

ANALYSIS OF DADIH AS A TRADITIONAL CUISINE SUPPORTING CULINARY TOURISM IN WEST SUMATRA

Siska Mandalia¹, Nessa Fadila²

¹Pariwisata Syariah, UIN Mahmud Yunus Batusangkar
siskamandalia@uinmybatusangkar.ac.id

² Pariwisata Syariah, UIN Mahmud Yunus Batusangkar
nessafadila3@gmail.com

ABSTRACT

Culinary is an inseparable part of tourist destinations because culinary is one of the basic human needs. Even culinary can be a special attraction when visiting a tourist destination. West Sumatra is one of the provinces that has many advantages, especially in its traditional cuisine. One example is Dadih (*Dadiah* in the Minangkabau language) which is made from fermented buffalo milk. The objectives of this research are: 1) To identify as a traditional culinary supporting tourism in West Sumatra, 2) Identify the problems faced in the process of developing Dadih as a traditional culinary supporting tourism in West Sumatra, 3) Efforts that can be made in developing Dadih as a traditional culinary supporting tourism in West Sumatra. This research uses a qualitative approach using the literature study method of several writings in journals, articles, and documents related to analyzing traditional culinary in supporting the tourism business. The results of this study indicate that Dadih has the potential to support tourism in West Sumatra as a traditional cuisine.

Keywords: Traditional Cuisine, Dadih, Culinary Tourism, West Sumatra

INTRODUCTION

Indonesia is a country that has enormous potential, especially in the field of tourism. Tourism is currently the second largest contributor to the country's foreign exchange earnings after oil and gas. This should be given special attention so that its development is maintained and significant to improve the country's economy. Indonesia is a country that has various types of traditional food. The traditional culinary wealth of a region is one of the tourist attractions, and every region in Indonesia has traditional food with its characteristics. Undeniably, many tourists now deliberately come to a destination to experience tasting the delicacy of regional specialties to see the authentic manufacturing process firsthand. The interest of tourists in cultural wealth is a strong reason that encourages the development of the trend of culinary tourism based on the concept of cultural food.

Tourism potential that is well packaged will become a tourist attraction to bring in tourists (local and international tourists). According to (Utama, 2016), the tourist attraction is everything that becomes a tourist target with uniqueness, beauty, comfort and value in the form of the diversity of natural and artificial wealth that is interesting and has value to be visited. One type of tourist attraction that is in great demand and will always be present is

culinary tourism. Culinary tourism is one of the advantages in the field of tourism, which has enormous potential to be developed and utilized if managed properly and professionally.

Culinary Tourism is an integral part of tourism development that grows and develops by history, culture, economy, and society. It adds value to enriching the tourist experience when interacting with the local community. Culinary is one of the most important and valuable things in the eyes of tourists. When traveling, tourists will usually ask about local cuisine, explore restaurants, taste typical products, and understand the local community's traditions in the tourist destinations visited so that tourists can get a unique and special experience. (Wibawati & Prabhawati, 2020)

The connection between food and tourism is deep and strong. In tourism, local cuisine supports tourism activities, and vice versa. Tourism promotes local cuisine. Data from the Creative Economy Agency (Bekraf) of the Republic of Indonesia noted that the culinary subsector contributed 41.4 percent of the total contribution of the creative economy, or 922 trillion in 2017. This amount is the highest compared to other subsectors in Bekraf, RI. The Indonesian Minister of Tourism also selected 10 Culinary Destinations in Indonesia with 3 leading regions: Bali, Bandung, and Yogyakarta. (Kompas, 2019).

One of the provinces that has potential tourism resources is West Sumatra. West Sumatra is one of Indonesia's provinces rich in tourist attractions: natural, marine, and cultural. Based on data from the West Sumatra Central Bureau of Statistics, in 2015-2019, the number of tourists visiting West Sumatra increased, which makes West Sumatra Province visited by many tourists. In addition to recreation and enjoying existing destinations, tourists also visit to hunt for typical traditional food or culinary in West Sumatra.

As a country rich in culinary diversity, Indonesia is a potential destination for culinary tourism. Some of Indonesia's traditional cuisines, such as Rendang, have even gone global and received appreciation. Unfortunately, most traditional cuisines are not well documented, so many are becoming rare and hard to find (Krisnawati, 2022). The traditional cuisine still exists and has yet to be widely known for its story and history, one of which is Dadih (Dadiah in Minangkabau language).

