

## **The Existence of Local Specialties as a Support for Tourism in North Bali**

**Made Suardani<sup>1✉</sup> and Luh Linna Sagitarini<sup>2</sup>**

<sup>12</sup>Tourism Department, Politeknik Negeri Bali  
✉Jl. Kampus Bukit Jimbaran, Kuta Selatan, Badung, Bali-80364 Telp.+62 361 701981, Indonesia  
✉suardani@pnb.ac.id

---

### **Article Info**

#### *Article History*

Received:  
Oct. 2019  
Accepted:  
Feb 2019  
Published:  
March 2020

#### *Keywords:*

*Existence, Local Culinary,  
North Bali*

---

### **ABSTRACT**

To this point, tourists are only familiar with a handful of tourism areas in Bali such as Badung, Denpasar, and Ubud. However, gradually, some have begun to look at other potential areas such as North Bali. This opens for new opportunities as tourists may not only enjoy the panorama, culture, and attractions, but also the food. In addition, there are also some travelers who intentionally travel to sample local specialties and food icons. The purpose of this study is to seek popular North Bali local specialties, some legends that are still sought after by customers and foreign tourists. The study employs primary and secondary data. The two kinds of data were collected through observation, interviews, questionnaires, and reports related to employees. The data was analyzed using descriptive qualitative method. This method is employed to describe the data. The study found that there are many types of local specialties in the North Bali area, from appetizers to desserts. However, to date, *Belayag* and *Siobak* are still the two most iconic food. The information gathered in this study on *Siobak* and *Belayag* has the potential to be used as a reference for branding and other marketing purposes. It is also hoped that the output of the current study can contribute to the development of North Bali as an emerging tourism destination. Pedagogically, the results of the current study can be used as a reference for the archipelago continental cuisine teaching materials in the Hospitality and Tourism Business Management Program at the Bali State Polytechnic (*Politeknik Negeri Bali*).

© 2020 Politeknik Negeri Bali

---

## **INTRODUCTION**

Bali as a world-renown tourist destination is famous for its unique art and culture that spread across its nine regencies. Bali's tourism is a cultural tourism that is sourced from Hindu teaching and the local philosophy of *Tri Hita Karana* (three causes of wellbeing) as its main potentials that used tourism as its mode of actualization, in reaching dynamic two-way relationship between

tourism and culture that can make the two develop in synergy, harmonious and sustainable in order to give prosperity to the society, as well as cultural and environmental preservation (Kepariwisata Budaya Bali, 2012).

To date, tourists are only familiar with a handful of regions in Bali such as Badung, Denpasar, and Ubud. Gradually, some have begun to look at some other potential areas, such as the North Bali or *Buleleng* Regency. Hence, the development of infrastructure in the region of North Bali also began to be initiated. One of the possible infrastructures is the culinary scene. As we know, the tourists visit an area may not only enjoy the panorama and culture offered but also to try the local culinary. Even, there are many travelers who intentionally travel to sample the local specialties of the region. According to Margi, Ariani, Widiastini, and Suriani (2013), food can attract tourists' attention as a local specialty which becomes an icon of a region. To date, *Belayag* and *Siobak* have been considered to be a typical North Bali food icon.

Based on the above background, North Bali has some potentials specialties that can be introduced to support its potential upcoming culinary tourism. The purpose of this research is to know the existence of what are the local specialties that can be promoted as an icon of a typical meal in the area for tourists who visit the area and what efforts are being made to maintain its presence.

## **METHODS**

This research was conducted in 4 (four) regions in North Bali / *Buleleng* Regency (or *Buleleng* – in short) the restaurants in the area *Seririt* (western region of *Buleleng*), *Temukus* (central region of *Buleleng*), *Singaraja City*, *Kubutambahan* (eastern region of *Buleleng*). The object of this research is local food products typical of North Bali's, iconic North Balinese food sold in a restaurant or bistro on the above mentioned four regions in North Bali.

