

Integration of SWOT Analysis - Supply and Demand Approach for Simalungun Regency Culinary Tourism Destination Development Strategy

Rama Indra¹, Robert Sibarani², Erika Revida³, Rujiman Rujiman⁴

Abstract

There is a need to develop local culinary potential as a tourist attraction in Simalungun Regency. This is done to bring as many tourists as possible to Simalungun Regency through culinary tourism. The locus of this research is 4 tourist destinations in Simalungun Regency, namely Haranggaol, BIS, Sibaganding, and Parapat. Regional planning is a process of knowing and analyzing current conditions, forecasting the development of various factors, estimating limiting factors, setting goals and objectives to be achieved, determining steps to achieve goals, and determining locations and various activities to be carried out. One of the approaches taken to carry out the regional planning process is SWOT and Supply and Demand Analysis. The research was conducted over several months involving informants to obtain valid information. Based on the results of interviews addressed directly to informants, currently the attractions offered to visiting tourists are natural attractions in the form of scenery. Therefore, the existence of photo spots is the most desirable because of their natural beauty so it is worth displaying on social media pages such as Instagram and Facebook. Good tourist attractions must be able to bring in many tourists and hold them for a long time, assuming that the greater the profit expected from their presence by providing satisfaction to tourists. Activities and objects that are attractions must be in good condition, both attractions in the form of activities such as dances, as well as attractions in the form of objects, such as temples, crises, and so on, the way of presentation must be appropriate because tourist attractions are presented in front of visitors to tourist objects which will be said to be successful if they cause impressions and satisfaction to tourists. Tourism objects must also be integrated with other tourism requirements such as services and transportation. The identification of tourist attractions and existing supporting facilities/infrastructure in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency was carried out using data on existing tourist attractions in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency obtained from field observations and the results of the Quantitative - Two Steps Questionnaire round I method. The condition data is not only obtained from the results of field observations but also from the average value of respondents' answers to the attraction conditions in round II. The existence of amenities is one of the factors that support the activities of visitors to DTW Haranggaol, Bukit Indah Simarjarunjung

Keywords: *Supply and demand; SWOT, Regional planning; 4ACS; DTW.*

Introduction

Indonesian tourism began to move forward in the 1980s. The peak was around 1984 to 1991 with foreign tourist visits reaching an average of 15% to 36%. In 1992, foreign tourist arrivals even exceeded the target, which was around 3 million people or around 36.5% (Raymond et al., 2014). To increase tourist arrivals to compete with other countries, President Joko Widodo during a limited cabinet meeting on July 15, 2019, in Jakarta launched the development of Super Priority Tourism Destinations (DSP) in five areas namely Lake Toba (North Sumatra), Borobudur (Central Java), Mandalika-Lombok (West Nusa Tenggara), Labuan Bajo (East Nusa Tenggara), and Likupang (North Sulawesi). Previously, in 2017 President Joko Widodo had established 10 National Tourism Strategic Areas (KSPN), but they were narrowed down to 5 KSPNs which were then also called Super Priority Destinations (DSP) at a Limited Meeting on July 15, 2019. The ten "New Bali" or "the New 10 Bali" are Lake Toba (North Sumatra), Tanjung Kelayang (Bangka Belitung), Seribu Islands (DKI Jakarta), Borobudur (Central Java), Mandalika- Lombok (West Nusa Tenggara), Bromo- Tengger - Semeru (East Java), Wakatobi (Southeast Sulawesi), Labuan Bajo (East Nusa Tenggara), Tanjung Lesung (Banten) and Morotai (North Maluku) (Ab Hassan, 2020). The tourism position of neighboring countries such as Malaysia and Thailand is still far above Indonesia, namely in positions 24 and 34 respectively, while Indonesia occupied position 40 in 2019 although it did increase sharply from the previous position 70 in 2013 (Oliynyk, 2020). Lake Toba is one example of an area that relies on the tourism sector and is the backbone of regional income around it.

¹ Program Studi Doktorat Perencanaan Wilayah, Universitas Sumatera Utara, Indonesia.

² Program Studi Doktorat Perencanaan Wilayah, Universitas Sumatera Utara, Indonesia. E-mail: Rs.sibarani@usu.ac.id

³ Program Studi Doktorat Perencanaan Wilayah, Universitas Sumatera Utara, Indonesia.

