

INTEREST OF FOREIGN TOURIST IN SURABAYA OF TAKING INDONESIAN APPETIZER

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ABSTRAK

The increasing of Tourist in Surabaya is 9,6 million foreign tourist this year, while total domestic and foreign tourist were 76 million people a year before. Those increasing inspired this conducted reseach. The goal was to find out interest of foreign tourist in Surabaya to Indonesian Appetizer. The specifict goals were: (1) Find out how much interest do Foreign Tourist in Surabaya take Indonesian Appetizer, and (2) Find out kind of Appetizer which Foreign Tourist in Surabaya are interested more.

This research identified interest and kind of Appetizer which foreign tourists liked more based on survey. The domain was Surabaya and the objects of the research were 25 respondences who were foreign tourists did vocation in Surabaya. In difference of sex, there were 72 % male and the rest were female. Most of respondences 12 % ware from USA. The 56 % of response arrived in Surabaya for vocation. Most of them 36 % took duration 4 - 7 days of stay. Hotel was chosen by 80 % of the respondences. The interest of taking indonesian Appetizer of the whole of them which were 3,43 that was considered much good. The data showed foreign tourist who consumed indonesian Appetizer liked them. Conected to the theory, this interest were belong to primitive interest, that is biologist interest, such as eating, drinking, and socialication. This interest also covered producing generation. Foreign Tourist most favorite Indonesian Appetier was salad. This probably because of unique source taste.

1. INTRODUCTION

Indonesian is rich of ethnicity, culture, language, natural resources, and various meal as well. The richness must be more promoted to the world because it is unique and interesting. Domestic and foreign tourists choose Surabaya Tourism, Widodo Suryantoro, said they were 24 million in 2017, and 19 million a year before. (surabaya.tribunnews.com).

Some foreign cruise liner landed Surabaya harbour makes more foreigner tourist increase. Bappeko Agus Imam Sonhaji Surabaya said that through there are no nature object, there still shoping centre, park and food festival. (surabaya.tribunnes.com)

The rising of foreign tourists travel to Surabaya has encourage this research to be carried out. This research wanted to know how the interest of foreign tourists to Indonesian appetizer. It's core material is almost the same as the appetizer in other countries, but the difference has different types due to different climate and cultural characteristics. Indonesian Appetizer has a sharper taste suit to the tastes of the Indonesian people. The objectives of this study were: (1) to determine the interest in consuming Indonesian appetizers for foreign tourists in the Surabaya area and

(2) to find out the types of appetizers that are more attractive to foreign tourists visiting Surabaya.

2. REVIEW OF RELATED LITERATURE

a. Interest

1. Interest Definition

Interests (intention) is a tendency to take action on objects. Interest to Saleh (2004: 262) is a tendency of pleasant feelings to pay attention and act on people, activities or situation that become the object of interest with pleasure. According to Sanjaya (2006) interest is the tendency of a person to perform an action or deed. Woodworth and Marquis (2001) argue, interest is a motive that causes the individual to actively relate to the object of interest to him.

The conclusion of the three statements above, interest is the tendency to take action on an object that appeals to a person.

2. Factors that Affect Interest

According Sardiman (2006) the factors that influence interest include:

1. There is an opportunity to get better results.
2. There is an inner drive to deliver a goal.

Meanwhile, according to Crow & Crow quoted from a book (Dimiyati Mahmud, 2001) which mentions that there are three factors that rising someone's interest are:

1. Factor of impulse originating from within. These needs can be needs related to the physical and psychological.
2. Factors of social motives. The importance of interest from a person can be driven from the social motive of the need to gain respect and the environment in which they live.
3. Emotional factors. This factor is a measure of the intensity of a person in paying attention to a particular activity or object.

3. Kinds of Interests

1. Primitive interest is a biological interest, such as food, drink and intercourse needs. These interests include awareness of the immediate needs to satisfy and maintain organisms.
2. Cultural interest may also be referred to as social interest come or derived from the learning process. Cultural interest is higher than primitive interest.

4. Interest Measurement

According to Ferdinand (2002) interest can be identified through the following indicators: (a) transactional interest, namely the tendency of a person to give reference a product; (b) a referential interest, ie a person's tendency to give reference a product to another; (c) preferential interests, ie interests that describe the behavior of a person who has a primary preference to the product. This preference can only be changed if something happens with the preference product; (d) explorative interest, this interest describes the behavior of a person who is always looking for information about the product he is interested in and seeking information to support the positive traits of the product.

According Nurucana and Sumartana in Rahmanto (2011) measurement of interest is done by several methods, namely:

- a. Observation: observation can be done in every situation, both in class and outside the classroom.
- b. Interview: Interviews are usually measure interest usually about the activities that are interesting to say the person.

- c. Questionnaire / questionnaire is asking written questions, more efficient than interviews and observation.
- d. Inventory: to ask written questions like questionnaires, the difference is the questionnaire respondents must write a relatively long answer, while the respondent's inventory only give circles, check marks, fill in numbers or other signs in the form of short answers.

b. Traveler

1. Foreign Tourist

According to Soekadijo (2000) tourist is a visitor who does visit a place at least 24 hours. The motivation are : (a) to fill leisure time or to have fun, on vacation, for health reasons, study, family, etc. ; (b) travel for business purposes; (c) travel to visit meetings or as a delegate (scientific, administrative, diplomatic, religious, sport and so on); (d) in the case of cruise ships, if he stays less than 24 hours.

