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Abstract: *This article presents a comprehensive analysis of the culinary potential in the areas surrounding West Java, with a specific focus on Dipatiukur Streetfood in the city of Bandung. The main objective of this research is to identify and evaluate the competitive advantages and development opportunities of local culinary offerings in the region in-depth. The research method used is a combination of literature studies, intensive field observations, and in-depth interviews with various stakeholders, including business owners and the local community. The research findings indicate that Dipatiukur Streetfood has great potential to be developed as a unique culinary attraction. The identified advantages include the uniqueness of the menu, the quality of the fresh and high-quality raw materials, as well as the strong local wisdom embedded in the food processing and presentation processes. In addition, the traditional atmosphere and ambiance created in Dipatiukur Streetfood also becomes a particular draw for visitors who want to experience the typical Sundanese culinary experience. However, the study also revealed several challenges that need to be addressed in the development of Dipatiukur Streetfood, such as limited infrastructure and sanitation, lack of effective promotion and branding, as well as traditional business management. In addition, the regeneration and involvement of the younger generation has also become an important issue to preserve the local culinary heritage in the future. Based on the analysis, this article presents comprehensive development strategies to address these challenges. These strategies include improving infrastructure and sanitation, implementing effective promotion and branding programs, enhancing business management capabilities, as well as engaging the younger generation and cultural transformation. By implementing these strategies, it is expected that Dipatiukur Streetfood can be further developed as a competitive local culinary destination, which in turn can have a positive impact on the economy and cultural preservation of the local community.*

Keywords: *Local Culinary, West Java, Dipatiukur Streetfood, Development Potential, Competitiveness*

INTRODUCTION

West Java is one of them a province in Indonesia which is known to be rich in a variety of local culinary delights that have distinctive flavors and a strong cultural identity. From Bandung to remote areas, there are many types of traditional food that are an inseparable part of the lives of local people. One area in West Java that attracts attention in terms of culinary is Dipatiukur, Bandung City, which is known for its unique and interesting street food. Dipatiukur Streetfood offers a different culinary experience for visitors. The menus served are mostly traditional Sundanese food, ranging from soto, fried rice, various fried foods, to traditional dishes such as kupat tofu and fresh vegetables. The uniqueness of Dipatiukur Streetfood also lies in the atmosphere and atmosphere created, with direct interaction between sellers and buyers and the traditional feel that is still maintained.

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However, amidst the rapid development of the culinary industry in the city of Bandung, Dipatiukur Streetfood still has not received optimal attention from the government or the community. Possessed potential Not yet fully utilized and developed to the maximum . By Because that , research This aim For analyze potency culinary delights in the area Dipatiukur , Bandung, as well identify strategy proper development For increase competitiveness and preserve wisdom local .

THEORETICAL STUDY

Culinary local is Wrong One form wisdom reflecting culture identity and tradition something area . According to Suhartini (2009), wisdom local is view ⁴ life and science knowledge as well as various strategy tangible ⁴ life activities carried out by public local in answer various problem in fulfillment need they . In context culinary , wisdom local can seen from material raw materials , processing methods , and recipes used , which become characteristic typical something area . Culinary local No only own mark economics , but also value important social and cultural aspects For maintained . According to Ardiwidjaja (2016), culinary local can become means For conserve inheritance culture , strengthen identity area , and improve well-being public . By Because that , development culinary local must notice aspect wisdom culture inherent in it .

Development culinary local own great potential in support growth economy area . According to Syahputra and Iskandar (2017), culinary local can be attractive tourism , increase income society , as well promote products local . Besides that , development culinary Local can also contribute in preservation culture and identity area . A number of possible factors support development culinary local , among others (Saefuloh , 2019):

1. Uniqueness and quality material standard
2. Process typical and traditional processing
3. Story or values contained culture in dish culinary
4. Accessibility and infrastructure supporter
5. Support government and society local
6. Strategy effective marketing and promotion

With utilise potentials that , culinary local can developed become powerful product competitive and interesting interest tourists , so can contribute to the economy and conservation culture area .

RESEARCH METHODS

⁶ Study This use approach qualitative with method studies case . Data collection was carried out through three technique main , i.e studies literature , observation field , and interviews deep .

Studies Literature

At stage this , researcher collect and analyze secondary data from various source , like Journal Book scientific , report research , and related online resources with culinary local in Java West , especially Dipatiukur Streetfood in Bandung City . Objective from studies literature This is For obtain comprehensive understanding about context and conditions latest from object study .