⁴ Faculty of Accountancy, Universiti Teknologi MARA Shah Alam, Selangor, Malaysia.

Lake Toba is located in the Bukit Barisan mountain range of North Sumatra Province, with a geographical position between 2021'32" - 2056'28" North latitude and 98026'35" -99015'40" East Longitude with a distance of approximately 176 km south of Medan City which is the capital of North Sumatra Province. Lake Toba is bordered by 8 (eight) districts, namely: Samosir, Toba Samosir, Simalungun, North Tapanuli, Humbang Hasundutan, West Phakpak, Dairi, and Karo regencies.

The water surface area of Lake Toba reaches 1,124 km² which is the largest lake in Southeast Asia with the land area of the Catchment Area (DTA) is 2,486 km². The surface of Lake Toba is at an altitude of 903 meters above sea level with a length of approximately 50 km and a width of about 27 km (Nontji, 2016). Lake Toba DSP has objects and tourist attractions (ODTW) with natural beauty and cultural uniqueness making the surrounding area a development priority in North Sumatra. The development of Lake Toba DSP requires special arrangements to unify the implementation of regional management authority to accelerate development and development so that it is deemed necessary to establish the Lake Toba Tourism Area Management Authority Agency. Therefore, on June 1, 2016, President Joko Widodo signed Presidential Regulation Number 49 of 2016 concerning the Lake Toba Tourism Area Management Authority Agency.

The Presidential Regulation states, carry out the development of the Lake Toba Tourism Area by establishing the Lake Toba Tourism Area Management Authority Agency which later changed its name to the Lake Toba Authority Implementing Agency (BPODI) is under and directly responsible to the President of the Republic of Indonesia. Simalungun Regency is the third largest regency after Mandailing Natal Regency and Langkat Regency in North Sumatra (BPS Simalungun Regency, 2019) and has a strategic location and is located in the Lake Toba tourism area. Simalungun Regency has many tourist sites visited by foreign tourists and domestic tourists. Simalungun Regency consists of 32 sub-districts with the largest sub-district being Kecamatan Hatonduhan while the smallest is Kecamatan Haranggaol Horizon with an average distance to the district capital of 30 km where the farthest distance is Kecamatan Silou Kahean 127 km and Kecamatan Ujung Padang 113 km (Figure 1).



Figure 1. Position Map of the 3 Research Focus Subdistricts

The four research locations are located right in the tourism "heart" of Simalungun Regency because they are located right in the hilly area and on the shores of Lake Toba. In addition, all four are relatively well-known, especially the tourist city of Parapat, which is the icon of Lake Toba.

The four locations are famous for their natural beauty. Anyone who enjoys Bukit Indah Simarjarunjung will be mesmerized by its natural beauty. The tourist city of Parapat also offers the sensation of white sand beaches and water tourism. Likewise, Haranggaol is known for its stretch of white sand beach. Not only that, Haranggaol has been designated as a geosite area. Furthermore, the Sibaganding tourist attraction has not only been designated as a geosite but also has a natural attraction of protected forest with its monkey forest attraction. The following map presents the position of the 3 sub-districts that are the locus of the research dissertation. As stated above, the tourism sector is currently a priority sector for national development. Therefore, innovations to various superior tourism products must continue to be encouraged. One of the most promising to support tourism is culinary.

The culinary sector has a huge contribution to Indonesia's Gross Domestic Product (GDP). Of the total 16 creative economy subsectors developed, 3 subsectors make a dominant contribution to GDP, where culinary ranks first with a percentage of 41.69%, followed by the fashion subsector of 18.15% and the craft subsector of 15.70% in second and third place (Kemenparekraf, 2020a). Culinary tourism is an integral part of tourism development that grows and develops by history, culture, economy, and society. This is an added value in enriching the tourist experience when interacting with the local community. One of the elements of planning and developing tourist destinations is the tourist product component. The components of tourism products are attractions, accessibility, and amenities (Davidson & Maitland, 1997). Culinary tourism destination development planning in Simalungun Regency refers to the RIPPANAS of Simalungun Regency which has designated several sub-districts as tourist areas with their respective attractions. In general, food tourism products in the Haranggaol and Parapat areas are restaurants that serve specialty food menus such as Arsik Ikan Mas which are ordered based on guest requests. So, until now the master plan has not provided detailed strategies and directions for developing culinary tourism with local cuisine. Food tourism products that exist so far are restaurant facilities and/or restaurants that serve food menus, while culinary tourism is the totality of tourist activities within the culinary framework.