According to Creswell (2012), there are six characteristics of qualitative research. The current study follows each stage of the qualitative research process such as exploring a problem of a phenomenon, having the literature review, collecting data based on participants' experience, participating by a small number of individuals, and writing the simple report which can be understood. Based on these points, the researchers decided to use descriptive qualitative method. In this research, the primary data source is the information gathered from the answers of the informant, the data is directly obtained from tourists who are recruited, interviewed, and while eating at a restaurant local food specialty North Bali/*Buleleng*. Secondary data is the data previously collected or reported by others, or data obtained from various sources related to research both internal data is available in a number of restaurants in North Bali/*Buleleng* and also external data obtained from articles, journals, clippings, internet, and other literature. The technique of collecting data through interviews with tourists who visit the restaurant provides culinary specialties of North Bali, a literature study and observation.

## **RESULTS AND DISCUSSION**

This study selected four regions in North Bali considering the development of tourism growing almost evenly in those regions. Tourism development was triggered by the development of rural tourism in all four regions. The number of tourists who visit North Bali are generally domestic with very few foreign tourists. Domestic tourists who visit North Bali generally come from

Surabaya. It is because of the proximity of the area, and they usually can enjoy dishes made from pork. There are many local specialties in North Bali that are sought after by the tourists. Some of them consume the food as a mere necessity, while some enjoy the food as a part of their traveling experience, i.e. culinary tourism. As for the local food specialties that are sought are the *Siobak* and *Belayag* Singaraja. The researchers gave questionnaires to participants and the result could be summarized and shown in Table 1.

### *Siobak*

*Siobak* is a food made from pork with typical *Siobak* sauce with spices appetizing aroma. This dish is served with chunks of green chilies and pickled cucumbers, alongside steamed rice (see Picture 1). *Siobak* Singaraja is one of the typical local food names that are well known in the area and even a trademark for North Bali.



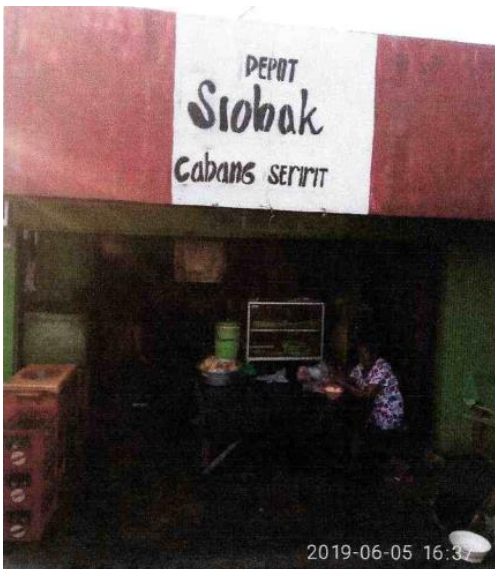
Picture 1: one portion of *Siobak* and steamed rice  
Documentation [source]

The first *Siobak* Singaraja is *Siobak* Khelok in *Tinggi* Village (*Kampung Tinggi*) (see Picture 2). This restaurant was established in 1966 and currently, it is still highly visited by tourists who visit the City region of North Bali. This can be seen from the volume of buyers, especially on the Vesak day. Though, noting that the price on this *Siobak* Khelok Tinggi Village is relatively expensive at a price of Rp 25.000 (twenty-five thousand) per portion. The second *Siobak* Khelok is *Siobak* Khelok Soetomo in *Denpasar* Street (*Jalan Denpasar*) which was established in 1975. *Siobak* Khelok is very much in demand by visitors in *Denpasar* Street for taste and presentation of this dish is almost similar to *Siobak* in Singaraja.



