


Strategy To Increase Regional Income In Takengon Through Local Culinary Development As A Destination Attraction Tour

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| Article Info | ABSTRACT |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Keywords: Tourist village, Culinary tour, Masam Jing, Gutel, Cecah Reraya Gayo;</p> | <p>Tourism is one of the sectors that plays an important role in economic development. The current state of the tourism industry is growing rapidly, prompting various parties, from the government to the community, to make efforts to improve facilities and infrastructure to support tourism development, as it can have positive impacts on other sectors, especially in creating and expanding job opportunities. The aim of this research is to determine strategies for developing culinary tourism in Ujung Nunang tourist spot in Lut Tawar District, Central Aceh Regency, using ethnographic analysis, 4C, AHP, and SWOT. Interviews were conducted with informants to obtain information. Ethnographic analysis was used to identify three types of traditional foods in the Ujung Nunang tourist spot in Lut Tawar District, Central Aceh Regency, namely Masam Jing, Gutel, and Cecah Reraya Gayo. The attributes in the customer variable include visitor satisfaction, visitor loyalty, and how visitors obtain information. The attributes in the company variable include tourist attraction management, attraction, physical environment, company technology, and company services. The attributes in the changes variable include social culture, technology, law, politics, and economy. The attributes in the competitor variable include the number of competitors, advertising, customer service, price competitiveness, and technological competence. A strategy that needs to be implemented includes building a Culinary Tourism Village complete with food and beverages so that tourists can gather with their families on holidays. while enjoying the natural beauty and culture of Takengon, adding good photo spots while enjoying culinary tourism, improving access, upgrading facilities and infrastructure, enhancing the quality of dishes and adding the distinctive flavors of Takengon, and optimizing budget utilization</p> |
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INTRODUCTION

Tourism is a transitory journey that seeks harmony, balance, and contentment with the surrounding environment on social, cultural, natural, and scientific levels. It can be done alone or with others. In line with the Tourism Law Number 10 of 2009 defines tourism as a range of travel-related activities backed by different amenities and services offered by the local

government, business entities, and the central both the national and local governments. Traveling can be used as a means of education, family reunions, and as an alternative to monotonous daily tasks. The more tourist destinations there are, the more options people have to choose from for engaging in tourism activities (Bilqistina & Lase, 2023).

Tourism is one of the sectors that plays an important role in economic development. The current state of the tourism industry is growing rapidly, prompting various parties, from the government to the community, to make efforts to improve facilities and infrastructure to support tourism development, as it can have positive impacts on other sectors, especially in creating and expanding job opportunities. The rapid growth of the tourism industry has also contributed to increasing foreign exchange earnings for the country in general and Regional Original Revenue (PAD) (Maudhunati, 2021). The policy of regional autonomy grants greater authority to local governments to manage and administer their Regional Revenue and Expenditure Budget (APBD). One of the benchmarks for the success of regional autonomy implementation is when an autonomous region can finance its own expenditures by tapping into local potentials as sources of regional income (Novianti et al., 2020). The increase in foreign exchange for Indonesia from the tourism sector is influenced by the number of visits, both from local and international tourists. This is evident from statistical data showing that the number of domestic tourist visits reached 303 million in 2018 and 722 million in 2019, while international tourist visits to Indonesia amounted to 15.81 million in 2018 and 16.11 million in 2019 (BPS, 2020) (Maudhunati, 2021). Culinary tourism has become an integral part of tourism development because it enhances the experience of tourists when they interact with the local community (Bernardini et al., 2018; Kemenparekraf, 2020; Lu et al., 2022; Pathuddin & Nawawi, 2021; Schimperna et al., 2021; Utami, 2018).

The Province of Aceh is one of the provinces in Indonesia that has a wealth of natural tourism, artificial tourism, and culinary tourism potential. Aceh Province has many potentials in various fields, including industry, cultural history, and others. Aceh's natural and artificial potentials are spread throughout the region. In addition to these potentials, there is also the unique cultural heritage, the taste of coffee, the atmosphere of coffee shops, and the Islamic culture that can help establish halal tourism branding (Efendi & Nuswantoro, 2019). Thus, it is known that Aceh's potentials are an added value for the community and the government, which can be utilized for the prosperity of the people (Nurkhalis, 2024). Besides having potential, Aceh Province also has a strong culture, particularly Islamic culture, which is evident in almost all aspects of life. Cultural values are a cultural identity formed through beliefs, language, and behavior patterns.