Supporting the theme of the dissertation writing, according to the author's presurvey and experience in the field, Simalungun Regency has many culinary products that can be offered to tourists. The typical food or local cuisine of Simalungun Regency includes daily food menus as well as food served at important moments, for example during traditional ceremonies or parties or when celebrating religious holidays such as Christmas and New Year celebrations. In the context of developing culinary tourism destinations, what needs to be considered is that the Simalungun cuisine/culinary menu that is served is not only to be eaten and then tourist activities are completed along with the completion of tourists enjoying the food. Furthermore, culinary tourism destination development planning must be able to direct tourists with culinary tourism products that include culinary tourism attractions, culinary tourism accessibility, and amenities that support culinary tourism. For example, tourists are involved in the process of making Dayak Nabinatur food. Furthermore, the development of culture-based tourist destinations must have an element of identity or characterization. One of the cultural identities is culinary. In this dissertation research, the author focuses on the development of cultural tourism through culinary tourism in Simalungun Regency. It seems that the focus on developing culinary tourism destinations has not been detailed in the National Tourism Development Master Plan (RIPPARNAS), nor the North Sumatra Provincial Tourism Development Master Plan (RIPPANAS) and the Simalungun Regency Tourism Development Master Plan (RIPPARKAB).

Looking at the empirical facts about tourism development contained in the Tourism Development Master Plan from the national to the district/city level, the direction of cultural tourism development, the various motivations of tourists visiting culinary tourism destinations, the increasing trend of culinary tourism both in the world and in Indonesia, and the distribution of tourist spending on culinary tourism, the focus of developing culinary tourism destinations in Simalungun Regency is significantly appropriate to be examined.

This research will develop a culinary tourism development model in ODTW Haranggaol, BIS, Sibaganding, and Parapat with a SWOT Analysis approach and also Supply and Demand. The action plan is a detailed activity as a form of implementation of the strategy program that has been determined. This effort is made to support the acceleration program of strengthening culinary tourism. Action plans can be carried out in several ways such as technical guidance to culinary tourism businesses, improving hygiene and

infrastructure, increasing the promotion of culinary tourism, and various creative culinary tourism activities. One of the activities that can be carried out is a culinary festival that can effectively raise culinary as a tourist attraction that collaborates with history, culture, and nature.

Everyone is aware of Indonesia's rich and diverse tourism potential. Potential tourist areas are not called destinations if there are no 3A, namely Attractive, Amenities or facilities, and Accessibilities. For this reason, the government in the next five years is trying to increase tourism promotion by utilizing information technology more strongly. In addition, the government will also develop other types of tourism that are culturally based and build a higher tourism brand. Supply and demand analysis is carried out to examine the prospects for developing tourist destinations. In this study, the supply components analyzed are tourist attractions, amenity, accessibility, ancillary, safeness, and comfort, or known as 4ASC (Sibarani, 2015). The demand components analyzed are visitor characteristics, motivation, activities, perceptions, and expectations of visitors.

The tourist destination development framework consists of the following main components: (1) Attraction: According to Oka, (1996) in Rohman et al., (2016) tourist attractions are everything that is found in tourist destinations which is an attraction so that people want to visit a tourist destination. (2) Accessibility: According to H. O. A. Yoeti, (1997) in Rohman et al., (2016) accessibility is the ease of reaching tourist destinations either by geographical distance or technical speed, as well as the availability of transportation advice to these destinations. (3) Amenities: According to O. A. Yoeti, (2002) in Rohman et al., (2016) amenities are facilities owned by tourist destinations, including accommodation food management businesses, transportation, recreation, and others. (4) Ancillary: According to O. A. Yoeti, (2002) in Rohman et al., (2016) Ancillary is needed for tourism services such as tourists can feel safe (protection of tourism), destination management organization, conventional and visitor bureau .. (5) Community Involvement:

According to Rohman et al., (2016) is community involvement or support in tourism activities. This community involvement greatly influences tourist visits. The community must be able to support the course of this tourism activity. If the community does not support or commit anarchist acts such as theft, robbery, bombing, and murder, then tourists will not dare to visit the area. Conversely, if the community is kind and friendly to guests, then visitors will feel at home in the area. The focus of tourism is to communicate the value of the product. The overall tourism product consists of natural, cultural, and artificial as well as access facilities and other infrastructure. Tourism must emphasize facilities because they are key factors that will influence consumer decisions.