Researcher do observation directly in the area Dipatiukur Streetfood For see characteristics , activities , and interactions that occur in the environment the . Observation carried out intensively and repeatedly For get an in-depth picture about potential , challenges and dynamics that exist at the location study . Besides studies literature and observation field , data collection is also carried out through interview deep with various holder interest related , including :

1. Owner and manager business culinary delights in Dipatiukur Streetfood
2. Visitors and customers Dipatiukur Streetfood
3. Figure community and leaders customs in the area Dipatiukur
4. Representative government area responsible for developing local culinary delights

Interview deep done For explore more detailed and in-depth information regarding the potential, challenges, as well as views and aspirations of various parties related to the development of Dipatiukur Streetfood. The data collected through these three techniques was then analyzed descriptively-qualitatively to identify potential, challenges and formulate a strategy for developing Dipatiukur Streetfood as a competitive local culinary destination.

RESULTS AND DISCUSSION

Culinary Potential Dipatiukur Streetfood

1. Uniqueness of Menu and Raw Materials

Dipatiukur Streetfood offers unique and typical Sundanese culinary menus, such as soto Bandung, tutug oncom rice, kupa tofu, and various traditional fried foods. The raw materials used also come from local products, such as fresh vegetables from traditional markets, meat from traveling traders, and typical Sundanese spices. This uniqueness is a special attraction for visitors who want to taste traditional Bandung culinary delights. According to interviews with several sellers at Dipatiukur Streetfood, they try to maintain fresh and high quality raw materials. One of the Bandung soto sellers said, "We always use freshly slaughtered beef from our regular meat traders. Likewise with vegetables, we buy direct from farmers at the morning market." Effort guard quality material standard This become Wrong One key success culinary traditional in Dipatiukur .

2. Wisdom Local in Process Processing

Process processing food in Dipatiukur Streetfood Still use techniques and equipment traditional . Sellers use frying pan , pestle , and how to cook typical Sundanese , which makes the taste of food still authentic . Besides There are also values culture Inherent Sundanese , such as use spice spices , philosophy presentation , and interaction familiarity between sellers and buyers . Wrong One seller rice tug oncom said , " We Still use pestle For pounding spice . This make it feels like more authentic and distinctive . Besides that , we also present food in the traditional way , like use leaf banana as a base." Effort maintain wisdom local in process processing and presentation This become characteristic distinctively different Dipatiukur Streetfood with culinary modern other .

3. Atmosphere and Atmosphere Traditional

Dipatiukur Streetfood own thick atmosphere and atmosphere with nuances traditional Sunda . Trader selling on the side of the road with cart or roadside stall simple , create natural and intimate atmosphere . Interaction between sellers and buyers is established with OK , add experience unique culinary delights for visitors . According to observation researcher , atmosphere in Dipatiukur Streetfood very different with atmosphere culinary modern in the center Bandung . Nuance still traditional awake , start from arrangement cart , how to serve ,

up to communication between sellers and buyers , creating the atmosphere is distinctive and interesting interest visitors For feel experience culinary traditional Sunda .

4. Potential Development Economy Local

Existence Dipatiukur Streetfood give impact positive for economy public around . Lots inhabitant local involved as seller , supplier material standard , or manager . Matter This can increase income and welfare people in the area the . Based on interview with a number of sellers , they disclose that selling in Dipatiukur Streetfood give income significant addition for family they . Wrong One seller stated , " Selling here Enough help economy we . Income from selling soto Bandung can cover it need everyday ." Impact perceived economy by public local This show potency Dipatiukur Streetfood For developed more carry on .

Challenge Development Dipatiukur Streetfood

1. Infrastructure and Sanitation

Wrong One challenge biggest in development Dipatiukur Streetfood is condition infrastructure and sanitation are still intact limited . Narrow road access , lack place parking , and the lack of it facility sanitation become constraint for visitors and sellers . Based on field observations , roads in the area Dipatiukur Streetfood only Enough For One Then cross vehicle , so often happen traffic jam . Besides that , place Parking is also very available limited , make visitors difficulty For Park vehicle . Condition sanitation is also still there minimal , with availability toilet general and place insufficient hand washing adequate .

According to interview with a number of seller , challenge infrastructure and sanitation This often time become complaint for they nor visitors . A seller stated , " We often time difficulty If There is guests who want to go to their rooms small . The facilities Still very limited here . "

2. Promotion and Branding

Although Dipatiukur Streetfood own great potential , effort promotion and branding carried out Still Not yet optimal . Lack of visibility and available information make Lots person Not yet know destination culinary this broadly . Based on field observations , Dipatiukur Streetfood Not yet own signage or clear and attractive signage for visitors . Information about culinary typical offered , hours operational , as well as attractiveness others too limited . Matter This cause Dipatiukur Streetfood not enough is known by public broad , esp tourists visiting the city of Bandung .

According to interview with Wrong One figure public local , effort ever promotion done only limited to level local . He said , " We Once do activity promotion in level sub-district , but still Not yet maximum . Need There is support from government area For promote Dipatiukur Streetfood in more detail wide ."

