

Nikmah Suryandari, Farida Nurul Rahmawati, Ferry Adhi Dharma, Yuliana Rakhmawati:  
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(Songkem Duck Culinary Case Study)  
Analisis Gastronomi Lokal sebagai Upaya Memposisikan Destinasi Wisata Madura  
(Studi Kasus Kuliner Bebek Songkem Madura)

## **Local Gastronomic Analysis as an Effort to Positioning Madura Tourist Destinations (Songkem Duck Culinary Case Study)**

### **Analisis Gastronomi Lokal sebagai Upaya Memposisikan Destinasi Wisata Madura (Studi Kasus Kuliner Bebek Songkem Madura)**

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#### **Abstract**

*Local gastronomy is one of the tourist attractions that can be a positioning strategy for a tourist destination. This study aims to (1) identify the values and social philosophy of Madurese people in songkem duck cuisine; (2) explore the form of realization of the value of Madurese social philosophy in songkem duck dishes; (3) analyze the potential of local gastronomy as an indicator of the positioning of tourist destinations in Madura. This research is qualitative research with case study method. The informant selection technique is carried out using snowball sampling, which is a technique of taking informants with a small initial number and gradually becoming as many as needed. The data analysis technique used is a triangulation technique by double-checking with informants. The results showed that based on its history, duck songkem is a Madurese food served as a form of respect for kyai as a central figure in the Madura social system. The local values embodied in songkem duck cuisine are reflected in local gastronomic attractions, including raw materials, processing, distinctive culinary flavors, food presentation and are demonstrated by ethics, courtesy and friendly service to guests. Songkem duck dish has authentic, iconic, unique and distinctive characteristics with the locality of the local community being a competitive advantage to become the positioning of Madura tourist destinations. This culinary quality needs to be improved through gastronomic tourism attractions with the support of the government and all stakeholders.*

**Keywords:** local gastronomy, madura tourism, positioning, songkem duck

#### **Abstrak**

Gastronomi lokal mampu menjadi salah satu strategi positioning sebuah destinasi wisata. Penelitian ini bertujuan (1) mengidentifikasi nilai dan filosofi sosial masyarakat Madura yang ada dalam masakan bebek songkem; (2) menggali bentuk realisasi nilai filosofi sosial

masyarakat Madura dalam hidangan bebek songkem; (3) melakukan analisis potensi gastronomi lokal sebagai indicator positioning destinasi wisata di Madura. Penelitian ini bersifat kualitatif dan menggunakan studi kasus. Metode snowball sampling digunakan untuk memilih informan; jumlah informan yang dipilih dimulai dengan jumlah kecil dan kemudian meningkat secara bertahap sampai jumlah informan yang diperlukan. Analisa data dalam penelitian menggunakan triangulasi melalui pengecekan ulang dengan informan. Hasil penelitian menunjukkan bahwa berdasarkan sejarahnya, bebek songkem adalah makanan masyarakat Madura yang disajikan sebagai bentuk penghormatan terhadap kyai sebagai tokoh sentral dalam sistem sosial Madura. Nilai-nilai lokal yang terkandung dalam masakan bebek songkem tercermin dalam atraksi gastronomi lokal, termasuk bahan baku, pengolahan, rasa kuliner yang khas, penyajian makanan dan ditunjukkan dengan etika, sopan santun dan pelayanan yang ramah kepada tamu. Sajian bebek Songkem memiliki ciri khas yang otentik, ikonik, unik dan khas dengan lokalitas masyarakat setempat menjadi keunggulan kompetitif untuk menjadi positioning destinasi wisata Madura. Kualitas kuliner ini perlu ditingkatkan melalui atraksi wisata gastronomi dengan dukungan pemerintah dan seluruh pemangku kepentingan.

