

LAYOUTS, PLANS, AND GASTRONOMY TRAVEL ROUTES IN SUDIRMAN BANDUNG CITY STREET

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ABSTRACT

Sudirman Street is one of the Chinese culinary centers in the city of Bandung, not only as a center for Chinese cuisine, but also the legendary Chinese gastronomy around Sudirman Street. This study was made to determine the layout, floor plan, and route of Chinese gastronomy on Sudirman Street, Bandung City. This study uses descriptive qualitative research methods. The research subject is the Sudirman Street manager and stake holder with Miss Helix model of cinyusu salad. The results of this study are aspects of Sudirman Street layout such as capacity, cost, and a wide, easy and affordable process, then floor plans made by researchers for the efficiency of Halal and Non-Halal food, and the pattern of culinary travel routes on Sudirman Street, Bandung City.

Keywords: *Gastronomy, Chinese, Bandung City, Sudirman Street*

INTRODUCTION

Indonesian tourism is the largest foreign exchange earner for the country. Both the lower and upper classes play a more or less role in tourism so that it is mutually beneficial. Indonesian tourism has great potential to grow because of the diversity, both in terms of culture and tourism objects themselves. The benchmark of tourism for a country other than the number of tourists is how we manage places that have the potential to attract tourists.

Indonesia is a maritime country that makes Indonesia one of the attractive tourist destinations for tourists. In addition, the diversity from Sabang to Merauke ranging from food, language, way of dressing, customs, and various other diversity that makes Indonesia unique.

Gastronomic tourism is one part that plays a big enough role in advancing Indonesian tourism. First, we must know 'what is gastronomy?' Etymologically gastronomy comes from two words gastro and nomi which come from Ancient Greek. Gastro comes from the word gaster, which means stomach or stomach. While nomi comes from the word nomous, which means the laws that govern or a law that regulates. So literally, gastronomy means the art or laws of regulating the stomach (Winarno & Sergio, 2017, p. 5).

Bandung City Gastronomy Tourism is the main attraction for all tourists. A variety of West Java specialties can be found in Bandung, ranging from drinks, snacks, to food that can arouse the taste buds of anyone who sees it. Sudirman Street is one of the

recommended places for people who like Chinese gastronomy. Sudirman Street has become a famous place as a culinary tourism destination. Starting from Chinese food, halal to non-halal, all in one place. Sudirman street itself is also located between Cibadak street, where Cibadak is also a Chinese gastronomic culinary area but at a more pocket-friendly price.

The problems that will be discussed are the layout, floor plans, and culinary travel routes on Sudirman Street, Bandung.

LITERATURE REVIEW

Tourism

Tourism is a field trip that is intentionally tried either in groups or privately for sightseeing. Tourism for A. J Burkat in Damanik (2006), tourism is the temporary and short-term movement of people to destinations outside the places where they usually live and work and their activities while staying at a destination. According to Pitana and Gyatri (2005), tourism is an activity that temporarily moves people to a place other than their place of residence or work, carries out activities at their destination, and provides facilities that meet their needs. Tourism is the study of people away from their usual habitats, the companies that meet the needs of tourists, and their impact on the economic, physical, and social well-being of their hosts (Mathieson & Wall, 1982, p. 1). Koen Meyers (in Suwena, I Ketut: Widyatmaja, 2017, p. 17) says that tourism is a temporary travel activity from the place of origin to the destination for fun, not for the purpose of finding a

place to live or making money. Goals such as earning a living, being curious, spending free time, or taking a vacation.

According to the provisions of the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, tourism is a variety of tourism activities that are supported by various facilities and services provided by the community. Resource persons, government and local government.

Gastronomy

Etymologically gastronomy comes from two words gastro and nomi which come from Ancient Greece. Gastro comes from the word gaster, which means stomach or stomach. While nomi comes from the word nomous, which means the laws that govern or a law that regulates. So literally, gastronomy means the art or laws of regulating the stomach (Winarno & Ahnan, 2017, p. 5). It is said to be gastronomic if there is an experience of traveling to a gastronomic area for recreation or entertainment which includes visiting food producers either directly or indirectly, festivals, food exhibitions, tourism, farmers, markets, cooking events, tasting food products, or all other activities. tourism related to food (Winarno & Ahnan, 2017, p.7).