Tourism refers to everything related to tourism and includes the utilization of tourist attractions and objects, as well as efforts related to the area. Tourism is an activity aimed at providing tourism services, maintaining tourist attractions, operating tourist facilities, and other operations related to this sector. According to Article 1, Qanun Aceh of 2013, Number 13 and Number 15 concerning Tourism (Sinaga, 2023) :

Management of Tourist Attractions and Objects

The management of tourist attractions and objects includes the physical, environmental, and socio-economic aspects of tourist attractions and objects, managed

professionally with management patterns that support sustainable tourism activities. The development, maintenance, and productivity improvement of potential tourist attraction areas and objects, as well as creative and innovative tourism business alternatives, will have a positive impact on tourism managers, tourists, the surrounding community, and the government. Tourist attractions, which drive the presence of tourists to a destination, must be designed and managed professionally to attract tourists. Various types of tourist attractions offer more opportunities for visits and are in demand. The diversity has created potential attractions that require attention from managers to develop and preserve them, resulting in sustainable tourism. Tourism attraction efforts are essential in creating economic, social, and environmental benefits from the tourism industry. Attractions are the main focus of the tourism industry. The fundamental elements that must be considered to support tourism development in tourist destinations, which involve planning, development implementation, and development, include five (5) elements:

- a. Tourist Attractions and Objects
- b. Tourism Infrastructure
- c. Tourism Facilities
- d. Infrastructure Management
- e. Community (Environment)

Standardization and Certification of Businesses

Standardization and certification of businesses in the tourism sector are tourism business standards, including aspects of products, services, and management. In addition to being an effort to improve and develop tourism businesses, business certification will benefit the growth of the business itself. Certification is a strategic policy, as the steps and goals of certification aim to improve quality, competence, and elevate the status and quality of tourism services in Indonesia. For business standardization and certification, it is stated in Article 64 of Qanun Aceh Number 8 of 2013 concerning Tourism, as follows:

- a. Products, services, and management of tourism businesses must meet business standards;
- b. The business standards referred to in paragraph (1) are implemented through business certification. c. The business certification referred to in paragraph (2) is carried out by an independent authority according to the provisions of the legislation.

Licensing of Tourist Attractions and Objects

Any business managed by an entrepreneur will always face various forms of communication or relationships with other people or institutions. Having a business license is very important for the community; however, sometimes many people are reluctant to take care of their business licenses due to various reasons, one of which is the perception that obtaining a business license is costly and has no benefits for small businesses. Licensing for tourism businesses is a requirement that must be met by an entity or individual to develop a tourism business, as having a license makes the business legally registered with the government. The Central Aceh Regency area has also regulated tourism business licenses based on Qanun Central Aceh Regency Number 7 of 2009 concerning Business Place Licensing Fees and Central Aceh Regent Regulation Number 2 of 2015 regarding the

Delegation of Authority for Licensing and Non-Licensing Signatures to the Central Aceh Regency One-Stop Integrated Licensing Service Office.

Supervision

Supervision of the tourism sector continues to be improved to maximize the tourism potential for the advancement of Takengon tourism. The supervision agenda is carried out by the authorities across all districts. The Department of Culture, Tourism, Youth, and Sports conducts data collection and supervision of all matters related to the infrastructure supporting the tourism sector. Supervision is fundamentally directed at preventing any possible deviation or misconduct in achieving the objectives. Through supervision, it is expected to help implement policies that have been set to achieve the planned objectives effectively and efficiently. Moreover, supervision creates an activity closely related to determining or evaluating how far the work implementation has been carried out. Supervision can also detect how far the leader's policies are implemented and the extent of deviations in the work implementation. The Central Aceh Regency regulations above clearly state that the government is obliged to supervise the implementation of tourism in Central Aceh Regency. Based on the research conducted by the researcher, the supervision carried out by the government institutions responsible for supervising tourism business licenses is still very low, as supervision of tourist sites is carried out based on the annual budget.