**Kata Kunci:** bebek songkem, gastronomi lokal, *positioning*, wisata Madura

## Introduction

In the view of some parties, the development of the tourism industry is considered to bring many negative effects. According to Buhalis, the expansion of the travel and tourist sector promotes the speeding up of globalization flows. (Buhalis, 2005). Additionally, it is believed that the tourism industry's rapid growth contributes to environmental damage that worsens the sociocultural conditions in the area. (Hari Nalayani, 2016). In the view of Wells et al (Wells et al., 2001) the culture, environment, health, safety, work possibilities, and income of locals in tourist areas are severely harmed by globalization. Obviously, this will have an effect on how the tourism sector in the global era develops. According to Utami (Utami & Kafabih, 2021) This conditions will continue the growth of mass tourism, which has detrimental effects on the local social, cultural, economic, and environmental circumstances. In Mooij's view (de Mooij, 2004) The dissemination and acculturation of western culture have both been aided by developments in communication technology. This has the effect of centralizing (converging) tourist tastes and consumption habits. These travelers are also regarded as bringing together global fashion, culinary preferences, entertainment, and lifestyles. This is viewed as a threat to the continuation of sociocultural life and local customs in tourist areas. (Nasrullah, 2015)

Based on this phenomen, the damaging effects of the tourism industry's growth will call for more responsible development and encourage tourism to keep developing holistically, putting more of an emphasis on balancing all facets of life and sources of income. To achieve sustainable development objectives in each region (Hunter & Green, 1995). Sustainable tourism might be a way to ensure that resources are available and to take more responsibility for some aspects of its growth. The sociocultural aspect of the local community's sustainability in the industrial sector must be considered, protected, and ensured. Mooij believes that tourists are not interested in cultural abstractions. (de Mooij, 2004). In the study of

Andereck and Reichel (Andereck, 2009; Reichel et al., 2008) trends in visitor behavior are currently changing. Adventure-based activities and trips that offer unique impressions and experiences tend to be popular with tourists. At the moment, travelers are looking for experiences that place an emphasis on local culture and environmental conservation. This trend of changing tourist behavior needs to be acknowledged by the tourism industry, and it needs to be incorporated into a new market segmentation. This trend is considered as strengthening the theory and practice of sustainable tourism as well as tourism that prioritizes conservation. (Hashim et al., 2007; Radzi et al., 2016; Sulistyadi et al., 2019)

According to Pramono (Pramono, 2008) a group's or civilization's sense of locality refers to how people feel about the location they call home and is related to feelings of belonging. A locale, on the other hand, is a location where people reside in independent communities that uphold their regional culture. A place's identity and personality are perceived as defining its cultural identity, is strongly tied to local knowledge. This demonstrates how the local culture and customs are very real and help to create a unique sense of the place. (Ayatrohaedi, 1986)

A defining feature of the local community's existence and traditions is seen in their behavior and way of life. This is a chance and potential for the travel industry. According to Amira (Amira, 2010) the best way to seize tourism business prospects is to support local viewpoints and goods. This was also revealed by Hall (C. Hall, 2003) who discussed about how the differentiation of tourist goods is now based on the specialness and originality of a location rather than on cheap goods with plenty of similarities. This will undoubtedly change how tourists perceive and value the local diversity of cultures and traditions in a region in the global era. (Andereck, 2009). Due to this environment, the demand for tourists in the cultural tourism sector increases, which promotes the development of tourist villages or tourist villages that value local wisdom. (Athar et al., 2020)

Lifestyle, environment, tradition, and culture, as well as foods, works of architecture, works of art, games, and philosophical ideals, as well as learning in communal life, are examples of how the distinctiveness of community culture is expressed and contained. Dursteler (Dursteler, 2014) thinks that while comparing different tourist spots, tourists mostly compare them based on their cuisine. Maulida (Maulida, 2021) emphasized that a destination's image and appeal are significantly influenced by its cuisine. The same view was held by Hall. (C. M. Hall & Sharples, 2003) that the purpose of entertainment, which includes both major tours and side tours, is what drives tourists to choose tourist sites that give tourist experiences in regions with various gastronomic distinctiveness.

Pertaining to food producers, culinary occasions, country markets, culinary occasions, and general activities involving food and drink. These destinations are categorized as local gastronomic tourism. (Smith & Xiao, 2008)

Sims (Sims, 2009) contends that the desire for authenticity is linked to the demand for regional or traditional meals. Food authenticity represents a location, reflects the local culture, and reflects the flavor of the local cuisine. One of the most crucial elements of culinary tourism is authenticity. Zhang et.al (T. Zhang et al., 2019) stated that meals, restaurants, chefs, and recipes all play a part in the cultural events known as culinary experiences, which allow guests to fully immerse

themselves in the spirit and culture of the place. Local cuisine discloses customs, folklore, tales, and symbols that in turn identify local cuisine with authenticity. Authenticity is a manifestation of cultural attractiveness. The factors for determining the authenticity of this dish include its components, preparation method, flavor, presentation, ethics and manners, history, philosophy, and local customs, as well as knowledge of nutrition, the novelty of the food, and the educational value of the experiences (Pullphothong & Sopha, 2013).

