



The potential of the mohamad toha area as a street food tourism destination in Cirebon city

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ABSTRACT

The Mohamad Toha area is located in Kebonbaru Village, Kejaksan District, Cirebon City, in the center of Cirebon city and only ± 200m from the Cirebon mayor's office. This street is filled with various food vendors presenting typical Indonesian flavors with a local touch, from heavy food to sweet snacks, this street has everything to pamper the taste buds of its visitors. This research aims to discover the potential of the Mohamad Toha area as a tourist destination in Cirebon City. By using a qualitative approach and 3A's analysis, this research identifies what culinary tourism in the Mohamad Toha area could be a potential tourist visit, as well as how to analyze the 3A's, namely the attractions presented, the amenity available in the area and the accessibility to the area. The findings show that the Mohamad Toha area of Cirebon City has culinary tourism potential which can be an attraction for local tourists and tourists who are on holiday in Cirebon City, and based on the 3A's analysis the Mohamad Toha Tourism Area is quite supportive of being a culinary tourism attraction in Cirebon City, having various attractions, street culinary, easy access and close to the city center, as well as sufficient supporting facilities.

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1. Introduction

Cirebon City is a tourist destination that is quite popular, the Cirebon City Culture and Tourism Office (Disbudpar) recorded that the number of tourists visiting Cirebon City during 2022 exceeded the target, namely reaching 3.947.500 people. Of this number, the majority visit for culinary tourism [1].

Quoted from Media Indonesia (06/01/2023) For the restaurant sector, the number of visits reached 2,191,425 people, while tourist attractions reached 1.124.397 people. According to Eha Suhati, the functional adiyatama of Tourism and Creative Economy, young expert at the Cirebon City Disbudpar, explained "Many guests come from outside Cirebon and deliberately come to enjoy culinary delights in Cirebon. However, they then go straight home and don't stay overnight" [2], [3].

Types of Cirebon culinary delights that are very popular include: Empal Gentong, Empal Asem, Tahu Gejrot, Nasi Jamblang and Mie Koclok [4], [5]. Apart from these typical and legendary culinary delights, currently a street culinary trend has begun and has become the culinary tourism destination of choice in Cirebon City [6], [7].

Moh. Toha or Mohamad Toha Street is located in Kebonbaru Village, Kejaksan District, Cirebon City, in the center of Cirebon city and only \pm 200m from the Cirebon mayor's office. This street is filled with various food vendors presenting typical Indonesian flavors with a local touch, from heavy food to sweet snacks, this street has everything to pamper the taste buds of its visitors [8], [9].

However, there are still many tourists who visit Cirebon who don't know about street culinary tourism in the Moh. Toha area. It is hoped that this research can explore the potential that can support the Jalan Mohamad Toha area to become a tourist destination in the city of Cirebon.

2. Literature Review

2.1. Tourist Attraction

Tourist Attraction is actually another word for tourist attraction, but according to Indonesian government regulations in 2009, the word tourist attraction is no longer relevant to refer to a tourist destination, so the word "Tourist Attraction" is used. Based on Law of the Republic of Indonesia no. 10 of 2009, Tourist Attraction is explained as anything that has uniqueness, convenience and value in the form of a diversity of natural, cultural and man-made products that are targeted or visited by tourists. Yoeti in his book "Introduction to Tourism Science" in 1985 stated that tourist attraction or "tourist attraction", a term that is more often used, is everything that attracts people to visit a certain area [10][11].

2.2. Tourism Potential

Based on the Big Indonesian Dictionary, potential is an ability that has the possibility of being developed, strength, ability. Tourism contains the potential to be developed into a tourist

attraction. So to find tourism potential in an area, people must be guided by what tourists are looking for [12].

Tourism potential according to Sukardi [13] is everything that is found in a tourist destination area, and is an attraction so that people want to come to visit that place [14].

2.3. Street Food

According to the Food and Agricultural Organization (FAO) definition, food and drinks are prepared and sold by street vendors on the streets and in public places which are eaten or consumed immediately without further processing or preparation [12], [15], [16].

2.4. 3A' s Tourism Concept

According to Medlik and Meddleton in Yoeti what is meant by tourism industry products are: All the services that tourists need from the time they leave home until they have chosen the tourist destination, until they return home where they usually live. Tourism products as one of the objects of offer in tourism marketing have main elements consisting of 3 parts [17]:

a. Attraction

According to the definition, attractions are a way to attract tourists or visitors with something that can be displayed or tourists are attracted to certain characteristics of a tourist attraction. Tourists' motivation to visit a place is to fulfill or satisfy some needs and demands. Usually tourists are attracted to a location that has certain characteristics, including natural beauty and culture.

b. Amenities

Facilities in tourism development tend to be oriented towards attractions in a location because the facilities must be located close to the market. Facilities tend to support rather than encourage growth and tend to develop at the same time or after attractions develop, attractions can also be facilities.