Sharia tourism can be defined as a journey to seek happiness that does not conflict with the principles of Islamic teachings. One of the goals of sharia tourism is to show the public, especially non-Muslims, that Islamic law has universal principles that can bring peace to many people. In Indonesia, sharia tourism has actually been developing for a long time, as can be seen from the running of religious tourism packages, such as pilgrimages to the tombs of saints and scholars. However, sharia tourism is now being developed to provide services that make it easier for tourists to enjoy entertainment without losing the values of Islamic religion. There is no denying that Indonesia has enormous tourism potential, with rich culture, language, local wisdom, and natural beauty spread across 17,000 islands, making it no wonder that Indonesia is often the top tourist destination on the list of foreign tourists.

The development of tourism based on Aceh's culture and potential will have a positive impact on improving the welfare of the community due to the creation of new job opportunities and the potential for new businesses, such as Micro, Small, and Medium Enterprises (MSMEs). Given the economic advantages of tourism development, tourism in Aceh Province is regulated under Qanun Aceh Number 8 of 2013 concerning Tourism, specifically in Article 3, Point b, which explains that the purpose of Aceh's tourism activities is to explore Aceh's historical and cultural values, particularly Islamic culture, as a tourist attraction. Aceh also has Qanun Number 8 of 2016 concerning the Halal Product Assurance System, which provides assurance of the halal status of all products circulating in Aceh. The regulations regarding tourism are considered Aceh's unique feature in managing tourism. However, the development of tourism in Aceh faces several challenges, as demonstrated in the following studies (Harwindito et al., 2021). The lack of public understanding regarding tourism development, particularly halal tourism being developed in Aceh:

1. The lack of quality human resources among officials managing tourism, as observed in studies on halal tourism development from the perspective of developing tourist attractions and destinations, as well as the development of human resources.
2. Insufficient budget for providing infrastructure and supporting tourism facilities, as observed in studies on the development of infrastructure dimensions.
3. The lack of seriousness from the government in developing human resources for tourism management and the lack of concrete steps in tourism development, demonstrated by tangible actions.
4. The lack of community involvement in promoting and maintaining security with the aim of providing comfort for visitors.
5. The lack of participation from tourism industry players in Aceh.

Based on these weaknesses, it is necessary to conduct a review of tourism development by accelerating efforts involving the local community. However, involving the community in tourism development still faces challenges, such as the limited role of the community, especially the younger generation, in expressing traditional culture due to budget constraints, where the preservation of traditional cultural expressions is mostly carried out by Takengon.

Takengon, in Central Aceh Regency, Aceh, is home to several tourist destinations that showcase the natural beauty of the area, offering various tourist spots and cultural hotspots suitable for visitors. One of the attractions of Ujung Nunang tourist spot in Lut Tawar District, Central Aceh Regency, is the Gayo Camping Ground, managed by a group of young people. This is evident from the location, which has potential problems and other supporting elements within one stretch, allowing three activities to be carried out simultaneously. Camping, strolling, and nature tourism are some of the special interests that attract outdoor enthusiasts to come and experience the countryside. In the world of outdoor enthusiasts, a campsite is sometimes referred to as a "camping site." This location is a fairly large outdoor area where people can set up tents and engage in camping activities. Natural tourist spots are often prone to destruction, so they must be used with care. In addition to its natural attractions, Ujung Nunang tourist spot in Lut Tawar District, Central Aceh Regency, is also known for its culinary tourism.