Source: Turgarini (2018)

Figure 1. Gastronomic Componen

Based on Figure 2.1 the understanding of gastronomy is not only limited to culinary arts or how to cook, but also human behavior in terms of choosing raw materials, tasting, serving and consuming dish. As well as related to the activities of searching, studying, researching, and writing about food and all matters related to ethics, etiquette, and human nutrition. Gastronomy also emphasizes that food is a core component of every culture (Turgarini, 2018, p.15). Turgarini (2013:1) also revealed a study of gastronomic aspects, namely Theoretical Gastronomy, Practical Gastronomy, Food Gastronomy, Technical Gastronomy, and Molecular Gastronomy (Molecular Gastronomy). These five aspects have different properties and are used according to the field of gastronomy to be carried out.

Gastronomy is an art and science and even an appreciation that is cross-ethnic, national, racial, group, religious, gender, and cultural by studying food, food and drink to be used in various conditions and situation (Turgarini, 2018, p. 14). Gastronomy also involves many activities such as discovery, tasting, research or investigation, understanding and writing about food preparation, and the sensory qualities of human nutrition as a whole. Gastronomy also studies how nutrition deals with the wider culture (Winarno & Ahnan, 2017, p. 7).

Meanwhile (Taar, 2014, p. 146) in his research defines gastronomy in three things that need to be highlighted:

1. Gastronomy is delicious cuisine, a legacy made by generations of chefs and the result of a complicated

process

2. Gastronomy studies the physical characteristics of food (such as quality) and seeks to understand the processes that occur when food is consumed
3. Food is a source of inspiration and pleasure (Archestratus, 4th century BC)

Based on the various theories above, it can be seen that gastronomy is a cultural product that emphasizes the philosophy contained in typical or traditional foods. Gastronomy can be interpreted as a field of science that studies food and culture that focuses on special foods because it covers various things from the selection of raw materials, tastes, manufacturing processes, presentation, history and philosophy, nutrition, to research and preparation of a particular food. Gastronomy is very complex and always interesting to discuss.

Gastronomic Tour

One of the relatively new types of tourism is gastronomic tourism (Chaney & Ryan, 2012, p. 310). Gastronomy has a very important role in tourism activities, not only because food is central to the tourist experience, but also because gastronomy has become a significant source of community identity formation (Richards, 2002, p. 3). Gastronomy is also useful for tourism activities because it is a gateway to local culture that can make tourists and local residents enjoy cultural experiences together (Richards, 2002, p. 4).

According to Wolf (in Kivela & Crotts, 2006, p. 162) describes culinary and gastronomic tourism as a travel

activity to find and enjoy food and drinks that have been prepared, and unique and memorable gastronomic experiences.

Gastronomic tourism is a special journey that tries to strike the perfect balance between usefulness and pleasure, between daily food needs and culinary experiences that can positively differentiate tourists (Tudorache et al., 2014, p. 14).

Layout and Floor Plan

Layout is one of the significant factors in the gastronomy industry. According to Murdifin and Mahfud (2011: 433), layout plays a role in the operational efficiency of a company. A good layout also has an impact on the development of a company, while according to Sumayang (2003: 133) layout is the physical arrangement of the work terminal which refers to the production process. (Heizer and Render 2009: 532) Layout has many strategic implications because it can be used to set competitive priorities for a company in terms of Capacity, Process, Flexibility and Cost.

According to the KBBI, a floor plan is a picture that shows the layout of the city, roads, and so on. Meanwhile, according to Sukwarjono and Sukoco (1993:25) argue that the concept of the floor plan itself is more than just a geographical phenomenon.

Gastronomic Tourist Route

Making tourist routes is one of the strategies in the design and development of food-based tourism products. In general, the route can be defined as the preparation of a series of activities and tourist attractions to encourage

cooperation between various regions or related stakeholders that support ongoing tourism activities, also serves as a driver in economic development through tourism, Briedehhann and Wickens (Murgado, 2013, p. 103). Tourism routes based on food products are usually organized around a product or series of products that represent the culture and identity of a region consisting of producers, restaurants, and companies engaged in regional agribusiness (Murgado, 2013, p.103).