Dadiah is a fermented buffalo milk product in bamboo tubes processed and consumed by the Minangkabau people for hundreds of years. This product is shaped like yogurt with a smooth and shiny surface, even consistency, soft color, fragrant aroma, and sour taste. Minang people refer to it as Dadiah, and it is easily found in Padang Panjang, Bukittinggi, Lima Puluh Kota, Solok, and Tanah Datar Regency (Arnold, Victoria Rajagukguk, & Gramza-Michałowska, 2021).

Dadiah is usually produced in home industries. Therefore, this product is less popular compared to other fermented milk products. Unfortunately, the development of Dadiah is starting to be abandoned by the local community, and even the younger generation hardly recognizes Dadiah, even though this food has great potential as a source of probiotics that are good for health. (Daffa Sonik, Neldi, & Ramadhani, 2023)

Based on the description above, the problem formulation in this study aims to:

1. Identifying Dadih as a culinary supporting tourism in West Sumatra.
2. Identifying problems faced in developing Dadih as a traditional cuisine supporting culinary tourism in West Sumatra.
3. Efforts were made to develop Dadih as a traditional cuisine supporting tourism in West Sumatra.

The existence of this research is expected

to contribute to data on traditional culinary specialties of West Sumatra so that the wider community can better know them.

LITERATURE REVIEW

West Sumatra Tourism

West Sumatra has a high potential in the tourism sector; it can be seen from the data on tourist visits, both local and foreign, which continues to increase; based on records compiled at the Tourism Office, the number of tourist visits to West Sumatra in 2018 is estimated to reach 8.1 million people or in other words a slight increase which was previously targeted at only 8 million people (Ronaldo & Ardoni, 2020).

The most prominent potential possessed by West Sumatra is in tourist attractions, natural attractions, culture and historical heritage. The potential of natural attractions include beaches and several islands, natural mountains, valleys, canyons, lakes, a cool climate in the highlands and tropical forests. The cultural potential includes Minangkabau culture, which is considered strong, and tourist attractions in the form of Minangkabau historical relics. The natural beauty is stunning because West Sumatra is surrounded by beautiful mountains such as Bukit Barisan and Kerinci Seblat National Park. Lake Maninjau, *Ngarai* Sianok and Singkarak Lake are examples of some places that offer spectacular natural scenery. This natural beauty attracts nature lovers, hikers, and photography enthusiasts.

In addition to the tourism sector, especially nature tourism, West Sumatra Province also has a supporting sector, namely in the culinary field; this can be seen from the typical food of West Sumatra Province, namely Rendang, which has been named the most delicious food in the world. Rendang has been named the best food in the world since 2014. This proves that West Sumatra's culinary tourism can also boost the regional economy and be a special attraction for tourists to visit West Sumatra (Laila Arhama, Rahmad Saputra, & Pratama Defaza, 2022).

West Sumatra is the center of a rich Minangkabau culture. This culture is reflected in the traditional architecture of *the Rumah*

Gadang traditional house, dance arts such as Plate Dance (Tari Piriang) and Indang Dance, and specialty foods such as Rendang and Padang Satay. Travelers can explore traditional villages, attend art performances, and get up close to Minangkabau culture and traditions. For the historical heritage, West

Sumatra is also rich, especially related to the Kingdom of Pagaruyung. Historical sites such as Pagaruyung Palace, Puncak Lawang, and Fort de Kock Fort hold stories and historical values.

Culinary Tourism

The word culinary tourism comes from a foreign language, namely *voyages culinaires* (French) or *culinary travel* (English), which means cooking-related travel. According to the International Culinary Tourism Association (ICTA), culinary tourism is a unique eating and drinking activity carried out by every traveler. In contrast to other tourism products, such as marine tourism, cultural and natural tourism can be marketed as the main tourism product, but culinary tourism is usually marketed as a supporting tourism product. (Besra, 2012)

Culinary tourism is a type of tourism that is influenced by the desire of tourists who travel to a food manufacturing site, food festivals, restaurants and locations that provide a variety of foods intending to try these foods (Hall et al., 2003) (Kristiana, Suryadi, & Sunaryo, 2018). Culinary, in general, is an activity related to cooking activities. Culinary can also be interpreted as processed products in the form of dishes in the form of side dishes, snacks and drinks. Culinary is inseparable from cooking activities closely related to daily food consumption. Culinary tourism combines enjoying a meal while enjoying the atmosphere of sightseeing, relaxing or being on vacation, thus taking advantage of time to places that provide typical food. (Kristianto & Ari Indrastuti, 2023)

Traditional Cuisine

Traditional food is a form of culture with regional characteristics, various kinds and types that reflect the natural potential of each region (Fathiyabila Wicaksono & Juwita Novalia, 2023). According to the Indonesian Dictionary (2008) (Syamsul, 2021: 54), traditional food is all edible and useful things passed down from generation to generation.