Culinary tourism is an important element that provides tourists with a comprehensive experience of the host culture at a destination. Culinary experiences can convey the culture of the local community, enriching the travel experience for tourists (Candrawati & Wahyuni, 2021). The main problem faced by culinary business operators is the relatively low added value of their products. This is due to limited capital, which restricts opportunities for expansion, relatively low human resources, leading to low creativity and innovation in production, limited marketing, and poor organizational management systems. Therefore, developing culinary tourism areas has become a necessity for local governments in this era of regional autonomy to avoid falling behind and being sidelined in the upcoming free-market economy. Culinary businesses have experienced rapid growth in recent decades and are considered an essential component of the tourism system. In fact, in some tourist

destinations, culinary activities can serve as a main attraction that draws tourists to visit (Indriartiningtias et al., 2023)

Culinary tourism is becoming increasingly popular among both local and international tourists. By developing culinary tourism based on local potential, Kampung Lama Tourism Village can increase the number of tourist visits and expand the visitor base. The development of culinary tourism based on local potential can have a positive impact on the local economy. Through the increase in tourist visits, there will be a rise in demand for local culinary products, providing business opportunities for the local community to develop their culinary businesses.

The development of culinary tourism based on local potential in Ujung Nunang tourist spot in Lut Tawar District, Central Aceh Regency, can play an important role in preserving local culture and heritage. By highlighting traditional foods and time-honored recipes, such as Masam Jing, Gutel, and Cecah Gayo, it will help maintain the sustainability of cultural and culinary heritage. The development of culinary tourism can also serve as a diversification of tourism products. In addition to natural or historical attractions, Ujung Nunang tourist spot in Lut Tawar District, Central Aceh Regency, will be an attractive option for tourists who want to try local cuisine and experience village life with a traditional atmosphere (Sahrin, 2022). The development of this culinary tourism destination uses several methods, including ethnographic analysis, 4C analysis, AHP analysis, and SWOT analysis.

Ethnography was pioneered in the field of social-cultural anthropology but has also become a popular method in various other fields of social sciences, particularly in sociology. Ethnographic work requires intensive and often deep long-term participation in the community that is the subject of research, usually involving physical relocation (hence the term fieldwork). Although it often involves studying ethnic or cultural minority groups, ethnography does not necessarily do so. Ideally, the researcher should strive to have little effect on the research subjects, being invisible and possibly embedded within the community.

SWOT analysis is one way to determine the best strategy by assessing Strengths, Weaknesses, Opportunities, and Threats. SWOT analysis can be descriptive and subjective. The results of the SWOT analysis provide improvement directions to solve a problem. This influences the strength factor and increases the benefits of existing opportunities while minimizing weaknesses and threats. SWOT has several factors, namely strengths, weaknesses, opportunities, and threats (Harwindito et al., 2021)

The Analytical Hierarchical Process (AHP) is a hierarchy whose main input is human judgment. This method is used to determine the priority order of several alternatives for problem-solving. AHP is widely used for decision-making, which is very effective for solving complex problems. The steps in the AHP method for calculating the consistency ratio of the pairwise comparison matrix are as follows:

1. Summing the values of each column in the matrix;
2. Dividing each value by the total in the corresponding column to obtain the normalized matrix;
3. Calculating the average of the normalized matrix results to obtain the priority vector;

4. Multiplying the matrix values by the average matrix value to obtain the weighted sum vector by summing each normalization result;
5. Dividing the weighted sum vector by the priority vector, then summing the results;
6. Finding the λ_{\max} value

$$\lambda_{\max} = \frac{\sum a}{n - 1}$$

Note : $\sum a$ = The sum of the values in each column of matrix n = the sum of the columns

7. Calculating the consistency index (CI),

$$CI = \frac{\lambda - n_{\max}}{n - 1}$$

Note : CI = consistency index, n = order of the matrix, λ_{\max} = largest eigenvalue of the matrix with order n

8. Calculating the consistency ratio (CR)

$$CR = \frac{CI}{IR}$$

9. Determination of priority with the highest weight value

4C analysis is a tool used to analyze the business activities being conducted. The analysis consists of factors such as Change, Competitor, Customer, and Company. Once the analysis of these factors or outlooks has been completed, the next step is to design the business architecture. Key aspects that influence business architecture development include engagement, execution, and exploration. Business architecture has several components, namely strategy, tactics, and value (Sinaga, 2023).