According to (Hajiman, Caria, Turgarini, 2020), gastronomic tourism routes can involve interactions between objects and intangible components such as facilities, services, environment, and local communities. The interaction that is built will lead to perceptions, interests, motivation and satisfaction of tourists. The preparation of a tourist route or route needs to involve 9 (nine) stakeholders (nona helix) so that this gastronomic route based on local attractions can become a brand identity or things that are unique to the area and make it different from gastronomic tourism attractions in other areas.

Halal Gastronomy Tour

Tourism is traveling temporarily to a place. Halal comes from the word halla which means "not bound", so etymologically it can be interpreted as something that can be done because it is free and not bound. So Halal Gastronomy Tourism is traveling to taste Halal food and drinks or in accordance with Islamic rules. According to Brillat-Savarin (1994), gastronomic tourism is another way to

enjoy tourist attractions while preserving culture, through cultural preservation activities in the food and beverage sector, or commonly called culinary tourism.

There are several factors that influence the motivation of tourists for gastronomic tourism. The following are the factors that influence the motivation of tourists to experience gastronomic tourism (Caria & Nuraeni, 2019):

- a) Local food identity, environmental scene and culture
- b) Trying new flavors that have never beentasted before
- c) Explore the history and culture of each food
- d) These restaurant criteria are usually the most important factors in choosing a restaurant
- e) Restaurant atmosphere, very supportive customers, consumers for food
- f) Food quality, which is judged by taste, aroma, presentation, and color
- g) Quality of service to meet customer needs.

RESEARCH METHODS

The object of research is the social atmosphere consisting of zones, actors, and activities that the author wants to research and understand in depth about what is actually happening in it. The atmosphere can also be in the form of natural events, plants, vehicles (Sugiyono, 2015, pp. 297-298).

Suharsini (Arikunto, 2016, p. 152) gives a limit on the subject of research as an item, subject, or person where research information is attached. The object of this research is the leading

Chinese Gastronomic Tourism Destinations in Bandung City and the subjects are the stakeholders (producers, consumers, workers, suppliers, government, experts, observers, connoisseurs, NGOs, data technology), and place managers.

Primary data is data obtained directly from the main author (Dr Hamovinsah, 2019, p. 1). Primary data includes external and internal factors related to the object of research. Primary data were obtained from the Sukajadi village community through questionnaires, the Sudirman Steet management and stakeholders with interview bias.

Secondary data is data whose sources come from pre-existing sources (Dr. Harnovinsah, 2019, p. 1) Secondary data is obtained from activity reports, publications and documentation of the Sudirman street management office.

RESULTS AND DISCUSSION

Layout

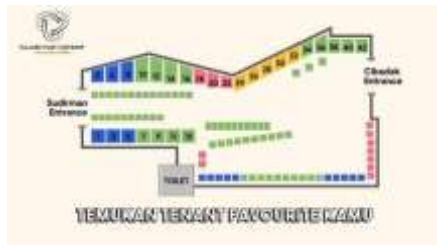
The researcher uses a theory (Heizer and Render 2009 : 532) which says that layout has many strategic implications because it can be used to set competitive priorities for a company in terms of Capacity, Process, Flexibility, and Cost. The researcher conducted an interview with Ko Riyan as the representative of the Sudirman Street Manager.

Based on the results of interviews with the Sudirman Street management, the conclusion is that Sudirman Street itself has a tenant capacity of up to 70, with various price variations ranging from the cheapest 2.3 million rupiah per

month, to the most expensive more than 4 million rupiah per month based on size. The tenant rental flow is also quite easy, you just need to contact the manager at the whatsapp number on google, then make an appointment while looking at the place, and then explain the type and price, if it is suitable, then sign the contract.

Floor Plan

According to the KBBI, a floor plan is a picture that shows the layout of the city, roads, and so on. Sudirman Street itself already has a floor plan, as for the floor plan as follows.



(source: desty.page/sudirmanstreet)

Figure 2. Initial Plan of Sudirman Street
The Restaurant layout as follows

Table 1.

