Culinary Tourism as A Place and Product Branding.  
Case Study: Batu Jamus Rubber Plantation in Karanganyar, Central of Java

Erni Setyowati¹, Anggana Fitri S²

¹ Department of Architecture, Universitas Diponegoro 
²Department of Architecture, Universitas Muhammadiyah Jakarta
ernisyahdu@gmail.com

ABSTRACT

Rubber plantation of Batujamus, the largest plantation in Central Java Province and Tourism region of Sukuh Temple in Karanganyar regency, Central Java Province is taken as a case to focus discussion on the meaning of "A Place and Product Branding". This study aims to describe the concept of sustainable agro tourism with narrative description based on the consideration of "Finding a place and Product Branding Strategy". By using Multi-dimensional Scale of SPSS and Factor Analysis, this research found out that the desire to stay in a comfortable and green areas and the nearness to hinduism religion temple as the reason why they prefer the Rubber Plantation of Batujamus as a temporary shelter when they visit it.

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Keywords: Culinary Tourism, Product Branding, MDScall, Factor Analysis, Cultural Heritage.

1. Introduction

Culinary tourism in Indonesia is currently showing rapid improvement, yet only few of them have been properly managed and located in strategic area. This concern motivated us to held a research about the implication of local and human resources in an area that has culinary variables, such as a specific plantation or farm, to be improved and manageable as a potential culinary tourism centre. Rubber plantations of Batujamus, the largest plantation in Central Java Province and Tourism region of Sukuh Temple in Karanganyar regency, Central Java Province, were choosen as the case to be discussed on the meaning of "A Place and Product Branding" in term of culinary tourism. Being located at 450-600 m above sea level and having average normal temperature 26°-29°C, Batujamus Rubber Plantation became one of the best tourist destination in Central Java that have a comfortable micro climate. Every year this place attracts tourists who seek for a destination with wonderful natural scenery of rubber plantation or those who curious about the Sukuh Temple. 

This study aims to describe the concept of sustainable agro tourism with narrative description based on the consideration of "Finding a place and Product Branding Strategy". This study also proposed an idea if an agro tourism area, in this case is Batujamus rubber plantation, is equipped with a culinary tourism which provided branded products, the society will be able to know more about the products of Batujamus plantations while enjoying the beautiful natural resources and also the historical relics of Sukuh temple. 

Being surrounded by the largest rubber plantation, PTPN IX, as one of Indonesia’s state-owned plantation company, has a big potential to improve the commodities’ marketing through its beverage products yet still properly maintain sustainability concept within the process.

2. Material and Methods

The study of Literature will be focused on aspects related to research titles, i.e.: Agro tourism and Sustainability, Culinary Tourism as product branding in Agroecological Tourism, Human Behaviour and Culinary Facilities, dan Cultural Heritage in Tourism. Another literature related to Multi-dimensional Scale of SPSS and Factor Analysis will be featured in this part as well.

2.1 Agro tourism and Sustainability

Batujamus rubber plantation is located on the slopes of Mount Lawu, Karanganyar regency, Central Java Province. Being located at 450-600 meters above sea level and normal temperatures between 26-29 °C, Batujamus rubber plantation has potential to be agro tourism destination because it's offering comfortable micro-climate and beautiful natural scenery.
The plantation is managed by State-owned Plantation Company or usually known as PTPN, abbreviated from PT Perkebunan Nusantara. The company has been known for professionally managing plantation areas in various provinces and has several premium commodities such as coffee, tea, rubber, cocoa, citrus and coconut. One of PTPN’s marketing strategy is by making these plantations as Culinary Tourism destination, that is the main reason the previous stated commodities will be furtherly processed into various food and beverage brands (figure 2).

Those commodities are well maintained in the form of tourism with the concept of sustainability and efficiently distributed to society. The concept of sustainability in this area also can be seen through its sewage treatment. The company turns the sewage into natural compost that can be reused for the farming system on the tea or coffee field. Through that long process, the final output of those commodities are available from the best to the lowest one. The entire product will be packaged in plantation commodities and marketed with the concept of marketing strategy [3].

Agro ecology is a process, scientific discipline and movement with a variety of approaches including the approach to the concept of sustainable food systems. Plantation crops are processed with multiple stages, and then the results of processing are marketed at business culinary tourism as food processing in agro-eco tourism [4]. Agro ecology, however, encompasses not only aspects of ecology and agriculture, but the ecology of sustainable food production systems, including the technology and related societal and cultural values to better promote healthy and functional environments for a sustainable quality of life [5][6][7].