The ability to convey the diversity or genuine traditional cuisine must also be able to preserve a culture's individuality in a tourist destination. It demonstrated how differentiating yourself via the genuineness of regional cuisine can give you a competitive edge and help you take over the market. A marketing management strategy called positioning uses data to display products in a way that appeals to the needs of the target market or the company's own market. (Swastha, 2005). Customers constantly compare products that are comparable, therefore a product's location becomes crucial. The positioning of a destination will aid in tourists' memory recall and facilitate the creation, upkeep, and marketing of the destination by the authorities, in this case, the government. (Trout, n.d.).

In Ellis' research (Ellis et al., 2018) Over the past three decades, tourism research has focused on the topic of culinary tourism, or the tight relationship between culinary and tourism. It is believed that this topic can play a significant role in promoting travel and maintaining traditional culture, and boosting local economies. Without a doubt, this is a great chance for Madura's tourism-related products to flourish.

### **Gastronomy and Sustainable Tourism**

A high level of community involvement, socio-cultural and environmental preservation, and strategies that take into account present and future usage are all hallmarks of sustainable tourism (Liu, 2003). The community or communities in these tourist sites should expect sustainable tourism to fully contribute to their economic stability. This demonstrates that generating economic benefits by leveraging the cultural and environmental riches of the location is the core purpose of sustainable tourism. (Amira, 2010; Sharpley, 2018). Achieving a balance between the demands of local populations and a tourism environment that caters to visitor needs is the core objective of sustainable tourism. attempts to attain these objectives by integrating economic, sociocultural, and environmental factors holistically. The socioeconomic component focuses on the local community's economic development. Conservation and resource protection are two environmental considerations. Strong community engagement is a very significant and implementable driving component for a basic approach. This is consistent with Sulistyadi's sustainable premise (Sulistyadi et al., 2019) namely tourism with a focus on conservation, carrying capacity, and community involvement.

The distinctiveness of community culture has been demonstrated and preserved in the way of life, traditions, and culture, hawker food, structures, art, games, philosophical values in social life, among other things. (Athar et al., 2020). Dursteler (Dursteler, 2014) claimed that as tourism has grown, cuisine has become the primary yardstick by which visitors evaluate differences or identify tourist

areas. Maulida (Maulida, 2021) emphasized that a destination's image and its food are both key parts of its draw. The significance of regional cuisine can therefore be taken into account while developing sustainable tourism. Local cuisine is currently recognized as a cultural heritage and a valuable resource (Gastronomical Heritage). Due to this, local gastronomy is essential for evaluating cultural heritage sites and serving as a distinctive tourist draw for tourists.(Bjorg, 2010)

Any vacation that is chosen solely to explore the local cuisine and drinks is referred to as gastronomy. (Medlik, 2003). Additionally, food is the primary factor in travel destination selection. A food-focused vacation includes visits to food producers both directly and indirectly, as well as gourmet events, rural markets, culinary festivals, and other activities that are commonly associated with food and drink is known as gastronomic tourism. Travel by visitors with the purpose of experiencing, discovering, appreciating, and enjoying regional cuisine is referred to as "gastronomic tourism." (Pavlidis & Markantonatou, 2020)

Pullphothong (Pullphothong & Sopha, 2013) asserts that gastronomy is a science and art that studies food and is impacted by nine elements: (1) Components (2) Methods (3) Taste (4) Display (5) Etiquette (6) History, philosophies, and social norms; (7) Knowledge or comprehension of nutrition; (8) novelty of the meal; and (9) an educational experience. This tour is an innovative approach to tourism and has an opportunity to become an increasingly popular destination. Gastronomic tourism has grown to be one of the essential factors in the choosing of tourist locations. This is a result of the close relationship between gastronomy and cultural tourism, which uses food to represent the cultural traditions of inhabitants in tourist areas. And it is cited as the main element in how travelers decide where to go. Gastronomy is the practice of discovering and experimenting with new flavors while utilizing food to learn about other countries, traditions, and lives. Gastronomy showcases the distinctiveness of the local cuisine and its authenticity as a tourism attraction.(Pavlidis & Markantonatou, 2020).