Picture 2: *Siobak Khelok*  
Documentation [source]

The third *Siobak* is *Siobak Seririt* (Picture 3). This *Siobak* restaurant was established in 1980. It is located in the Western region of North Bali. According to the owner, Mr. Yudianta said that *Siobak Seririt* is one of the family business which does not use the name *Khelok*. This was caused by the interests of the family business. This *Seririt Siobak* manner of presentation and taste all pretty much the same as using a secret family recipe. From the 1980s *Siobak* retains its form distinctive dining and a secret recipe is still used to recall memories of the buyer of 1980. The price *Siobak* of one portion is 20 thousand Rupiahs. Type of tourists who visit this restaurant is the buyer who comes from outside the island, such as Surabaya and Makassar visiting North Bali.



Picture 3: *Siobak Seririt*  
Documentation [source]

*Siobak Khelok* opened a branch in the year of 2000 in east *Gatot Subroto Road (Gatsu Timur)* Denpasar. The most recent *Khelok Siobak* stand is *Siobak Khelok Seririt*. It was founded in 2016



located in Grand Surya Resort Seririt. The targeted buyers are tourists who are staying in the resort.

*Siobak* Bu Gusti II (Picture 4) can be considered as the competitor of *Siobak* Seraga Khelok Singaraja. Compared to *Siobak* Khelok, this *Siobak* was established quite recently, in 1995. It can be seen from the large number of visitors who ate at this restaurant. The taste and aroma of a softer *Siobak* make most buyers interested in eating in there, especially during the lunch hour. The restaurant is cleaner. It has a more comfortable seating arrangement as well as adequate parking spaces. In all likelihood, those factors are the reason for buyers to eat *Siobak* in this place, and in due course, the price is more friendly in the range of Rp 20.000 (twenty thousand) including sweetened tea.



Picture 4: *Siobak Bu Gusti II*  
Documentation [source]

*Siobak* in the Central region of North Bali is mainly present in the region of *Temukus*, especially in Krisna Adventure (Park). Very likely, this situation is caused by the availability of seafood in the area, and secondly by religious reasons. The majority population in the area is Muslim, which considers pork, the main ingredient of *Siobak*, as *haram* or forbidden to be consumed.

*Siobak* for the east region of North Bali is only found along *Kubutambahan* and *Sangsit* region. It is rarely sold in a restaurant or other places for overseas travelers. According to Made Sukresna, the owner of Little Beach Cottage, only the local people who are interested in *Siobak*. Foreign travelers who stayed at the Cottage more frequently order seafood dishes. Firstly, seafood is readily available in the area. Then secondly, the aroma of spices is strong on *Siobak*, which probably less preferred by foreign travelers.

### ***Belayag***

*Belayag* is one of the specialties in North Bali. It mainly consists of *Blayag* rice cake, a special kind of rice cake wrapped palm leaves and vegetables. It is served with *ledog*, a special rice-based gravy containing a considerable amount of spices. The food is topped with chicken skin crackers and fried soybeans. *Belayag* considered to being lawful by most people because the only animal produce is chicken skin crackers. *Belayag* has existed earlier than *Siobak*. This type of rice cake is used in Hindu religious event in North Bali, namely the wedding ceremony and the ceremony *Ulihan Seseherahan Galungan*.



Picture 4: one portion of *Belayag*  
Documentation [source]

*Belayag* is a North Balinese food as well in addition to *Siobak*. *Belayag* will easily be found along Gajah Mada street Singaraja especially in the morning. This *Belayag* is often seen as a breakfast food. *Belayag* in North Bali City area this every day, we can find especially mornings and evenings. *Belayag* can be found in Singaraja in the morning and the night every day. According to Ms. Luh Nadiasih, one of the *Belayag* sellers in Singaraja State Parks. *Belayag* that she sells always sold out every day. Warung *Belayag* Ibu Luh opened since the founding of Singaraja City Park as a tourist spot for city dwellers Singaraja sells *Belayag* with two sauces namely *Belayag Rambanan* and curry. The prices of one portion of *Belayag* Ms. Luh Nadiasih are only Rp 10.000 (ten thousand) which is quite affordable and quite satisfying hunger. One of the visitors who do not want to be named said that he buys this *Belayag* in that Park City almost every day. The total of 80 servings are definitely sold out on Sunday night who show interest and appetite visitors State Park still pretty big on this *Belayag*.