When traveling to a place or area that is a tourist destination, services are needed that suit the needs and desires of tourists, so before going on a tourist trip, you first need to know about transportation facilities, accommodation, catering service facilities, which can support and provide services regarding food and beverages. drinks, tourist objects and attractions in the destination area, recreational activities that can be carried out and shopping facilities. This results in the emergence of service specialization which ultimately forms a distribution of services to support the tourism industry [18], [19].

c. Accessibility

Access or ease of reaching the tourist destination area. Many tourism activities depend on transportation because distance and time factors greatly influence people's desire to travel. In this way, transportation can make it easier for tourists to visit a particular area. Transportation is represented by accessibility which consists of:

1. Distance from tourist attractions to the sub-district main gate
2. Number of service center cities located < 50 km from tourist attractions

3. Distance of tourist attraction to the nearest service center city
4. Road conditions from tourist attractions to the nearest service center city.

According to Sunaryo regarding tourism products, the opinion is similar, but there are several additional elements that form tourism industry products as follows [20]:

- a) Public facilities;
- b) Supporting facilities;
- c) The community as the host of a destination.

3. Method

3.1. Research Model

In this research, we will use a qualitative descriptive research model, the qualitative method is a research method used to examine the condition of natural objects where the researcher is the key instrument. The data collection technique is carried out using triangulation (a combination of observation, interviews, documentation). The data obtained tends to be qualitative data, data analysis is inductive and the results of qualitative research can be potential findings and problems, uniqueness of objects, meaning of events, processes and social interactions, certainty of the truth of data, construction of phenomena, hypothesis findings [21].

3.2. Data Collection and Data Analysis Techniques

The data collection techniques used in this research are:

- 1) Interview with resource person
- 2) Literature study, namely collecting written and digital information

Data analysis in this research is compared with the 3A Tourism Concept (Attractions, Amenities and Accessibility) [22].

3.3. State of The Art

Table 1. Previous research comparison table (state of the art)

Journal Article	Comparison with research to be conducted
Title: Foodie Trends: The Potential of Street Food in Jakarta Researcher: Douwes Lasmana [16] Year & place: 2020, Jakarta Method: Qualitative Article/Journal/publisher: Journal of Hospitality and Tourism Vol.6 No 1 of 2020	This research analyzes how foodies via Instagram promote street food businesses in Jakarta by increasing the relationship between brands and customers. Descriptive qualitative methods were used in this research, while data was collected from in-depth interviews with several foodies in Jakarta and street vendor owners as well as observations
Title: Designing Promotions for Typical Cirebon Culinary Tourism Destinations Researchers: Eva, Ilhamsyah, Sonson Nurusholih[23] Year & place: 2015, Cirebon Method: Qualitative Article/Journal/publisher : e-Proceeding of Art & Design : Vol.2, No.2 August 2015	This research focuses on the promotion of typical culinary tourism destinations in the city of Cirebon. This research explains the lack of active promotion from the Cirebon city government and the absence of information clear and complete information regarding typical Cirebon culinary tourism

4. Results and Discussion

4.1. General Description of Research Objects

The Moh. Toha area is located in Kebonbaru Village, Kejaksan District, Cirebon City. Geographically, the Moh. Toha Culinary area consists of Jalan Moh. Toha, the T-junction on Siliwangi Road, Jalan Saleh, and the T-junction on Jalan Captain Damsur. The Moh. Toha area is in a quite strategic area, only 200m from Cirebon Station, close to City Hall or the Cirebon Mayor's Office, and surrounded by hotels [24].



Figure 1. Map of Moh Toha Area, Cirebon City
Source: Google Maps

4.2. Discussion

4.2.1. Culinary Tourism Potential in the Moh Toha Area, Cirebon City

The Mohamad Toha area started to become busy with traders at 16.00, carts and tents selling snacks started to stand on the right and left sides of the road, from the end of Jalan Moh. Toha T-junction to Jalan Saleh roundabout. Visitors began to arrive and filled the stalls selling snacks from afternoon to evening, as in Figure 1 below.



Figure 2. The atmosphere of traders in the Moh Toha area

Initially there were only a few culinary traders in the Moh Toha area, but because they have been around for a long time, they have become a characteristic of the area. One of them is Bubur M Toha, which has been around since 1967 [25], is quite famous and has many customers. Bubur M Toha was an early culinary pioneer in the Moh Area. Toha. Open 24 hours with the main menu of chicken porridge, green bean porridge and instant noodle variants. Because of its location close to Cirebon station, Bubur M Toha is the choice for residents or tourists when looking for a warm meal upon arrival in Cirebon.