3. Management Traditional Business

Most of the sellers in Dipatiukur Streetfood Still operate its business is traditional , with unprofessional management . Matter This can hinder development effort , esp in matter efficiency , innovation and competitiveness . Based on interview with a number of sellers , the majority from they Not yet have orderly financial records , structured bookkeeping , as well strategy planned marketing . They Still depend on method traditional in operate effort , like depend on customer loyalty and promotion from mouth to mouth .

A seller admitted , " We Still operate business this is simple . Not yet There is recording tidy finances , we only take notes just the way it is. Innovation the menu is still there limited ." Limitations ability managerial This become challenge separately in effort development Dipatiukur Streetfood to the future .

4. Regeneration and Transformation Young generation

Challenge others encountered is lack of interest younger generation for continue business culinary traditional in Dipatiukur . Need There is effort For interesting interest and engage young generation so they can conserve inheritance culinary local . Based on interview with a number of sellers , most of they is generation old who has operate business this is hereditary . Meanwhile, interest younger generation for involved in business culinary traditional Still low . They tend more interested with culinary trends modern and more glamorous restaurant . Wrong One seller revealed , " Kids we most No Want to continue business This . They more Like work in the city or try business others considered more promising ." Condition This become challenge separately in guard continuity Dipatiukur Streetfood in the future .

Strategy Development Dipatiukur Streetfood

1. Improvement Infrastructure and Sanitation

Government area need in collaboration with party related For increase condition infrastructure and sanitation in Dipatiukur Streetfood . Matter This can done through road repair , provision facility adequate parking , as well procurement means proper sanitation , such as toilet general and place washing hands. In interview , wrong One official government area stated , " We realize importance repair infrastructure and sanitation in Dipatiukur Streetfood . We will cooperate with related agencies For allocate budget and realize improvements gradually . " Effort enhancement infrastructure and sanitation This expected can increase convenience and accessibility for visitors , as well support activity business of sellers in Dipatiukur Streetfood .

2. Effective Promotion and Branding

Effort more promotion and branding intensive need done , fine by government nor party private . Matter This can done through digital campaigns , events culinary , as well cooperation with influencers and media for increase popularity Dipatiukur Streetfood . According to Wrong a academics interviewed , " Dipatiukur Streetfood own great potential for made icon culinary typical Bandung. However , promotion and branding are carried out must more creative and reaching out more targets broad , esp circles millennials and tourists ."

Strategy possible promotions applied , among other things making website or social media official , development engaging digital content , as well collaboration with media platforms and channels suitable influencers . Besides that , events culinary thematic in Dipatiukur Streetfood can do it too become receptacle For promote destination this in more effective .

3. Improvement Management Business

Need exists program coaching and training for seller Dipatiukur Streetfood For increase ability management business . Necessary aspects improved covers recording finance , innovation product , strategy more professional marketing , as well development entrepreneurship . Based on interview with Wrong One representative association businessman culinary local , " Us Ready For give training and mentoring for sellers in Dipatiukur Streetfood . The goal is in order for them can manage his business with more efficient and powerful competitive ." Effort enhancement management business This expected can helping sellers in

Dipatiukur Streetfood For develop more business planned and sustainable , so capable face competition in the industry increasingly culinary competitive .

4. Engagement Young Generation and Transformation Culture

Effort conserve inheritance culinary local in Dipatiukur Streetfood need involve young generation actively . Matter This can done through program internship , training , and socialization importance guard wisdom culture culinary . Besides that 's necessary There is transformation encouraging culture younger generation for join in as well as in maintain and develop culinary traditional . According to Wrong a figure people interviewed , " We need introduce values culture Sunda related culinary since early to young generation . They must understand that conserve culinary local is part from identity and pride regions ." Programs that can carried out, among other things education culinary arts in schools , competitions or a culinary festival For young people , as well scheme apprenticeship or apprenticeship for young generation in business culinary traditional . With involve the younger generation is active , it is hoped can happen transformation encouraging culture they For join in as well as in maintain and develop Dipatiukur Streetfood in the future .

CONCLUSION

Dipatiukur Streetfood in Bandung has great potential for developed as destination culinary Interesting locale . Uniqueness menu , quality material standard , as well wisdom locally contained in process processing and presentation be attractive main . Atmosphere and atmosphere traditional creation in Dipatiukur Streetfood also adds experience typical culinary for visitors . However , there are a number of necessary challenge faced , like limitations infrastructure and sanitation , minimal effort promotion and branding, management ongoing business traditional , as well lack of regeneration and engagement young generation . Strategy possible development applied covers enhancement infrastructure and sanitation , implementation program effective promotion and branding , improvement capacity management business , as well involvement young generation and transformation culture .

With apply strategies that , is expected Dipatiukur Streetfood can the more developed as destination culinary empowered local competitiveness , which in turn can give impact positive for economy and conservation culture public local . Effort development Dipatiukur Streetfood can do it too become model for development culinary local in the regions others in Java West and Indonesia.

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