Picture 4: Singaraja state park *Belayag*  
Documentation [source]

The West region of North Bali more familiar with *Tipat Base Kuning* (rice cake with yellow gravy) which is sold as food in the morning for breakfast, especially in the Seririt and the surrounding regions. The food is similar to *Belayag*, but *Ketupat* is made from leaves instead of palm leaves. *Tipat Base Kuning* was founded in the 1970s and until now can still be found in the area of the *Seririt* Traditional Market. *Tipat Base Kuning* recipe is handed down to her son who is now selling *Tipat Base Kuning*. This food is the food icon of *Seririt* City alongside *Siobak* Singaraja.

*Belayag* in the Central region, especially in the area of North Bali Krisna Adventure travel is somewhat less desirable because this *Belayag* is sold at night. Visitors are more interested in buying fried rice and Chinese food after they traveled, including travel in Lovina which is closed to the *Temukus* area. Typical local food in the area was more sold is based foods marine fish for better taste and aroma and fresh by the raw materials that are easily obtainable in abundance. Grilled fish and smoked fish dominate a dish of food at the food stalls in the area.

The east region of North Bali still has *Belayag*. There are many sellers of *Belayag* along the Sangsit and Sawan area, especially in the morning. *Belayag* sold here over maintaining the original recipe and mostly reserved for local residents who want to enjoy a full breakfast. *Belayag* portion price in this area only 5 thousand Rupiahs with a full menu and filling for the morning.

Area of local specialties'	Item	Response	
		Positive	Negative
West Buleleng (Seririt Sub-district)	WB1: Is Siobak still sought-after by tourists?	v	-
	WB2: Is Siobak still made using the original recipes and served in traditional presentation?	v	-
	WB3: Is Siobak still made using the original recipes and served in traditional presentation?	-	-
	WB4: Is Belayag still sought-after by tourists?	-	-
	WB5: Is Belayag still made using the original recipes and served in traditional presentation?	v	-
	WB6: How do tourists perceive Siobak as a local specialty viewed from taste and price?	-	-
Central Buleleng (Temukus-Lovina)	CB1: Is Siobak still sought-after by tourists?	-	-
	CB2: Is Siobak still made using the original recipes and served in traditional presentation?	-	-
	CB3: Is Siobak still made using the original recipes and served in traditional presentation?	-	-
	CB4: Is Belayag still sought-after by tourists?	-	-
	CB5: Is Belayag still made using the original recipes and served in traditional presentation?	-	-
	CB6: How do tourists perceive Siobak as a local specialty viewed from taste and price?	-	-
Buleleng City (Singaraja City)	BC1: Is Siobak still sought-after by tourists?	v	-
	BC2: Is Siobak still made using the original recipes and served in traditional presentation?	v	-

	BC3: Is Siobak still made using the original recipes and served in traditional presentation?	v	-
	BC4: Is Belayag still sought-after by tourists?	v	-
	BC5: Is Belayag still made using the original recipes and served in traditional presentation?	v	-
	BC6: How do tourists perceive Siobak as a local specialty viewed from taste and price?	v	-
East Buleleng (Kubutambahan)	EB1: Is Siobak still sought-after by tourists?	v	-
	EB2: Is Siobak still made using the original recipes and served in traditional presentation?	v	-
	EB3: Is Siobak still made using the original recipes and served in traditional presentation?	v	-
	EB4: Is Belayag still sought-after by tourists?	v	-
	EB5: Is Belayag still made using the original recipes and served in traditional presentation?	v	-
	EB6: How do tourists perceive Siobak as a local specialty viewed from taste and price?	v	-