METHODS

The approach used in this research is descriptive qualitative, with the research location in Ujung Nunang, Lut Tawar Subdistrict, Central Aceh Regency. This study is a qualitative research. This village was chosen because it is one of the strategic areas currently being developed, requiring various supporting aspects to be prepared, especially in culinary tourism. The type of data used in this research is qualitative data or descriptive data. The data sources consist of primary data obtained through observation and interviews, as well as secondary data obtained from documents or literature. Data collection was conducted through direct observation of tourism activities related to culinary experiences. Additionally, interviews were conducted with several village elders and culinary creators, particularly those involved in culinary tourism at the research site. The data was then analyzed through several stages, including data selection (reduction and display) and conclusion drawing. The analysis methods employed include ethnographic analysis, 4C analysis, AHP analysis, and SWOT analysis.

The SWOT analysis method is the most basic method for conducting strategic analysis, which is useful for understanding a problem or topic from four different perspectives. The results of this analysis usually include directions or recommendations for maintaining strengths and increasing the advantages of a company, institution, and/or organization by leveraging existing opportunities while minimizing weaknesses and avoiding potential threats (Candrawati & Wahyuni, 2021).

Informants are research subjects who can provide information about the phenomena/issues raised in the study. In qualitative research, informants are divided into three categories: 1) key informants; 2) main informants; and 3) supporting informants, with each category comprising 30 individuals.

RESULTS AND DISCUSSION

Ethnographic Analysis

1. Masam Jing

Masam Jing is a traditional dish originating from the highlands of Gayo, Aceh, made primarily from fish and cooked in a spicy sour broth. In the Acehnese language, "Masam Jing" means sour and spicy, and this dish was a favorite among kings in ancient times. The sour taste comes from lime juice, and the fish used is Depik (*Rasbora tawarensis*), a species from Lake Luttawar. However, it can be substituted with other freshwater fish, such as tilapia or pomfret. Masam Jing is also known as "asam keng" or "asam padeh" among the Minangkabau people. This dish is typically served during traditional ceremonies or as a special treat for honored guests.

2. Gutel

Gutel is one of the traditional foods of the Gayo people. It is made from a mixture of rice flour, grated coconut, coconut milk, palm sugar, salt, and water. Once prepared, gutel is molded into lumps and wrapped in pandan leaves. Originally, gutel was used as a provision for those engaged in farming, hunting in the forest, or combing the beaches.

3. Cecah Reraya Gayo

Cecah reraya, also known as cecah kekulit, is a dish made from the skin, liver, brain, meat, and other edible parts of buffalo or cattle that are typically not used in main dishes. Cecah reraya is a creative way by the Gayo ancestors to utilize food sources to avoid waste. For the Gayo community, cecah reraya is a dish symbolizing farewell to the month of Ramadan and welcoming 1 Syawal, the day of victory. This dish is believed to prevent digestive issues for those who have been fasting during Ramadan.

4C Analysis

The attributes in the customer variable include visitor satisfaction, visitor loyalty, and how visitors obtain information. The attributes in the company variable include tourism management, attractions, physical environment, company technology, and company services. The attributes in the changes variable include socio-cultural, technological, legal-political, and economic factors. The attributes in the competitor variable include the number of competitors, advertising, customer service, price competitiveness, and technological competence.

SWOT Analysis

SWOT Factors in Culinary Tourism Development

Strength

1. Various traditional foods such as Masam Jing, Gutel, Cecah Reraya Gayo.
2. Natural beauty
3. Attractive photo spots

4. Plenty of vacant land for opening tourism attractions.
5. Taste of food that is well-received by tourists.
6. Presence of local regulations (Qanun).
7. Active online marketing and frequent collaboration with entertainment partners.
8. Rich natural and cultural heritage that includes culinary tourism

Weakness

1. Limited development budget.
2. Lack of activities for tourists.
3. Insufficient facilities and infrastructure.
4. Low quality of human resources managing culinary tourism.
5. Lack of tourism infrastructure.
6. Insufficient analysis of local potential development.
7. No collaboration among tourism development agencies.
8. Lack of concrete planning.

Oppurtunity

1. Strong image of Central Aceh tourism as a culinary-based destination.
2. Open job opportunities.
3. High interest in traveling.
4. Enthusiasm of the local community for tourism development.
5. Cultural tradition of gathering and vacationing with family or friends on holidays.
6. Government support.
7. Easy availability of raw materials for traditional food preparation.
8. Potential for optimally managed culinary tourism.