Figure 3. Kedai bubur M. Toha
Source: Radarcirebon

Apart from Bubur M Toha, other culinary delights that are quite popular and have become culinary destinations are Jasuke "Alfarezky" which has gone viral with its Jasuke Mozarella, and *Jamur Tiram Satay* which is quite unique (figure 4).



Figure 4. Queue of visitors at the Jasuke & Jamur Tiram Satay stall

One of the visitors to the Moh Toha culinary area, Dede Ayu (24 years old) who comes from Cirebon Regency, was willing to go all the way to Moh Toha to buy Mushroom Satay, according to her, "The Mushroom Satay is unique and delicious, just right to eat like meat and doesn't smell bad." Another visitor who was interviewed was Mr. Aji Rianto (37 years old) from Kuningan Regency, "He went to Moh Toha because he was curious about Jasuke Mozarella which had gone viral on social media."

The busy Moh Toha area is also utilized by hotels around the area, one of which is ONO'S Hotel Cirebon, every Saturday night featuring live music and culinary offerings such as empal gentong and various other foods. According to one of the hotel employees, Mr

Ridwan (41 years old), "Many hotel guests enjoy staying at this hotel, because it is close to the Culinary Area, not many people go to Moh Toha to buy snacks."



Figure 5. Atmosphere of live music at Ono's Hotel Cirebon

4.2.2. 3A's Analysis of Culinary Tourism Potential Moh Toha Street Cirebon City

In analyzing tourism potential in the Moh Toha area, it is carried out using the 3A Tourism concept, namely Attractions, Amenities and Accessibility [17].

1. Attraction or Fascination

An attraction or tourist attraction is something that can be displayed or tourists are attracted to certain characteristics of a tourist attraction [17]. The Moh Toha area has the main attractions on offer, namely a variety of street culinary delights at quite affordable prices. The road area with a length of approximately 200m is filled with traders on the right and left sides of the road, generally traders start setting up their stalls from 16.00 to 22.00, even on Saturday nights until 23.00.

2. Amenities or Facilities

Facilities in tourism development tend to be oriented towards attractions in a location because facilities must be located close to the market [17]. Supporting facilities in tourist areas are quite important so that tourists feel comfortable and at home staying for a long time at the tourist spot. The supporting facilities available at the Moh Toha road location include a hotel, mosque and ATM machine. And to support non-cash payments, several traders have facilitated payments using Qris (Quick Response Code Indonesian Standard).

However, from the results of researchers' observations, the supporting facilities that do not yet exist are public toilets and parking areas. The unavailability of a special area for parking means that visitors' vehicles are parked on the side of the road and this often results in traffic jams and disrupts visitor traffic.



Figure 6. Congestion in the Moh Toha area

3. Accessibility

Access or ease of reaching tourist destination areas is quite important, the Moh Toha area is located on a strategic road, in the center of Cirebon city and only 200 m from the Cirebon Train station. Apart from being close to the station, the Moh Toha area has several public transportation routes.

5. Conclusion

5.1. Conclusion

The conclusions in the research on the potential of the Mohamad Toha area as a street food tourism destination in Cirebon City are as follows:

1. The Moh Toha area is in a strategic area near the center of Cirebon city, hotels and the Cirebon Grand Station (Kejaksan), making this area always busy with tourists looking for street culinary delights (Street Food).
2. The Moh Toha culinary area has culinary tourism potential which can be an attraction for local tourists in the city of Cirebon and tourists who are on holiday in the city of Cirebon.
3. With the busy Moh. Because street culinary tourism has the potential to increase room occupancy rates around the area, several hotels even join in every Saturday night by holding events such as live music and culinary tents.
4. From the results of the A3 Analysis, the Moh Toha Tourism Area is quite supportive of being a culinary tourism attraction in Cirebon City, it has attractions in the form of a variety of street culinary delights, easy access and close to the city center, and sufficient supporting facilities.

5.2. Suggestion

The suggestions in this research are as follows:

1. The Cirebon City Government, especially the Cirebon City Tourism Office, is increasing the promotion of the Moh Toha Area as one of the tourist attractions in Cirebon City which can increase tourist visits and increase tourists in Cirebon City..
2. From the results of the A3 Tourism analysis, supporting facilities such as toilets and adequate vehicle parking in the Moh area. Toha is not yet available, this can disturb

tourists and will have a negative impact if left unchecked. It would be good for the management to prepare public toilets for visitors, and sufficient parking areas for visitors, so that they do not use the road which causes traffic jams.

3. It is hoped that in future research quantitative research can be carried out to see how much influence the Moh Toha area has on tourist visits to Cirebon City.

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