2.2 Culinary Tourism as Product Branding in Agro Ecological Tourism

Food is not only a basic need for tourists, but also a cultural element that can positively present a destination [8]. Food not only always gives a message to the community about local culture, it also sparks people's interest on regional culinary, so this triggered the development of the culinary tourism especially in Indonesia [9]. Food Tourism is a tourist experience that adds beyond what tourists gain by visually gazing at the destination [10]. However, Long (2004) [11] in Karim (2007) [12] described Culinary Tourism as experiencing and participating in the foodways of other people which include but are not limited to consumption, preparation, and presentation of food items.

On the other hand, food is a symbol of modern life on how to socialize. Nowadays, people who came to a place not only to enjoy culinary menus, but also want to interact with friends, relatives, customer or partner. For that reason, culinary tourism now also becomes a media to conduct business activities and social interaction. Furthermore, when, where, what we eat, and with whom we eat, status, gender, and for what we aim for interaction, are the factors that distinguish us, social status, the dimensions of space and place [13]. Agro ecotourism which features culinary tourism should be able to provide convenience for the customer, because if the customer feel satisfied and comfortable then they will have the willingness to buy a product that is marketed in the culinary scene.

It is important for marketers of a culinary destination to know the image currently held by its targeted customers and how to affect their intention to visit through effective marketing strategies [12].

2.3 Human Behavior and Culinary Facilities

The correlation between human’s behavior and architecture will establish an environment to fulfilled human’s need and satisfying user's need. This is how dimension and space system in architecture could affect human behavior within. 4 main aspects in behavioral environment science, which are: culture, social,
environment, and physical, should integrate with each others in order to create a proper dimension and system within the designed building [14]. Therefore, designing a building and its built environment have to consider the human’s behavior who lives inside. But somehow, the erected building will also influence user’s behavior [15][16][17].

The ability of the physical environment to influence behaviors and to create an image is particularly apparent for service businesses such as hotels, restaurants, professional offices, banks, retail stores, and hospitals [16][18][19]. Therefore, both comfortable and inconvenience atmosphere created from the design are able to influence human’s behavior and feelings. Negative reaction from people will be shown as they feel uncomfortable, unsatisfied, disappointed, and scared. While those who got positive feeling, will show a comfort, happy, satisfied, and confident reaction [20]. Based on those positive responses, then hopefully there is a willingness to buy, enjoy the food and beverages supplied, chat or only enjoy the scenery provided in the destination.

2.4 Cultural Heritage in Tourism and the history of Sukuh Temple

Buddhist and Hindu temples are very valuable historical heritages in Indonesia for centuries. Sukuh, is one of those Hindu temples that located near the Batujamus rubber plantation. It’s special because of its pyramid shape similar with the Indian’s tribe temple in America (figure 4). Sukuh Temple Hindu is built around the 15th century, during the time of Queen Suhita, who ruled Majapahit Palace in 1407-1447, together with her husband, Bhra Hyang Parameswara Ratnapangkaja.

The temple is located on the western slope of Mount Lawu, in the hamlet of Sukuh, Berjo village, Ngargoyoso district, Karanganyar Regency, Central Java province, at an elevation of 910 metres from sea level. Sukuh Temple found in 1815 by Johnson, the resident of Surakarta during the reign of Raffles. It was examined by many experts like Van der Vlis (1842, Prove Eener Beschrijften op Soekoeh en Tjeto), Hoepemans (1864-1867, Hindoe Oudheiden van Java), Verbeek (1889), Knebel and WF. Stutterheim (1910). Preservation of the Sukuh temple was conducted by the Indian Netherlands Archaeological Department in 1917. In the late 1970s Sukuh Temple underwent a restoration by the Ministry of education and culture of Indonesia. The situation and condition of Sukuh temple are described in the picture below:

![Figure 4: (a) The enclosed footpath inside Sukuh's temple area; (b) Sukuh’s front plaza; (c) The pyramid-shaped temple (Sukuh’s main temple)](image-url)
power support environment, social participation, the representative, the sacredness and the comfort of a climate-related. Three locations were reviewed and observed are:

1. Rubber plantation of Batujamus
2. The land around the Cafe of Doro Donker
3. The land around the Sukuh temple

The image below illustrates clearly the three locations observed:

Researchers were assessing the six factors on the observed locations. So there were 18 factors analyzed by using SPSS – Factor Analysis method. Questionnaires distributed to 25 respondents with 18 questions related factors that are examined. In the output of the early methods of Factor analysis known that Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.585, meaning that the operational analysis of the Factor can be proceed (see table 1)

Table 1. KMO and Bartlett’s Test

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</th>
<th>585</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett’s Test of Sphericity</td>
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</tr>
<tr>
<td>Approximately Chi-Square</td>
<td>190.300</td>
</tr>
<tr>
<td>Df</td>
<td>105</td>
</tr>
<tr>
<td>Sig.</td>
<td>0.000</td>
</tr>
</tbody>
</table>

At this stage of the analysis of the factor Reduction, three factors were eliminated because it has value, i.e. aspects of .500 < representative location 02, 01 location climate comfort, convenience and climate site 03.