### **Traditional Food Entity and Positioning of Destination**

Customers' preferences for regional or traditional food are seen as a key component in the pursuit of originality. Food authenticity is the sincerity of a region's cuisine, which acts as a symbol of a location and a portrait of its inhabitants. One of the most crucial elements for gastronomic tourism is authenticity. Culinary experiences refer to cultural occurrences including chefs, eateries, menu items, and cuisines that let tourists get a taste of the local way of life. Gastronomic visitors are mostly attracted by the authenticity of the cuisine and the distinctiveness of the dining experience. (T. Zhang et al., 2019)

Quan and Wang (Quan & Wang, 2004) dividing the idea of "authenticity" into four primary schools of ideas: (1) Constructivism, which argues that objective things are socially generated; (2) Objectivism, which focuses the authenticity of tourist destinations. It is the authenticity that a traveler or tour guide assigns to a place in light of their personal objectives, expectations, tastes, convictions, and skills. (3) Postmodernism, which defines the method in which society constantly develops new content; (4) Existentialism, which holds that an object's authenticity is defined by its symbolic authenticity. As a result, several authentic experiences

can be had with the same thing. stresses the tourists' subjective assessments on the authenticity of the attraction. Sims (Sims, 2009) emphasized that the idea of existence in constructive authenticity is related to the way suppliers of services and destinations for tourists, especially food and drink establishments, develop their identities.

Bessiere (Bessiere, 1998) has examined and determined traditional cuisine's relationship to authenticity perception, which can support and encourage the growth of sustainable tourism in rural areas or tourist communities. The development of regional cuisine is crucial to eco-friendly travel. This authenticity is a distinctive trait that might entice visitors to a place. The authenticity of traditional cuisine may have an impact on how a visitor perceives a culture's originality or uniqueness at a tourist destination. It demonstrates how differentiating yourself via the genuineness of regional cuisine can give you a competitive edge and help you take over the market. According to Swastha and Irawan's (Swastha, 2005) assertion, product positioning is a management tactic that makes use of data to shape product perceptions in line with the preferences of the target market or markets. Important modifications to the products or services themselves or to positioning strategies are also a part of product positioning.

## **Methods**

The objective of this study's qualitative methodology is to thoroughly describe the phenomenon of data collection. (Creswell, 2007). The goal of qualitative research is to comprehend and find new things. An investigation into a social phenomena or human problem is conducted using methodologies from the qualitative research methodology. Researchers create a complicated picture, analyze words, compile in-depth reports on respondents' opinions, and perform studies on real-world scenarios in this study.(Iskandar, 2009). This study used an inductive descriptive qualitative approach, where facts and data from the field are examined and investigated using theoretical frameworks and ideas to create new concepts. (Neuman, 2007). Research that is descriptive looks at social issues, social norms, and specific instances of a phenomenon. This is meant to give a comprehensive overview of the topic and research object. (Neuman, 2007). The goal of qualitative research is to explain a social phenomenon.

This research was conducted by a case study method. Case study research can be carried out in research themes such as community, education, public health, business and industry, public regulation and administration to social problems and controversies (Yin, 2014). The researcher determined the location of the Bangkalan Madura research, because this area has a distinctive culinary richness, especially made from duck. The subjects of this study are songkem duck culinary business actors, songkem duck culinary tourists and other related parties. Data collection in case studies can be drawn from a variety of information sources, as case studies involve collecting "rich" data to build an in-depth picture of a case. The data collection techniques carried out in the reference study (Yin, 2014) include: interviews, observations, and documentation.

The data analysis process refers to Miles and Huberman (Miles & Huberman, 2019) including data reduction and sorting data from previous collection results both from the interview, observation, documentation process, then continued with the presentation of data that has been grouped to give meaning to the data as well as drawing conclusions and verification. After that, data validity checks are carried out to maintain the quality of data and findings in the field. In this study, the researcher uses the triangulation technique of sources by comparing and supporting one source with another based on in-depth interviews with informants and observations.