Tourism policy provides a basic philosophy for development and determines the direction of tourism development in tourist destinations for the future. A tourist destination can be said to be developing tourism if there has previously been tourism activity. In the implementation of development, planning is a factor that needs to be done and considered. According to Inskip, (1991), there are several approaches to be considered in conducting tourism planning, including (1) Continuous Incremental, and Flexible Approach, where planning is seen as a process that will continue based on the needs by monitoring the existing feedback. (2) System Approach, where tourism is seen as a system relationship and needs to be planned with system analysis techniques. (3) Comprehensive Approach, related to the system approach above, where all aspects of tourism development include institutional elements and environmental and socio-economic implications as a holistic approach. (4) Integrated Approach, related to the system and overall approach where tourism is planned and developed as a system and overall where tourism is planned and developed as a system that is integrated into all plans and total forms of development in the area. (5) Environmental and sustainable development approach, tourism is planned, developed, and managed in a way that natural and cultural resources are not degraded and are expected to remain sustainable.

Environmental carrying capacity analysis needs to be applied to this approach. (a) The Community Approach, an approach that is supported and also put forward by Foster & Murphy, (1991) emphasizes the importance of maximizing the involvement of local communities in the planning and decision-making process of tourism, to be able to increase the desired and possible, it is necessary to maximize community participation in the development and management carried out in tourism and its benefits to the social economy. (b) Implementable Approach, tourism development policies, plans, and recommendations are formulated to be realistic and applicable, with the techniques used being implementation techniques

including development, action programs, or strategies, especially in identifying and adopting. (c) Application of systematic planning approach, this approach is applied in tourism planning based on the logic of the activity.

Planning is the process of collecting policies and how to implement them. The same opinion was also expressed by (Brooks- Gunn et al., 1993) who emphasized that: "Several things are important in the function of regional and local policy as a very important tool in tourism activities, among others: First, planning must be able to promote quality growth, requiring constructive change, in addition to the development of potential locations to develop the quality of attractions that can be sold. Second, tourism policy must play a more important role than promotional activities, the policy must be supported by research. Third, tourism planning requires public and private cooperation so that all stakeholders' expectations can be met. Fourth, regional and local policy planning must be able to strengthen all planning, supporting good tourism development down to the destination level. Fifth, regional and local policy planning should stimulate businesses to contribute to regional development. Sixth, policies must be able to connect businesses with government and non-profit attractions, such as attraction business planning policies (natural and cultural) must be supported by travel and other accommodation businesses."

SWOT is a strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats in a business project/company or a business speculation. These four factors form the acronym SWOT (strengths, weaknesses, opportunities, and threats)" (Brudermann, 2021). SWOT analysis is a strategic planning method that can be used to evaluate the Strengths, Weaknesses, Opportunities, and Threats factors that may be faced in achieving business activity objectives on a broader scale.

The SWOT analysis method is the most basic in conducting strategic analysis, which is useful for knowing a problem or a topic from four different sides. The results of this analysis are usually in the form of directions or recommendations to maintain the strengths and to increase the benefits of a company, institution, and/or organization in terms of existing opportunities, while reducing its shortcomings and also avoiding various threats that occur.

Research Methods

Qualitative Research is an approach that cannot be reduced to specific techniques or stages but instead uses a dynamic process that links together problems, theories, and theoretical methods. Qualitative research is used to gain insight into people's attitudes, behaviors, value systems, concerns, motivations, aspirations, cultures, or lifestyles and is used to inform business decisions, policy formation, communication, and research.

In this study, the supply components analyzed are tourist attractions, amenity, accessibility, ancillary, safeness, and comfort, or known as 4ASC (Sibarani, 2015). The demand component analyzed is visitor characteristics, motivation, activities, perceptions, and expectations of visitors.

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Informants are research subjects who can provide information about the phenomena/problems raised in the research. In qualitative research, informants are divided into 3, namely: 1) key informants; 2) main informants; and 3) supporting informants (Martha & Kresno, 2016). Key informants are informants who have comprehensive information about the issues raised by the author. Therefore, key informants in this dissertation research are active participants in the group, organization, or culture under study. In the issue of culinary tourism potential through local culinary, key informants are community groups/residents/customary leaders who understand the culture, especially food products at the 4 research loci, while the main informants are culinary tourism actors spread across the research loci.

