainability of this initiative, a cookbook titled

"Tenggerrasa" is planned. This book will compile all necessary tools, ingredients, and procedures for preparing Tengger's local cuisine.

### **3.3 Enhancing Packaging Skills**

Packaging plays a significant role in influencing the market value of culinary products. The primary material used for packaging Tengger's culinary products is bamboo, chosen for its economic value and environmental sustainability. The packaging products developed include woven bamboo bags and bamboo drinking cups (bumbung). The production of these bamboo cups requires specialized weaving techniques.

Monitoring efforts have revealed that the Baladaun community has potential in bamboo weaving and crafting bamboo cups. This potential will be further developed to support the packaging of Tengger's culinary products. To enhance the marketability of these products, label design and branding will be incorporated into the packaging.

The labeling of Tengger's culinary packaging is not merely for economic purposes but also serves as a literary and cultural identity of the Tengger community. The labels will include nutritional information, local folklore, and illustrations of Tengger's cultural heritage. The design process will be facilitated through Canva, a user-friendly digital design application. By providing template designs, the initiative aims to empower the local community, particularly the younger generation, in designing their own labels without difficulty. These templates will be shared via an editable link, enabling ongoing monitoring and mentorship by the academic service team until the community can independently develop high-quality label designs.

### **3.4 Socialization of Halal Product Certification**

The Tengger community possesses a variety of traditional foods and beverages that hold potential for supporting Tengger's natural and cultural tourism. However, an analysis of the current situation reveals that the community and its partners (Baladaun) lack awareness regarding the importance of halal certification for local culinary products. Halal certification ensures product recognition and consumer trust, facilitating market access.



To address this gap, a socialization session was conducted by a team of lecturers and students to educate the Tengger community on the significance of halal product certification. The keynote speaker was Dr. Sucipto, an expert in food processing techniques. The session covered key aspects of halal certification, including raw material selection, processing methods, additional ingredients, equipment usage, and packaging. It was emphasized that the halal status of a product cannot be determined solely by its raw ingredients; the entire production process must adhere to halal guidelines.

During Pujan Kasanga, traditional Tengger foods such as Bledhus, Segalembut, Horog-horog, and Kopi Pahit were showcased and introduced to visitors, aiming to revive local appreciation for these delicacies. These foods, which are traditionally served fresh, have the potential for commercial packaging, subject to further research. If packaged economically and certified halal, these culinary products could be marketed as Tengger's signature souvenirs. To support this initiative, students and lecturers are providing specialized assistance to community partners in the halal certification process.

### **3.5. Enhancing the Marketing of Tengger's Culinary Delicacies through the Pujan Kasanga Festival**

Efforts to enhance the marketing of Tengger's traditional culinary products have been successful. During the Pujan Kasanga Festival, the Tengger community introduced local dishes such as Bledhus, Horog-horog, and Kopi Pahit to both locals and visitors, promoting awareness and appreciation of Tengger's culinary heritage.

The marketing strategy employed in the festival followed the Segmenting, Targeting, and Positioning (STP) model. The market segmentation (Segmenting) targeted local residents and tourists visiting Tengger for its natural and cultural attractions. In terms of targeting, the festival provided accessibility and convenience for both locals and visitors to experience Tengger's cuisine and traditions firsthand. The culinary offerings at the festival had a Unique Selling Point (USP), such as Bledhus, made from white corn, which is unique to the Tengger region. Additionally, the cultural performances during Pujan Kasanga served as an added attraction, drawing more visitors to explore and enjoy Tengger's distinctive cuisine.

#### **4. Conclusion**

Based on the implementation of halal gastro-tourism development through the institutionalization of local culture in the Pujan Kasanga ceremony, in collaboration with UMKM Baladaun, it can be concluded that the objectives of this community service project have been optimally achieved. Socialization and training on strengthening the cultural awareness of the Tengger community, processing halal traditional Tengger cuisine, and the Halal Product Assurance System (SJPH) were successfully conducted in Tosari Village, featuring in-depth discussions between speakers and participants.

The socialization activities were followed by the Pujan Kasanga Culinary Festival as a realization of halal gastro-tourism. This festival was held in three villages: Ngadiwono, Tosari, and Mororejo. The local dishes presented included sega lembut, horog-horog, bledhus, and kopi pait. In addition to culinary offerings, literacy booths featuring Tengger folklore were also set up. The Baladaun community played a significant role in assisting lecturers and students in materializing the concept of halal gastro-tourism through this culinary festival.

As part of the sustainability efforts of this community service initiative, the Tengger culinary festival has the potential to be held during every traditional ceremony, particularly under the initiation of UMKM Baladaun. A more diverse range of Tengger culinary dishes will attract both local residents and tourists. Additionally, managing food stalls that offer authentic Tengger cuisine presents a promising opportunity for empowering the Tengger community.

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