## **Results and Discussion**

According to the study's findings, Madurese local cuisine has evolved to include food stories, assessments of the food, and presentations of the food that are representative of the community's beliefs..

### **Food Stories**

The Food Story, which is mentioned in the study's conclusions, is about the worth and background of regional customs that are ingrained in Sampang Madura's Songkem Duck goods.

According to Hotelier-Indonesia, which studies the relationship between food as a primary axis in relation to historical and cultural knowledge in which there are stories, "Food Story" is related to gastronomy. The songkem duck menu states, "Because songkem duck has its own story that people here know." in a similar manner. (Interview with Customer : Ika, 12/12/21).

### **The History of Songkem ducks**

The local wisdom of the community, which is a manifestation of the behavior of communal life and is founded on the experiences and life journeys of the ancestors, is inextricably linked to the order of social life in Madura. As a result, human civilization and Madurese's lengthy history have an impact on the people's culture and traditions. One of the cultural customs and cultural treasures that the Madurese people still uphold and keep alive is the songkem duck. One of the Madurese people's cultural traditions and culinary heritages is songkem duck. Duck songkem was formerly a sign of admiration and reverence for the kiai by the Madurese people. Every Madura village used to have a kiai who taught kids to recite in the past. Parents will bring songkem duck as keepsakes when they visit the kiai's house for songkeman (*sungkem*). One of the characteristics of songkem duck, according to the warisanbudaya.kemdikbud.go.id page, is how it is processed. This dish's minimal fat and cholesterol content is achieved through steaming. This songkem duck will be a key element in establishing visiting teachers as an respected character

The efforts to establish social principles that are ingrained and reflected in communal life cannot be isolated from the local wisdom of the community. As long as these principles are upheld and periodically practiced, they will become part of the community's cultural traditions. In addition, provide a location marker and outline the characteristics of the local community.

*"Songkem duck is a dish as a form of respect, gratitude and appreciation from parents to Kyai who has volunteered to teach children to recite. Songkem ducks are brought as delivery when songkeman. A whole duck that has been shaped like a sungkem person, is used as a symbol of the values of manners"*

### **Food Assessment**

The act of identifying ingredients in songkem duck cooking is the food assessment that is mentioned in this finding. Food assessment is as an evaluation tool that focuses on food quality from the panelists' and supervisors' perspectives. In contrast, it is seen in the context of this study from the manager's (producer's) perspective in defining the elements of Songkem Duck to meet the requirements as Local Gastronomy. Ingredients, preparation, and particular culinary flavor all fall under this category..

### **Raw Material (Ingredients, componrnts)**

The main ingredient used in Songkem Duck cooking is duck meat. Young ducks are preferred because their flesh has a milder texture. "The ducks used are young ducks. Furthermore, the basic seasoning ingredients include curly red chili, shallots, cayenne pepper, garlic cloves, salt, sugar, broth. Depending on the family's interests and abilities, this spice can be developed. Additionally, it is usually observed that other spice combinations are used, such as adding more coconut milk, candlenut, or other ingredients.

### **Cooking Process**

Songkem Duck Processing is similar to making various pepes. But when looking further, there is a fairly distinctive difference. In this dish, whole duck that has been given spices, steamed for approximately 4-6 hours. Uniquely, before steaming, the duck's neck and head are bent like a person who is *sungkem*. The steaming process in this culinary does not use water, but banana fronds that have been cut into pieces. The water content in the material is what will make duck meat mature. The processing process of Madurese Songkem Duck which uses pieces of frond or banana gedebok for steaming is believed to destroy cholesterol fats in duck meat. The fats in duck meat, will stick to the frond or banana scoop.

### **Taste of Dishes**

"The original taste is very spicy," according to Songkem Duck cuisine, which is connected with the fiery taste of Madura. Due of the widespread belief that everyone may enjoy it even if they only receive the seasoning" (Ika, 12/12/21). In addition to its spicy taste, Songkem Duck in Madura Village has a distinctive moist texture obtained from the processing effect by steaming with banana leaf midribs.