Results and Discussion

Supply and Demand

Supply and demand analysis is conducted to assess the prospects for developing tourist destinations. In this study, the supply components analyzed are tourist attractions, amenity, accessibility, ancillary, safeness, and comfort, or known as 4ASC (Sibarani, 2015). The demand components analyzed are visitor characteristics, motivation, activities, perceptions, and expectations of visitors. Based on the results of the analysis of the suitability of tourist demand and supply of DTW tourism objects in Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency, it was found that there was no suitability between the characteristics of demand and the characteristics of supply, which can be explained in Table 1.

Table 1. Comparison of Supply-Side and Demand-Side Potential of Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat DTWs, Simalungun Regency.

Item	Supply – Side	Demand - Side	Advice	
Natural Attractions	Scenery, Wind from Trees and Plantations	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Lake Toba Region (vire)	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Lake Toba Beach (view)	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Garden (Trees, Pond, Grass)	Bad	Need to improve the condition of the park and the placement of some good facilities	Need to improve the condition of the park and the placement of some good facilities.
Cultural Attractions	Solu Bolon	Bad	Need to improve and better introduce Solu bolo among tourists.	Need to improve and introduce solu bolo among tourists.
	Toba Batak Music	Bad	Need to improve and further introduce Solubolo among tourists.	Need to improve and better introduce Solu bolo among tourists.
	Sigale-Gale	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Tor-Tor Sawan Dance	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Ulos	Bad	For traders, it is good but needs to be improved in terms of the order or arrangement of merchandise.	For traders, it is good but needs to be improved in terms of the order or arrangement of merchandise.
	Mangokkal Holi	Bad	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
Human Attractions	Lake Fishermen Activities	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Music Performance	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Sports	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Kite competitions, songbirds, and culinary creations	Bad	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Exhibition/Bazaar	Both	For the bazaar exhibition, it is done in a good and neat order	For bazaar exhibitions, it is done in a well-organized and tidy manner.
	Guides	Both	Tourism guides are still bad and of course, there must be attention from the government	Tourism guides are still bad and of course, there must be attention from the government.
	Acrobatics	Medium	It is necessary to increase interesting performances to attract tourists.	It is necessary to increase interesting performances to attract the attention of tourists.
Amenity	Main Gate	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.

	Road Infrastructure	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Parking Area	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Toilet	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Trash Can	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Food Stalls	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Cottage	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Interpretation Path	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Interpretation Board	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
Accessibility	Road Condition	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Ease of DTW Achievement	Both	Needs to be maintained and if it wants to be better, it needs to be improved.	Needs to be maintained and if it wants to be better, it needs to be improved.
	Guideposts	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Transportation Costs	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
<i>Ancillary</i>	Explanation of information by DTW staff	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Guaranteed safety	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Ease of contacting attraction staff	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
<i>Safeness</i>	Installation of CCTV at certain points	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Addition of guards for tourist destinations	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Security	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
	Tourists feel at home in the DTW	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.

<i>Comfort</i>	Tourists feel comfortable while at the DTW	Both	Need to be maintained and if you want it to be better, it needs to be improved	Needs to be maintained and if it wants to be better, it needs to be improved.
What makes you want to visit DTWs	Favor Nature Tourism	24,5%	24.5% of visitors like nature tourism in the DTWs of Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency.	Needs to be maintained and if it wants to be better, it needs to be improved.
Coming Together	Culinary	33,5 %	DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency has many culinary tours with specialties on offer.	Typical food offered continues to be introduced to all tourists
Source of Information about DTW	Friends	37,5%	Needs to be improved through electronic media	
	Instagram	23,5%	Needs to be improved Through electronic media	The government should promote this tourist attraction better
	Facebook	19%	Needs to be improved Through electronic media	The government should promote this tourist attraction better
visit to DTW	2	24,5%		
	4	20,5%		

Swot Analysis

IFE Internal Environment Analysis

The IFE analysis is useful for summarizing and evaluating the strengths and weaknesses in the DTWs of Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency to determine the functional and evaluation results. Regardless of how many factors are included in the IFE matrix, the total weighted average ranges from a low of 1.0 and a high of 4.0 with an average of 2.5. If the total average is below 2.5, it indicates that DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency is internally weak, while a total value above 2.5 indicates a strong internal position is IFE Matrix adopted from the conditions faced by DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency, an IFE matrix can be formulated (Table 2).