Table 2. Component Transformation Matrix

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tr>
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<td>048</td>
<td>427</td>
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<td>539</td>
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<td>-539</td>
<td>-467</td>
</tr>
</tbody>
</table>

3. Results and Discussions

Culinary tourism has a vision of product branding must be conveniently located and representative. With a location that is easily accessible by the public and product branding mission will succeed. Some of the factors examined in determining the location of agro-culinary tourism are: level of compliance as a culinary,
The table shows the value of Commonalities factors that explain the Variant variables. The value of Commonalities must be in positive number. For example, the variable "convenience of location 01" has been 0.743. While the value of the variable "climate comfort of location 02" has the value of 0.717. These results indicate that both have enough significance value < 0.500 [22].

![Screen Plot Diagram](source: SPSS Version 18 output)

Figure 7: Screenplot Diagram

As seen on Screenplot Diagram in figure 7, there were 15 points connected by a line that has a different slope. The number of dots indicates the indicator variables that influence the significance. While the 3 indicator variables eliminated consists of: representativeness of location 02, climate comfort of location 01, comfort of climate and location 3.

At this stage of extraction and Varimax found that there are 5 (five) is a highly influential variable in determining the location of agro culinary tourism, the fifth such variables can be seen in the table below:

Based on the results of the analysis of the Factors above, it was concluded that Locations 01 rubber Batujamus in the Garden have all the required location criteria as a culinary tourism destination that supports Sukuh Temple in Karanganyar Regency, Central Java Province. Although the value of the sacredness of The rubber Batujamus is lower than the area of Sukuh temple, however this area has 4 other criteria that most of the observed location 3.

At the stage of determining the lay out facilities, MDS call method to analyze the correlation between facilities in the tourism and culinary and mapped them in a Eucladian graph Distance Model. Type of facility in culinary tourism is described by the code facilities (see table 5).

### Table 5. Variables and Factors

<table>
<thead>
<tr>
<th>CODE</th>
<th>FACILITY</th>
<th>CODE</th>
<th>FACILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1</td>
<td>RESTAURANT</td>
<td>H1</td>
<td>COTTAGE 02</td>
</tr>
<tr>
<td>P2</td>
<td>AUTHORITY BUILDING</td>
<td>F2</td>
<td>COTTAGE 03</td>
</tr>
<tr>
<td>P3</td>
<td>MUSSOLI</td>
<td>F3</td>
<td>PLAYGROUND</td>
</tr>
<tr>
<td>P4</td>
<td>PARKING AREA</td>
<td>F4</td>
<td>PLAZA</td>
</tr>
<tr>
<td>P5</td>
<td>COTTAGE 01</td>
<td></td>
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</tbody>
</table>

(Source: Final Report, Coffee and Tea- Rubber Plantation of Batujamus)

The correlation between the value of the facilities indicated by table 6, while mapping distances between facilities are shown in the graph in Figure 7 below:
Table 6. Variables and Factors

<table>
<thead>
<tr>
<th></th>
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<th>F2</th>
<th>F3</th>
<th>F4</th>
<th>F5</th>
<th>F6</th>
<th>F7</th>
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<td>3</td>
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</tr>
</tbody>
</table>

In the table above values are 1 = "very close, strong correlation"; 2 = "close enough, the correlation is strong enough" and 3 = far less powerful, correlation. This Table is then put into tabular data SPSS version 18, to be analyzed. SPSS analysis results against the value of the nearness between the facilities described in the chart below:

Source: (SPSS version 18 output)
Figure 7: Euclidean Distance Model Graphs

Euclidian graph Distance Model above then explored a floor plan of the facility was in culinary tourism object as follows:

Source: (author’s analysis)
Figure 6: (a) Site plan of Coffee and Tea Gardens of Batujamus rubber plantation ; (b) Three Dimensional Image of Culinary Tourism in Batujamus based on analysis result.

4. Conclusion

Based on the results of the analysis of factor then it can be concluded that:
1. The most convenient places for agro-culinary tourism is the third location with value of 0,863 due to the religious pace consideration (Convenient place for religious activities).
2. The most environmental capacity was found in the first location with significant value of 0,923. It can be understood because this location is pretty close to settlements and highways. Furthermore, that this location is owned by the estate of Government so the environmental support capacity is very strong.
3. The most sacred place is the third location where the Sukuh temple is located. Its value of significance is 0,809. Due to the purity, then this location is not quite worthy of the interest of culinary agro-tourism.
4. The most comfort place is the second location with the significant value of 0,743.
5. The most representative place is the first location where the rubber plantation of Batujamus is located with the value of 0,769. This location is closest to the highway of Solo-Tawangmangu so that the value of accessibility is very high.

Acknowledgement

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