## Food Presentation



**Figure 1:** Songkem Duck , Madurese culinary specialties

*"Songkem duck only exists in Madura, but each village has its own characteristics in terms of how to serve, how to cook it, differently. Here the seasoning uses the same basic spice but there are also variations in the form of additional spices and levels of spiciness. Usually in other different places there are variations of spices and chilies, adjusting to the spicy tastes of consumers" (Interview with Ika, 12/12/21).*

## Local Hospitality

The service effort component of the management and local community in Madura reflects the local wisdom of the local community naturally in Bebek Songkem as a Local Gastronomic Attraction. Local services referred to in the findings of this study are the provision of services that reflect the local values of the community in Madura. The local value of the local community is a reflection of the identity and characteristics of the people in an area or settlement

The findings of this study illustrate that songkem duck is one of Madurese local gastronomic attractions that are interesting in an effort to develop tourism potential. This is inseparable from the heritage of the culinary traditions of the Madurese people which have been obeyed for generations and are still preserved.

## Local Flavors

Madurese Songkem duck is not just steamed meat cooked with a special method. In a portion of the dish, there are philosophical values that are very Indonesian; full of manners and respect for others. This culinary provides the nuances and natural conditions of Madura with the daily life of the local people who still uphold local wisdom and still preserve local cultural traditions.

### **Local Gastronomy**

In identifying local values embedded in Madura Songkem Duck cuisine, the results of the analysis show that Songkem Duck cuisine is a typical Madura food served as a form of respect to kyai. Kyai is an important figure in the social structure of society in Madura. The development of traditional or local food is in accordance with the opinion (KaiHua et al., 2019) which defines local food as authentic products that clearly show local culture and traditions. The authenticity of local food makes it a key component of the tourist experience and an important part of the tourism system (Sims, 2009).

For Songkem Duck, the idea of local gastronomy was selected as a sort of cultural tourism attraction since it is the most effective way to preserve local traditions and cultural introduction while simultaneously examining the tourist market. The idea of gastronomy, according to the theory, reflects the host community's perspective on culinary culture (the practice of creating traditional cuisine) and the way of life of the residents. (Ellis et al., 2018) This also demonstrates the efforts made by Madurese managers and citizens to meet the needs of culinary visitors.

According to Pavlidis and Markantonatou (Pavlidis & Markantonatou, 2020); Smith and Xiao (Smith & Xiao, 2008) for food producers, the culinary industry, and anybody else interested in food and drink in general, gastronomy offers travel experiences for fun, education, appreciation, and enjoyment of the art of creating traditional cuisine.

The supporting elements of Bebek Songkem Madura's local cuisine are history, philosophy, symbolic, moral values, ingredients sourced from the surrounding area, ethics, manners, and cooking techniques; having ethics and manners in serving dishes; nutritional balance in dishes; and having a distinctive and unique taste. They can also offer learning opportunities about the community's cultural traditions. These components correspond to the factors that influence the realization of the concept of gastronomy according to Lilhot, Pullphothong and Sopha (Lilholt, 2015; Pullphothong & Sopha, 2013). According to K. Zhang et al. (T. Zhang et al., 2019), regional cuisine reveals customs, myths, and symbols that are shared by the local populace and are closely tied to regional cuisine. This exemplifies the authenticity of Songkem Duck products, which can be classified into three categories: the food story, the food assessment, and the food presentation.

### **Local Hospitality**

According to the analysis, the local values or locale that are represented in the Madura cuisine of Songkem Duck are also mirrored in the manager's demeanor and the community's hospitality when welcoming and serving guests. This demonstrates the attitude of the locals' dedication to the values of communal living found in the social order of local knowledge that is still in effect. This attitude forms a lifestyle that is demonstrated by natural hospitality attitudes including friendliness, honesty, politeness, tolerance, and valuing family attitudes and demonstrates ideals in local wisdom as a way of life. This mindset is also demonstrated in the manner in which a product is processed, produced, and consumed in compliance with the rules.

Respect for religious leaders and adherence to this way of life in daily life show a person's connection and loyalty to the social structure that has been created in the area where they reside. This demonstrates the local community's qualities as a distinguishing feature or thing that is simple to recall and challenging to forget. This improves the culinary products made from songkem duck as part of cultural tourism attractions.

Ellis et al (Ellis et al., 2018) and Zang (K. Zhang et al., 2019) added that a key factor in the success of local tourism is the caliber of the local gourmet experience services. In order to effectively manage local gastronomy, managers must be aware of the needs and driving forces of tourists since service quality is not only a subjective concept but also a comparative concept of the gap between visitor expectations and actual service acceptance.