Table 1. The Existence of Local Specialities based on the Questionnaire

Table 1 summarizes the observation and interview. Based on the table above, it can be revealed that *Siobak* is present and sought after in the three areas of *Buleleng* Regency: West Buleleng, Buleleng City, and East Buleleng. Meanwhile, *Blayag* is present in three areas, namely West Buleleng, Singaraja City, and East Buleleng. However, *Blayag* is only sought after by tourists in two areas: Singaraja City and East Buleleng. In the area where they present, both *Siobak* and *Blayag* are still cooked using their original recipes and served in traditional presentations. In addition, with regard to its taste and price, the tourists perceive *Siobak* as satisfying.

This study also revealed that the Central Buleleng (Temukus-Lovina), does not have *Siobak* and *Blayag*. It is because the menu is dominated by seafood. While, neither *Siobak* nor *Blayag* contains seafood or other sea produce. Additionally, the majority of the population in the Central Buleleng area is Muslim, hence it makes sense pork products such as *Siobak* is not present in the area. Pork products are considered non-halal (does not obey Muslim law), therefore cannot be consumed by the member of the Muslim community.

Based on the four regions in North Bali, 3 types of local specialties can be used to support tourism in North Bali. This was also discovered by Pujiyanti (2013). Pujiyanti (2013) revealed that local specialty foods can be used to support the culinary tourism for tourists who are visiting an area.

Based on the findings, it can be said that *Siobak* and *Belayag* as North Balinese local specialties can be developed outside of North Bali, for example in Denpasar and other areas of Bali. It can lift the image of an area because it is able to compete with other local foods. This finding supports the research from Prayogi (2017) which reveals that the development of local special foods can lift the image of the region because it is able to compete with modern food.

The existence of local specialties as support for tourism in North Bali cannot be separated from the role of traders who still maintain the local food culinary business. According to Mustika and Apriliani (2013), there are several factors that influence traders in maintaining a local food



culinary business which is categorized into 2 (internal and external factors). Internal factors include ease of obtaining business capital, availability of raw materials, and processing of raw materials. Meanwhile, external factors include the marketing process and the influence of the presence of competitors.

Beside *Siobak* and *Blayag*, there are some North Balinese specialties. Sukerti, Marsiti, and Suriani (2016) revealed that from 8 sub-districts in North Bali, it was found that there were 5 types of food namely staple foods include *nasi moran* (rice mixed with tubers or corn); side dishes include food made by pork, chicken, and fish; vegetables include ferns, string beans, *Jepang* (sayote), *Waluh* (pumpkin), and *Undis* (black bean); Balinese snacks include *Urab Gadung* (yam mixed with shredded coconut and seasoning) and *Laklak* (Balinese traditional roasted cake, mainly consist of sticky rice flour); drinks include *loloh kunyit* (yellow ginger essence drink) and *es kuud* (iced young coconut water). Many of these foods are also found outside the North Bali area.

To increase the selling value in competing, it is needed to do a quality test by experts to determine the quality of the food itself. According to Marsiti, Sutriani, and Sukerti (2019), there are several Balinese specialties that have been tested for quality such as *Urutan Be Celeng* (pork sausage), *Lawar Merah* (chopped vegetable, minced meat, & chopped coconut mixed with seasoning and blood), *Lawar Putih* (similar to *Lawar Merah* but minus blood), *Tum Ayam* (chicken steamed wrapped in banana leaf), *Pesan Cakep* (grilled minced chicken wrapped in banana leaf), *Gerangasem* (beef stewed in special seasoning), *Ayam Betutu* (chicken steamed/boiled in special *betutu* seasoning), *Tum Be Celeng* (pork steamed in banana leaf), *Sate Empol* (meat mixed with shredded coconut and seasoning roasted in skewer), *etc.* The abovementioned foods have been offered and served in many luxury restaurants in Bali. This indicates that local food can support tourism. especially in Bali as an island that is visited by many local and foreign tourists. Balinese food can be introduced and served in tourism establishments.