According to FG Winarno (1999:v), traditional food is a type of food that is closely related to local phenomena. The meaning of local phenomena is the background of the growth and development of this type of food in a residential area. Thus, it is closely related to local history, customs, traditions, beliefs and religion, which blend to produce various types of food the local community accepts as part of their social and spiritual life. (Krisnawati, 2022)

According to Edwards Inskip's theory, local cuisine reflects the history and culture of a region and can be an attraction for many tourists. In addition to providing good quality food for tourists, there is a need to promote each unique dish in the area that tourists are most interested in so that they will at least try the local food. (Inskip, 1991: 286). (Krisnawati, 2022)

The characteristics of traditional food, according to Marwanti (2000) (Syamsul, 2021: 58), include:

1. Food recipes are passed down through generations of predecessors.
2. Food preparation using certain traditional tools.
3. Food processing techniques must be done to get food's distinctive taste and appearance. (Fadli Chaniago, Indah Lestari Nasution, & Nasution, 2023)

Traditional foods can be categorized into three groups: The first group of main meals (e.g., nasi rames, ketoprak, bakmi goreng, ketupat sayur, etc.). The second group of snacks or market snacks or snacks includes types of food that can be consumed at any time between main courses, whether wet, dry or fried. The third group is drinks, both cold (with or without ice) and hot drinks. (Krisnawati, 2022)

RESEARCH METHOD

This research was prepared using a qualitative approach with a literature study method. A literature study is a series of activities related to library data collection methods, reading and recording, and managing research materials. Literature studies were conducted on several writings in journals, articles, and documents related to the analysis of traditional culinary as tourism support.

RESULTS AND DISCUSSION

Characteristics of Dadih

Dadih is an unchanged or broken clot of buffalo milk produced by holding the milk at room temperature (27°C). Dadih is white, like tofu, and is consumed with a spoon. Bamboo tubes are used as containers during the buffalo milk fermentation process. Fermented buffalo milk has a smooth and glossy surface, even consistency, creamy white color, pleasant aroma, and sour taste. (Arnold, Victoria Rajagukguk, & Gramza-Michałowska, 2021)



Figure 1. *Dadiah traditional yogurt from Minangkabau*

(Picture: Instagram/ @gadahaodahad7149)

Sumber: <https://travel.okezone.com/read/2021/02/24/301/2367648/mengenal-dadiah-yoghurt-tradisional-khas-tanah-minang>

According to (Sirait, 1993), good Dadih is white in color with a consistency resembling sour milk (yogurt) and has a distinctive sour milk aroma. In general, Dadih has a distinctive sour taste with the aroma of a combination of bamboo and milk, yellowish white with a thick texture. Dadih, preferred by consumers, is white in color and soft in texture with the aroma of sour milk.

Fermentation in Dadih production occurs spontaneously, without inoculating starter cultures and heat or pasteurization. As no heat treatment is applied in Dadih production, Dadih does not meet the standards that require pasteurization of raw milk. Coagulation of fresh buffalo milk into Dadih occurs due to enzymes and natural lactic acid bacteria (LAB) in buffalo milk. Due to this spontaneous fermentation, Indigenous labs can vary from place to place and over time. Although good hygiene practices are not applied in the Dadih production process, the natural LAB found in Dadih contributes to the safety of this product. However, standardization of the production process is necessary to ensure safety and maintain the properties of Dadih (Arnold, Victoria Rajagukguk, & Gramza-Michałowska, 2021).

Dadiah as a Traditional Culinary to Support Tourism in West Sumatra

One of the ways that can be done in developing Indonesian tourism is through culinary tourism. Culinary plays an important role in tourism because most tourists spend all their money on culinary delights (Fathiyabila Wicaksono & Juwita Novalia, 2023)

Dadiah is a culinary delicacy that uses buffalo milk as its raw material. For centuries,

the buffalo (*Bubalus bubalis*, domestic buffalo) was a very important animal for the Minangkabau people. Buffaloes are used by local people for transportation in the past, transporting goods, plowing rice fields, grinding sugar cane for sugar production, and tourism purposes, such as adu kerbau or buffalo fighting. In addition, the roofs of traditional Minangkabau houses, also known as Rumah Gadang, resemble buffalo horns, symbolizing the Minangkabau buffalo's victory against the Javanese buffalo in territorial disputes. (Arnold, Victoria Rajagukguk, & Gramza-Michałowska, 2021)

Dadiah is one of West Sumatra's traditional culinary specialties that can support tourism in West Sumatra. This is because Dadiah has its uniqueness compared to other fermented milk products.