When promoting local gastronomy tourism, Madurese tourism managers need to be informed and knowledgeable about the wants and demands of visitors. This serves as a reminder and motivates management to implement changes and new ideas to strengthen songkem duck goods. Improvements and innovations in service are in line with Zang's opinion (K. Zhang et al., 2019) that as a representation of the authenticity of the local cuisine, qualitative qualities including food quality, service quality, and physical environment (appearance/decoration) play a significant influence in boosting visitor interest and pleasure. Mossberg and Eide (Mossberg & Eide, 2017) also underlined that culinary tourism narrative has a significant positive impact on the growth of destinations, as evidenced by the high volume of travelers, the emergence of joint ventures or business partners, and the expansion of promotional media coverage.

### **Local Gastronomy, Local Hospitality and Positioning of Tourist Destinations**

The localization of Songkem Duck products in Madura is strengthened by local gastronomy and hospitality, which are based on the values of local communities, according to an examination of the correlation between the classification of research data. Locality of the songkem duck dish is a representation of the high regard Madurean society has for the figure of Kyai. Every visitor to Madura will be treated with respect and given the same consideration as a member of the family. This implies that the Songkem Duck attraction or dish has the potential to become a Madura tourism landmark. This is corroborated by Tang's contention that government backing and historical culture are deciding elements for icons of tourism attractions . (Tang et al., 2009)

Sims (Sims, 2009) Additionally, Sim discovered that traditional cuisine is a symbol of a place that attracts tourists. The existence of traditional culinary symbols might have cultural significance and be recognized as a symbol of the location.

A classic Madurese dish, Songkem Duck is stuffed with regional amenities and Madurese characteristics. This dish offers the locally produced and served cuisine credibility. According to Zang's research(KaiHua et al., 2019), the authenticity of regional cuisine is the key to high-quality, contented, and devoted local culinary tourism. According to Ellis et al. (Ellis et al., 2018), locality and sustainable tourism have a connection that highlights local pride and cultural preservation as a competitive advantage. The opinion of the neighborhood supports

this. Accordingly, Viskovi and Komac (Visković & Komac, 2021) claimed that regional cuisine reflects the distinctiveness and cultural diversity of the area. The competitive advantage of local communities in the tourism sector. This confirms that Madura's ownership of the songkem duck competitive advantage.

There is a great deal of potential for the availability of Songkem Duck culinary goods in Madura to be developed as a competitive strategy to gain a strong market positioning. This is inextricably linked to Bebek Songkem's distinctive qualities, which set it apart from competing goods by being genuine, recognizable, unique in the area, and authentic. Naturally, being able to position a place and succeed in the increasingly fierce market competition in the tourism sector is a significant strength. In order to enhance Madura's reputation as a tourism destination for foodies.

In addition to being a culinary icon, the songkem duck can serve as a symbol of Madura and be used to illustrate cultural history, cultural identification, identity markers, and tourist locations. As a result, Songkem Duck's status as a culinary icon contributes significantly to the name's and brand's development during the destination promotion process. In order for the qualities to be rational, emotive, and advantageous to be accepted by potential passengers, it helps to elevate the position or rank. It also makes a significant contribution to brand introduction, and the brand can demonstrate a strong link between legendary cuisine and location. Therefore, when people think of iconic cuisine, they immediately think of a specific location, and vice versa (Prihantini, 2019).

## **Conclusion**

According to the study's findings, Songkem Duck is a dish that is typically presented in Madura as a sign of parental respect for Kyai, who serves as the community's leader. An attitude of respect, decency, and a strong feeling of family is what society values morally. The local culinary attraction, which uses processing materials that are unique from other duck preparations and raw materials (ingredients) that are processed (cooked) in a traditional manner, reflects the local values represented in Songkem Duck cuisine. Spicy food has a flavour that is identical to Madurese food. The Songkem Duck is prepared by steaming it without the use of water for the presentation process. The community's location is a very promising competitive advantage that will help position Madura's tourist attractions. Songkem Duck is an authentic, recognizable, one-of-a-kind dish. Based on these conclusions, the recommendation is to conduct further scientific research on the gastronomic richness of Madura from different perspectives, theories, and methodologies to obtain more comprehensive research results

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