Table 2. The Internal Factor Evaluation Matrix (IFE Matriks).

NO	Faktor Internal	Bobot	Rating	Skor
Strength (Kekuatan)				
S1	The DTWs of Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency have specialties that are in demand by many tourists	0,1	5	0,5
S2	The DTWs of Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency have specialties that are familiar to tourists.	0,12	5	0,6
S3	There is a wide variety of culinary in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency so it is attractive to tourists.	0,11	4	0,44
S4	The existence of potential specialties, if managed and developed in an integrated and professional manner, will attract tourists.	0,08	4	0,32
Sub Total		0,41		1,86
Weaknesses (Kelemahan)				
W1	Lack of hygiene awareness of culinary tourism actors in managing culinary tourism.	0,05	4	0,2
W2	The condition of facilities and infrastructure need to be arranged professionally to provide a sense of security and comfort for tourists.	0,09	4	0,36
W3	Lack of capital owned by culinary tourism actors to develop their products.	0,2	4	0,8
W4	Lack of facilities and infrastructure to support the natural aspects of developing tourist attractions for culinary activities	0,25	4	1
Sub Total		0,59		2,36
Total		1,00		4,22

Source: Data processed (2023).

In Table 2, it can be explained that the score results of the internal factor indicators (strengths) of Local Wisdom-Based Culinary Potential in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency, with the first order being Strength 2 (S2), namely DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency has special food that is familiar to tourists with a score of 0.6. The next sequence is Strength 1 (S1), namely DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency has specialties that are in demand by many tourists with a score of 0.5. The next sequence is Strength 3 (S3), namely the variety of culinary in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency so that it is attractive to tourists with a score of 0.44. The next sequence is Strength 4 (S4), namely the existence of typical food which has the potential if managed and developed in an integrated and professional manner, it will attract tourists with a score of 0.32. Table 2. can also describe the results of the score of the internal factor indicators (weaknesses) of Local Wisdom-Based Culinary Potential in DTW Haranggaol, Bukit Indah

Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency, with the first order, namely Weakness 4, namely the lack of facilities and infrastructure for supporting aspects of natural development of tourist attractions for culinary with a score of 1.00. The next sequence is Weakness 3 (W3), namely the lack of capital owned by culinary tourism actors to develop their products with a score of 0.8. The next sequence is Weakness 2 (W2), namely the condition of facilities and infrastructure that need to be arranged professionally to provide a sense of security and comfort for tourists with a score of 0.36. The next sequence is Weakness 1 (W1), namely the lack of awareness of the cleanliness of culinary tourism actors in managing culinary tourism with a score of 0.2. Based on the results of the table above, it can be seen that the strength score is 1.86 while the weakness with a score value of 2.36 so the total overall score of IFE is 4.22. Due to the overall total results on internal factors at DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency above 2.5, the internal position of DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency is said to be quite strong.

EFE External Environment Analysis (Opportunities and Threats)

The EFE matrix will show the external situation of the company used to summarize the opportunities and threats of Local Wisdom-Based Culinary Potential in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency. In the EFE matrix, the business unit will know the environment outside DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency that can be utilized as an opportunity and can also be avoided as a threat to DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency. Of course, in the EFE matrix, the highest possible total score is 4.0 and the lowest is 1.0. A total score of 4.0 indicates that DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency responds to opportunities in an extraordinary way and avoids threats to DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency. A total score of 1.0 indicates that the strategies of DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency do not take advantage of opportunities or avoid external threats. The following is an analysis and choice of strategies adopted from the conditions faced by IEC school businesses and can be formulated EFE matrix (Table 3).

Table 3. External Factor Evaluation Matrix (EFE Matrix).