Restaurant Layout Descriptio

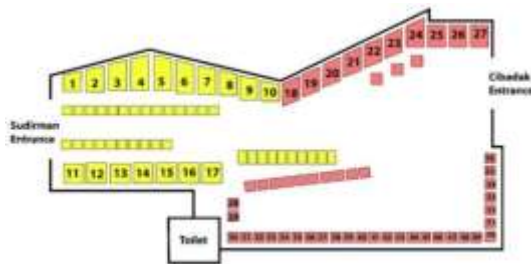
No	Restaurant Name
1.	Bacuk Sultan
2.	Hong Nam
3.	Seblak Fenomenal Keju Mozarella
4.	Bakso goendut
5.	Dapur sotoku
6.	Kedai Babah Seuhah
7.	RM. Sedap purwakarta
8.	Soto mie sukabumi
9.	Lee siang
10.	Bubur oriental awin
11.	Medan food
12.	Soto bandung cibadak
13.	D'Cheers

14.	Black Jack
15.	Pigbull
16.	Milchy Milk
17.	Kedai Nusantara
18.	Angkringan Spade
19.	Ikan Bakar Lengkong
20.	Cheese King
21.	Bacang babi sudirman street
22.	Mie susu
23.	Samcan goreng waroenk laris
24.	Pempek gochan
25.	Rainbow juice
26.	Nasi Goreng Samcan & Kwetiaw Bakar Kual
27.	Nasi Campur Kencana 99
28.	Jazz Coffee
29.	Mie cukiok special
30.	Prabhu curry house
31.	King crab
32.	Ayam Remek Goang
33.	Chinese food & Dimsum
34.	Pork and grill
35.	Rob thai
36.	Kedai Baso Tahu EnaEna
37.	Gado – gado Ny. Setyo
38.	Ikkeh noodle bar
39.	Swike asli JTW
40.	Serial killer burger
41.	French grill
42.	Bobba gum
43.	Baso malang kawi

(Sumber: Processed data, 2022)

Based on the floor plan provided by the Sudirman Street manager, there is no grouping between Halal and Non-Halal food so that it cannot be enjoyed by the wider community, especially Muslims, so the researchers made a new floor plan that categorizes Halal and

Non-Halal foods as follows.



Keterangan:
Kuning = Non – Halal
Merah = Halal

(Source: Processed data, 2022)

Figure 3. Plan Planning Based on Halal and Non-Halal Categories

There are recommendation for halal restaurant on this table:

Table 2.

Restaurant Recommendations at Halal Row

No	Restaurant Name
1.	Kios Hao Hao
2.	Kuotie & Coipan Nikmat
3.	Kwetiau Sapi AA
4.	RM Sedap Purwakarta
5.	Nasi Ayam Campur Singapore
6.	Baso Goreng Pandu
7.	Baso Tahu Ena Ena
8.	Dapoer Jojo
9.	Kuotie &Coipan Nikmat
10.	Pempek Gochan
11.	Pukis & Ronde Senly
12.	Hao Cuan Dimsum
13.	King Crab
14.	Nasi Ayam Batam
15.	Ronde Susu Ronsu
16.	Berkat Catering 3
17.	Seblak Fenomenal Keju Mozarella
18.	Bakso goendut
19.	Kedai Nusantara
20.	Angkringan Spade
21.	Ikan Bakar Lengkong
22.	Rainbow juice
23.	Prabhu curry house
24.	Ayam Remek Goang
25.	Rob thai
26.	Gado – gado Ny. Setyo
27.	Bobba gum

28	Baso malang kawi
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There are recommendation for Non Halal Restaurant, such as :

Table 3.

Restaurant Recommendations at Non – Halal Row

No	Restaurant Name
1.	Bubur Oriental Awin
2.	Medan Food
3.	Mie Cukiok
4.	Nasi Campur Kencana 99
5.	Pig Bull
6.	Pork and Grill Sudirman Street
7.	Kedai Kun Kun
8.	Nasi Goreng Samcan & Kwetiau Bakar Kual
9.	Nasi Goreng Babi Samcan Crispy
10.	Samcan Go reng Waroenk Laris
11.	Sate Wibisana
12.	Bacang Babi Sudirman Street
13.	Bacuk Sultan
14.	Baso Goreng Ping Kwang
15.	Lee Siang Bakwa
16.	El Paso
17.	Mie Rica Feng Fu

(Sumber: Processed data, 2022)

Based on the plan made by the researcher, it can be seen that the positions of Halal and Non-Halal are easier to distinguish. The ratio between Halal and Non-Halal tenants is attempted to be made 50 : 50 so that Sudirman Street can be enjoyed by all people and not only by the Chinese

Travel Route

Researchers make halal and non - halal travel routes. The route is as follows.