Threat

1. Aceh Province tourism (Halal Tourism) lacks a clear concept.
2. Community indifference towards culinary tourism development.
3. Stagnant tourist numbers.
4. Culinary tourism potential does not contribute to Aceh's economy.
5. Culinary tourism potential does not contribute to regional revenue.
6. Aceh is not known as a tourist destination.
7. Aceh is still known as a region with low moderation.
8. Poor accessibility to tourist attractions.

EFAS and IFAS Matrices

After determining the SWOT factors, the next step is to combine the weighting results of each SWOT factor using the EFAS and IFAS Matrices.

Table 1. IFAS Matrix

| Internal Factor | | | | |
|------------------------------------------------------------------------|--------|--------|---------------|--|
| Strength | Weight | Rating | WeightxRating | |
| Various traditional foods such as Masam Jing, Gutel, Cecah Reraya Gayo | 0,07 | 4 | 0,28 | |
| Natural Beauty | 0,06 | 4 | 0,24 | |
| Attractive photo spots | 0,09 | 4 | 0,36 | |

| Internal Factor | | | |
|--------------------------------------------------------------------------------|--------|--------|---------------|
| Strength | Weight | Rating | WeightxRating |
| Plenty of vacant land for opening tourism attraction | 0,06 | 3 | 0,18 |
| Food taste well-received by tourists | 0,07 | 4 | 0,28 |
| Presence of local regulations (Qanun) | 0,07 | 3 | 0,21 |
| Active online marketing and frequent collaboration with entertainment partners | 0,09 | 4 | 0,36 |
| Rich Natural and cultural heritage that includes culinary tourism | 0,08 | 3 | 0,24 |
| Sub Total | 0,59 | | 2,15 |
| Weakness | Bobot | Rating | BobotxRating |
| Limited development budget | 0,03 | 4 | 0,12 |
| Lack of activities for tourists | 0,04 | 4 | 0,16 |
| Insufficient facilities and infrastructure | 0,05 | 3 | 0,15 |
| Low quality of human resources managing culinary tourism | 0,07 | 4 | 0,28 |
| Lack of tourism infrastructure | 0,08 | 4 | 0,32 |
| Insufficient analysis of local potential development | 0,07 | 3 | 0,21 |
| No collaboration among tourism development agencies | 0,06 | 4 | 0,24 |
| Lack of concrete planning | 0,01 | 4 | 0,04 |
| Sub Total | 0,41 | | 1,52 |
| Total | 1 | | 3,67 |

Table 2. EFAS Matrix

| External Factor | | | |
|------------------------------------------------------------------------------------|--------|--------|---------------|
| Oppurtunity | Weight | Rating | WeightxRating |
| Strong image of Central Aceh tourism as a culinary-based destination | 0,04 | 3 | 0,12 |
| Open job opportunities | 0,05 | 3 | 0,15 |
| High interest in traveling | 0,07 | 4 | 0,28 |
| Enthusiasm of the local community for tourism development | 0,08 | 3 | 0,24 |
| Cultural tradition of gathering and vacationing with family or friends on holidays | 0,08 | 4 | 0,32 |
| Government support | 0,07 | 4 | 0,28 |
| Easy availability of raw materials for traditional food preparation | 0,08 | 4 | 0,32 |
| Potential for optimally managed culinary tourism | 0,09 | 3 | 0,27 |
| Sub Total | 0,56 | | 1,98 |
| Threat | Weight | Rating | WeightxRating |

| | | | |
|--------------------------------------------------------------------|------|---|------|
| Tourism in Aceh Province (Halal Tourism) lacks a clear concept | 0,06 | 4 | 0,24 |
| The community is indifferent to culinary tourism development | 0,07 | 3 | 0,21 |
| Stagnant number of tourists | 0,07 | 4 | 0,28 |
| Culinary tourism potential does not contribute to Aceh's economy | 0,06 | 4 | 0,24 |
| Culinary tourism potential does not contribute to regional revenue | 0,05 | 4 | 0,2 |
| Aceh is still known as a region with low moderation | 0,04 | 4 | 0,16 |
| Accessibility to tourist attractions is still poor | 0,05 | 3 | 0,15 |
| Sub Total | 0,44 | | 1,64 |
| Total | 1 | | 3,62 |

After weighting the components with the EFAS and IFAS Matrices, the findings are displayed on a Cartesian diagram to identify the culinary tourism site's place in the development strategy. This will assist in determining the best course of action to take in order to advance culinary tourism.