No.	External Factors	Weight	Rating	Score
<i>Opportunities (Peluang)</i>				
O1	The potential and natural resources available are very adequate to be developed.	0,12	4	0,48
O2	Along with the development of tourism in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency, which can have a positive impact on culinary tourism. Simalungun Regency which can have a positive impact on culinary tourism.	0,11	4	0,44
O3	Can be one of the important aspects supporting the development of tourism if managed properly and professionally.	0,1	4	0,4
O4	Tourism resource policy in Simalungun Regency	0,09	4	0,36
Sub Total		0,42		1,68
<i>Threats (Ancaman)</i>				
T1	The attraction of culinary tourism is not so dominating	0,2	4	0,8
T2	The number of sellers that have sprung up and made competition	0,25	4	1
T3	The number of modern culinary products has shifted the existence of traditional culinary specialties	0,05	3	0,15
T4	Lack of incoming tourists after the Covid-19	0,08	3	0,24

	pandemic		
Sub Total		0,58	2,19
Total		1,00	3,87

Source: Data processed (2023)

In Table 3, the results of the score value of external factors (opportunities) are in the first order is Opportunity 1 (O1), namely the potential and natural resources that exist are very adequate to be developed with a score of 0.48. The next sequence is Opportunity 2 (O2), namely Along with the development of tourism in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency which can have a positive impact on culinary tourism with a score of 0.44. The next sequence is Opportunity 3 (O3), which can be one of the important aspects supporting tourism development if managed properly and professionally with a score of 0.4. The next sequence is Opportunity 4 (O4), namely the tourism resource policy in Simalungun Regency with a score of 0.36. In Table 3, it can also be seen that the score results of the external factor indicators (threats) of Local Wisdom-Based Culinary Potential in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency, with the first order is Threat 2 (T2), namely the number of sellers who have sprung up and made competition with a score of 1.00. The next sequence is Threat 1 (T1), namely the attraction of culinary tourism is not so dominating with a score of 0.8. The next sequence is Threat 4 (T4), namely the lack of incoming tourists after the Covid-19 pandemic with a score of 0.24. The next sequence is Threat 3 (T3), namely the number of modern culinary products that shift the existence of traditional culinary specialties with a score of 0.15. With these results, it can be seen that the opportunity score value is 1.68 and the threat score value is 2.19 so the total EFE value is 3.87. Since the total score is close to 3-4, this indicates that the external conditions of DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency are fairly strong. DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency respond to existing opportunities with a good enough strategy to avoid threats. In general, the development of culinary tourism in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency is good to implement. By mapping the position of DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency aims to make it easier to determine alternative strategies to increase the number of tourists and be able to face competitors in a fast and precise way. To find out the position of DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency is done by compiling an IE matrix from the results obtained by the IFE matrix and EFE matrix. Furthermore, the total score of each factor can be detailed as strength 1.86 and weakness 2.36, so the total score of IFE is 4.22. While the opportunity is worth 1.68 and the threat score is 2.19. The result of the total EFE score is 3.87. Figure 2 is a picture of the IE Matrix SWOT analysis of DTW Haranggaol, Bukit Indah Simarjarunjung:

Based on the results of the IE matrix that has been studied, the results of the defense strategy are found. This means that the internal conditions of DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency are in a defense strategy. Here DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency can see or know what threats will be faced. Threats can also come from outside or external and from within or internal. Therefore, organizations are advised to use a defensive strategy, controlling internal performance so as not to be further mired. This strategy is maintained while continuing to work on improving itself. It means that DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Prapat Simalungun Regency continue to keep using typical food that many tourists are interested in as a tourist attraction and can face threats from external sources.