Various dishes can be made from Dadiah. One of the popular dishes in Minangkabau made from Dadiah is Ampiang Dadiah. In addition, Dadiah is also served as a traditional dish at weddings and ceremonies while giving the title of "Datuk" (honorary title) in West Sumatra. (Arnold, Victoria Rajagukguk, & Gramza-Michałowska, 2021)



Figure 2. *Ampiang Dadiah, a traditional culinary specialty of West Sumatra*

Sumber: <https://www.kompas.com/food/read/2022/08/14/140700975/resep-ampiang-dadiah-bikin-pakai-yoghurt-khas-sumatera-barat>

Dadiah is served as a substitute for rice or as a dessert. Dadiah is generally served as a breakfast or dessert with rice cakes and palm sugar (Ampiang Dadiah) or consumed directly from a bamboo container for an authentic milk flavor. In the past (in some areas even today), Dadiah was eaten as a substitute for a side dish to accompany a rice meal among the Minangkabau people. Usually as an accompaniment to rice, it is served with side dishes and Sambalado or chili, onion and betel. It tastes sour, spicy and fresh, so it is often used as a companion to rice. (Luthfi, 2023)

It is rarely, if "yogurt" served as a side dish for rice. This is what makes Dadih an attraction for tourists visiting West Sumatra to try new sensations and ways to enjoy this traditional cuisine similar to yogurt. However, unfortunately, the development of Dadih is currently starting to be left behind by the community and needs to be recognized by young people. Suppose Dadih is well-packaged by the community or local government. In that case, Dadih will become one of the potential culinary in supporting the growth of the tourism sector in West Sumatra, especially in the culinary field.

Problems Faced in Developing Dadih as a Traditional Culinary Supporting Tourism in West Sumatra.

The following are some of the problems that arise in the process of developing Dadih as a traditional cuisine supporting culinary tourism in West Sumatra:

1. The natural fermentation process has the disadvantage that it is difficult to regulate the conditions of the production process to produce Dadih with consistent quality.
2. Buffalo rearing management is still simple or extensive. It has not implemented the required Good Farming Practice (GFP) principles, as well as the making of Dadih, which is still done traditionally, both equipment and technology.
3. The process of making Dadih today is still done traditionally, and hygiene still needs to improve, causing the consistency of the taste, aroma and texture of Dadih to be difficult to maintain. This also causes low public/consumer interest in Dadih, especially among the younger generation, even though Dadih has the potential as a functional food source of probiotics with high nutritional value and digestibility and various health benefits. (Zulhasmi, 2021)

Things to do in Developing Dadih as Traditional Culinary Supporting Tourism in West Sumatra

Although there are still quite several obstacles encountered in the process of developing curd as a traditional cuisine supporting tourism in West Sumatra, here are some efforts that can be made to support the curd development process:

1. Increase socialization, technical

2. guidance and coaching continuously and coordinate with Dadih processing businesses to produce the following technical and food safety requirements.
3. Intensive supervision and monitoring of the quality assurance system and safety of Dadih products for Dadih processing businesses.
4. Dadih processing business actors in producing Dadih must gradually follow the technical requirements/provisions, the quality assurance system, and food safety.
5. Diversify Dadih products in various varieties, such as cake mixes, specific welcome drinks in hotels, Dadih juice with various flavors, Dadih jelly candy or Dadih pudding, and other culinary forms made from Dadih.
6. Designing representative packaging of Dadih products so that they are more attractive, practical, meet the requirements, and can attract consumers.
7. Make regulations to increase interest in consuming Dadih in the form of circulars or appeals from the Governor that require Dadih drinks to consume meetings or meetings at government agencies or agendas involving many people. (Zulhasmi, 2021)

CONCLUSION

West Sumatra has a myriad of tourism potentials, and one of the most famous is the potential of traditional cuisine.

Although there are still many obstacles in its development, it still needs to consider the possibility that Dadih is one of the traditional culinary products that will support the tourism sector in West Sumatra. This is because Dadih is one of the representative forms that can be used as a typical traditional culinary advantage not owned by any region. Therefore, Dadih must be promoted in every advertisement for tourist destinations as traditional food from West Sumatra.

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