## CONCLUSION

Based on the analysis of the current study, it can be concluded that *Siobak* and *Belayag* still exist as local specialties that can support (culinary) tourism in North Bali. The two foods are readily accessible and become culinary destinations. *Siobak* is present around the western and city region of North Bali. There are many visitors and customers who buy *Siobak* from *Seririt* and *Singaraja* city. Meanwhile, *Siobak*, a pork-based specialty, is less popular in the central and eastern regions of North Bali for a religious reason. The culinary scene in those areas is dominated by seafood. *Belayag* still exists in the city and western region of North Bali. This food is widely enjoyed as both breakfast and dinner menus. The culinary scene of the western region of North Bali is dominated by *Tipat Basa Kuning* (yellow gravied rice cake), which is very close to *Belayag*. While the culinary scene in the central region around *Temukus* and *Lovina* is dominated by seafood-based culinary.

Additionally, the two specialties have a special position in the North Bali food scene. *Belayag* can be introduced as a breakfast menu in restaurants or hotels in North Bali. This will increase tourists' experience when they are in North Bali. They will get new experience in Balinese culinary. Furthermore, *Siobak* Khelok can be served as lunch for non-Muslim tourists. Efforts for standardization, especially in terms of portion and cleanliness should be done. All stakeholders in

tourism should participate in introducing the local specialties such as *Siobak* and *Belayag* in order to preserve this culinary heritage.

## **ACKNOWLEDGEMENTS**

Authors would like to express many thanks to I Nyoman Abdi, SE., M.e-Com, as the Director of the Bali State Polytechnic who has provided support for the implementation of this research, I Putu Mertha Astawa, SE., MM, as the Head of the Research and Service Center of the Bali State Polytechnic Society who has provided the opportunity and confidence to carry out this research, I Ketut Suarta, SE., M.Si, as the head of the Tourism Department who has given his moral support for the implementation of this research, The Tourism Forum Scientific Forum Team and the Tourism Department Lecturers, who provided input and suggestions for this research plan.

## **REFERENCES**

- Creswell, J. W. (2011). *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research* (4th ed.). Pearson.
- Margi, I. K., Ariani, R. P., Widiastini, N. M. A., & Suriani, N. M. (2013). Identifikasi Potensi Wisata Kuliner Berbasis Bahan Baku Lokal Di Kabupaten Buleleng, Bali. *Jurnal Ilmu Sosial Dan Humaniora*, 2(2), 257–264.
- Marsiti, C. I. R., Suriani, N. M., & Sukerti, N. W. (2019). Strategi Pengembangan Makanan Tradisional Berbasis Teknologi Informasi Sebagai Upaya Pelestarian Seni Kuliner Bali. *Jurnal IKA*, 17(2), 128–135.
- Mustika, M. D. S., & Apriliani, P. D. (2013). Analisis Faktor-Faktor Yang Mempengaruhi Kebertahanan Pedagang Kuliner Tradisional Di Kabupaten Klungkung. *Jurnal Ekonomi Kuantitatif Terapan*, 6(2), 119–127.
- Kepariwisataan Budaya Bali, Pub. L. No. 2, LD.2012/NO.2 20 (2012). <https://peraturan.bpk.go.id/Home/Details/22260/perda-prov-bali-no-2-tahun-2012>
- Prayogi, D. (2017). Pengembangan Potensi Wisata Kuliner Kota Malang Berbasis Sumber Daya Lokal. *Pesona*, 2(1), 1–13.
- Sukerti, N. W., Marsiti, C. I. R., & Suriani, N. M. (2016). Reinventarisasi Makanan Tradisional Buleleng Sebagai Upaya Pelestarian Seni Kuliner Bali. *Jurnal Ilmu Sosial Dan Humaniora*, 5(1), 744–753.