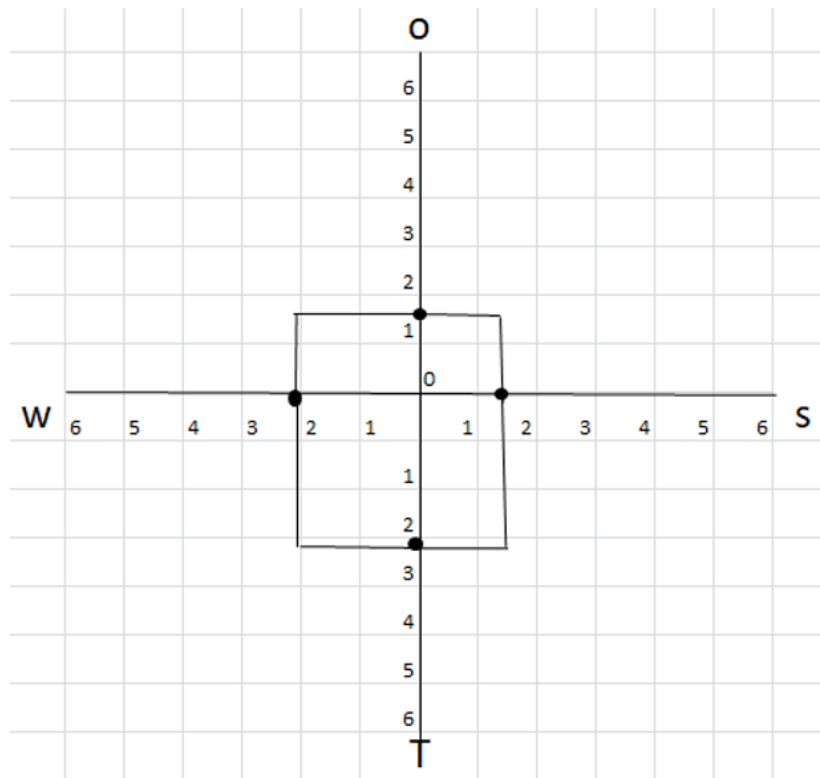


Figure 2. IE Matrix.

The culinary aspect has a very strong role in the successful development of a destination, through collaboration between local food with culture and environment with stakeholders, such as restaurants, hotels, and travel agents Pepela & O'Halloran, (2014). Enjoying local food provides opportunities for tourists to learn about the geography and culture of the local community (A.-M. Hjalager & Richards, 2002; Augustine & Ifayemi, 2023). Famous and quality regional specialties can be developed into tourism products to increase interest in visiting a tourist destination. One example of a tourist destination that is visited because of its food attraction is Italy, where Italian cuisine and wine can drive the growth of the tourism industry (Boyne et al., 2002 ; A. Hjalager & Corigliano, 2000).

So that by maintaining the strengths that exist in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Prapat Simalungun Regency, starting from typical food to socialization campaigns about hygienic (cleanliness) will be able to increase the number of tourists visiting. The strategy of surviving with culinary tourism is carried out to attract tourists who visit natural tourist destinations around Bukit Indah Simarjarunjung, Sigabanding, and Prapat Simalungun Regency. Thus, it is necessary to accelerate the culinary strategy to become a tourist attraction. The culinary tourism experience can be created by designing a tour package that contains learning that can optimally influence the tourist experience (Wijayanti & Damanik, 2019; Aydin et al., 2023). However, it must still pay attention to and reduce the weaknesses that exist in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Prapat Simalungun Regency, where based on SWOT, weaknesses are obtained, namely the lack of awareness of the cleanliness of culinary tourism actors in managing culinary tourism, the condition of facilities and infrastructure that need to be arranged professionally to provide a sense of security and comfort for tourists, the lack of capital owned by culinary tourism actors to develop their products and the lack of facilities and infrastructure supporting aspects of natural tourist attraction development for culinary. By improving these weaknesses, it will be able to support maintaining culinary as a tourist attraction.

Conclusions

The culinary tourism development model in ODTW Haranggaol, BIS, Sibaganding, and Parapat is the Supply and Demand model Designing a culinary tourism development model in four ODTW, namely Haranggaol, BIS, Sibaganding, and Parapat in Simalungun Regency. Based on the results of interviews

addressed directly to informants, currently the attractions offered to visiting tourists are natural attractions in the form of scenery. Therefore, the existence of photo spots is the most desirable because of their natural beauty so it is worth showing on social media pages such as Instagram and Facebook (detikTravel.com. Accessed on 2021-10-22). A good tourist attraction must be able to bring in a lot of tourists and hold them for a long time, assuming that the greater the profit expected from their presence by providing satisfaction to tourists. Activities and objects that are attractions must be in good condition, both attractions in the form of activities such as dances, as well as attractions in the form of objects, such as temples, crises, and so on, the way of presentation must be appropriate because tourist attractions are presented in front of visitors to tourist objects which will be said to be successful if they cause impressions and satisfaction to tourists. Tourism objects must also be integrated with other tourism requirements such as services and transportation. The identification of tourist attractions and existing supporting facilities/infrastructure in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency was carried out using data on existing tourist attractions in DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency obtained from the results of field observations and the results of the Quantitative - Two Steps Questionnaire round I method. The condition data is not only obtained from the results of field observations but also from the average value of respondents' answers to the attraction conditions in round II. The existence of amenities is one of the factors that support the activities of visitors to DTW Haranggaol, Bukit Indah Simarjarunjung, Sibaganding, and Parapat, Simalungun Regency.

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