Table 3. SWOT Strategy Matrix

| Internal | Strength | Weakness |
|----------|--------------------------------------------------------------------------------|----------------------------------------------------------|
| | Various traditional foods such as Masam Jing, Gutel, Cecah Reraya Gayo | Limited development budget |
| | Natural Beauty | Lack of activities for tourists |
| | Attractive photo spots | Insufficient facilities and infrastructure |
| | Plenty of vacant land for opening tourism attraction | Low quality of human resources managing culinary tourism |
| | Food taste well-received by tourists | Lack of tourism infrastructure |
| | Presence of local regulations (Qanun) | Insufficient analysis of local potential development |
| | Active online marketing and frequent collaboration with entertainment partners | No collaboration among tourism development agencies |

| | Internal | Strength | Weakness |
|-------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------|----------------------------------------------|
| External | | Rich Natural and cultural heritage that includes culinary tourism | Lack of concrete planning |
| Opportunity | | | |
| | Strong image of Central Aceh tourism as a culinary-based destination | Organize events to introduce various traditional foods of Takengon | Add more tourist attraction |
| | Open job opportunities | Open culinary tourism spots with additional photo spots | Improve facilities and infrastructure |
| | High interest in traveling | Marketing the traditional foods via social media | Enhance collaboration |
| | Enthusiasm of the local community for tourism development | | Optimize the budget |
| | Cultural tradition of gathering and vacationing with family or friends on holidays | | |
| | Government support | | |
| | Easy availability of raw materials for traditional food preparation | | |
| | Potential for optimally managed culinary tourism | | |
| Threat | | | |
| | Tourism in Aceh Province (Halal Tourism) lacks a clear concept | Introduce the concept of halal tourism through culinary tourism | Improve accessibility to tourist attractions |
| | The community is indifferent to culinary tourism development | Increase community awareness | Increase the budget |
| | Stagnant number of tourists | Conduct aggressive promotion | |

| Internal | Strength | Weakness |
|--------------------------------------------------------------------|----------|----------|
| Culinary tourism potential does not contribute to Aceh's economy | | |
| Culinary tourism potential does not contribute to regional revenue | | |
| Aceh is still known as a region with low moderation | | |
| Aksesibilitas objek wisata masih kurang baik | | |

AHP Analysis

The AHP weighting for the culinary tourism village development strategy is as follows: The prioritized strategy alternatives are found in the third level, namely A1, A2, A3, A4, A5, and A6. These strategy alternatives are derived from the calculation of the IFAS and EFAS matrices in the SWOT analysis. The overall AHP weighting is presented in Table 4.

Table 4. Overall AHP weighting

| Strategic Alternatives | Criteria | | | Final Weighting | Rank |
|------------------------|----------|------|------|-----------------|------|
| | C1 | C2 | C3 | | |
| A1 | 0,67 | 0,51 | 0,49 | 1,67 | 1 |
| A2 | 0,03 | 0,21 | 0,28 | 0,52 | 2 |
| A3 | 0,02 | 0,05 | 0,04 | 0,11 | 5 |
| A4 | 0,08 | 0,13 | 0,05 | 0,26 | 4 |
| A5 | 0,04 | 0,01 | 0,05 | 0,1 | 6 |
| A6 | 0,16 | 0,09 | 0,09 | 0,34 | 3 |

CONCLUSION

There is a need for a strategy that involves developing a Culinary Tourism Village complete with food and beverages, allowing tourists to gather with their families on holidays while enjoying the natural beauty and culture of Takengon. This includes adding attractive photo spots while enjoying culinary tourism, improving access, enhancing facilities and infrastructure, improving the quality of dishes, adding unique Takengon flavors, and optimizing budget utilization.

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