Table 4.
Sudirman Street Travel Halal
Route in Bandung

Departure	Arrive	Travel Time	Distance
Gerbang Tol Pasteur	éL tel Royal e Bandu ng	20 menit	6 km
éL Hotel Royale Bandung	Masjid Lautze Bandung	2 menit	400 m
Masjid Lautze 2 Bandung	Kobe Tepanyaki	8 menit	1,8 km
Kobe Tepanyaki	Warung Kopi Purnama	9 menit	750 m
Warung Kopi Purnama	Masjid Al – Imtizaj	6 menit	450 m
Masjid Al – Imtizaj	Museum Kebudayaan Tionghoa	15 menit	4,4 km
Museum Kebudayaan Tionghoa	Rumah Makan Sedap Purwakarta Sudirman Street	13 menit	4,3 km
Rumah Makan Sedap	Ronde Jahe Alkateri	1 menit	120 m



Source: Processed data, 2022)

Figure 5. Map of Sudirman Street Non – Halal
Travel Route in Bandung

The routes traversed are as follows:

1. The route starts from the Pasteur Toll Gate (point A) to the éL Royale Hotel (point B) Jl. Merdeka No.2, Bandung City, using a car for approximately 20 minutes, then tourists arrived at the hotel to rest for about 30 minutes and put the goods.
2. Continued enjoying snacks in a legendary restaurant that was founded in the 1960s named Rasa Bakery & Cafe (point C) which is famous for its Lontong Cap Go Meh and its legendary Eskrim on Jl. Tamblong No.15.
3. After the taste of bakery & cafe (point C), then to the fertile restaurant (point D) for lunch with a distance of 1.4 km with a time of about 7 minutes.
4. Then head to the Chinese Cultural Museum (point E) on Jl. Nana Rohana No.37 with a distance of 3.1 km which takes about 30 minutes.
5. Continued to Cibadak Food Street (point F) and Sudirman Street (point G) with a distance of about 3.1 km with a time of approximately 10 minutes, here tourists can while culinary at night or just looking for snacks.
6. After from Sudirman Street, continued to have dinner at the Narrow Gang Restaurant (point H) on Jl. Jend. Sudirman No.29 Legendary. After dinner, continued back to the hotel to rest.

CONCLUSIONS

The layout of Sudirman Street has fulfilled the tourist attraction component, a floor plan that shows the halal and non-halal parts based on the

color of the floor plan, and the route of travel on Sudirman Street. Travel routes are divided into halal and non-halal. The halal route starts from the Pasteur Toll Gate (point A) to the *él Royale Hotel* (point B), followed by visiting the Lautze 2 Mosque in Bandung (point C), followed by lunch at Kobe Tepimai (point D) which serves Japanese food and Chinese Halal, proceed to the legendary Purnama coffee shop (point E) and was established from 1930 to relax while enjoying coffee. Then proceed to the Al-Imtizaj Grand Mosque (point F), then to the Chinese Cultural Museum (point G), proceed to the Sedap Purwakarta Restaurant (point H) which serves various kinds of halal Chinese Food for dinner. After dinner, continued to enjoy a warm and suitable menu for the cold Bandung, the alkateri ginger round (point I) and then return to the hotel to rest. The non-halal route starts from the Pasteur Toll Gate (point A) to the *él Royale Hotel* (point B). Continued enjoying snacks in a legendary restaurant that was founded in the 1960s named Rasa Bakery & Cafe (point C), then to the fertile restaurant (point D) for lunch, then headed to the Chinese Cultural Museum (point E), then from the museum continued to Cibadak Food Street (point F) and Sudirman Street (point G). After from Sudirman Street, continued to have dinner at the Narrow Gang Restaurant (Point H) on Jl.Jend. Sudirman No.29 Legendary. After dinner, continued back to the hotel to rest.

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