According to law no. 10 of 2009 on tourism, mentioned tourists are people who do tours. Travelers are also people who come to visit a place or country, usually they are referred to as visitors (visitors) which consists of many people with a variety of motivation visits, including in it.

It is concluded that tourists are people who visit a place or country at least 24 hours with the purpose or motivation to fill in leisure time, study, visit family, business, meetings, religion, sport and so on.

2. Characteristics of tourists

According to Kotler (2000) characteristics of tourists viewed from several aspects, namely:

- a. Geografis Aspects
Tourist profiles can be grouped into several groups of geographical units, namely citizenship, country origin, provincial, village, environmental and other cities.
- b. Demographic Aspect
Tourists can be grouped into several basic variables such as gender, age, occupation, education level, marital status, generation, nationality and social class.
- c. Physiography Aspects

Tourists can be grouped into several groups of market units based on the nature and characteristics of psychiatric views such as old visits, choice of leisure activities, frequency of visits, and tourist spending.

c. Consumption

Consumption is defined by Mankiw (2000) as "Consumption is goods or services purchased by household consumption consisting of non-durable Goods first is goods that are used up in a short time, such as food and clothing, Second is durable goods which are goods owned by longevity such as cars, televisions, electronic appliances, Third is services (Services) include work done for consumers by individuals and companies such as haircuts and medical treatment to the doctor. According to Samuelson & Nordhaus (1996) "Consumption is the expend of purchasing goods and services in order to obtain satisfaction or fulfil needs".

The definition of consumption is the spending for the purchase of non-durable Goods or used in short periods and durable goods or used for long periods by individuals, households or companies.

d. Indonesian Appetizer

Appetizer is a small serving dish that serves to stimulate the appetite and served as the first dish before enjoying the other dish (Prihastuti, 2008). The appetizer type based on the serving temperature is divided into two: a) hot appetizer, served hot around 50 ° C-60 ° C and ½ b. cold appetizer is served at a temperature of 10 ° C - 15 ° C. The ingredients for making appetizers / appetizers consist of various types of food combinations which include: Seafood, meat, poultry, fruits and vegetables.

The classification of Indonesian appetizers is: a) salad, a food that is a mixture of fresh green vegetables, fruits, meat, poultry and fish served with dressings or consisting only of fresh fruit and juices, b) savory, fried and salty foods , c) soup, is a liquid food made from stock (meat), chicken, fish and added scent ingredients, spices and stuffing.

3. RESEARCH METHODS

This study identifies the interests and types of appetizers favored by foreign tourists. This belong to survey research. The purpose of this research is to collect information. This study did not test the

hypothesis. The scope of this study include: Location of research in Surabaya and research subjects are foreign tourists who travel in Surabaya, the sum of the sample are 25 respondents.

Data collection techniques are the steps used to obtain research data. Data collection techniques in this study is the inventory, so respondents only give circles, check marks, fill in numbers or other signs in the form of Sumartana short answer in Rahmanto (2011). The scale scale (rating scale used in this study by showing the level of answers. The data analysis technique used is descriptive quantitative because the data obtained is the number of the spread of inventory from foreign tourists Foreign tourists fill the inventory by looking at the likert scale such as:

Tabel 3.1.

Tabel 3.1 Keterangan Skala Likert

Kriteria Penilaian	Skala Penilaian
SA (Strongly Agree)	4
A (Agree)	3
D (Disagree)	2
SD (Strongly Disagree)	1

The inventory answerd by foreign tourist lead to the conclusion to show result of the research.

4. RESULTS AND DISCUSSION

This study aims to determine the interest of foreign tourists to the Indonesian appetizer in Surabaya.

A. Research result

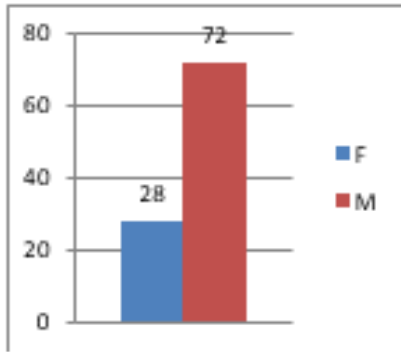
The data used is obtained from the result of questionnaires spread to foreign tourists visiting Surabaya.

1. Respondent's characteristic

a. Gender

Character of respondents by gender is presented in the form of bar chart as follows:

picture 4.1. Diagram of respondece' gender



From Figure 4.1 it can be seen that foreign tourists who come to Surabaya are more tourists with male gender than women. Foreign tourists male amounted to 72% while female foreign tourists amounted to 28%.

b. Tourist's Countries

Among seventeen countries, Australia, Canberra, China, England, Germany, India, Japan, Netherlands, New Zealand, Russia, Singapore, South Korea, Spain, Suriname, Turkey, Taiwan and USA, Most of them, 12 % foreign tourists were from USA.

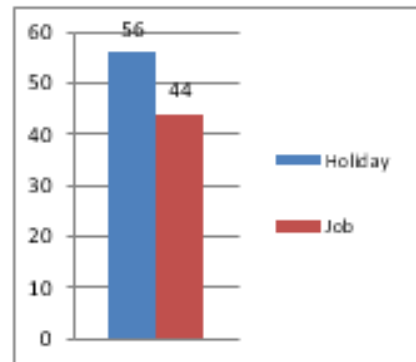
Table 4.1. Table of origin of foreign tourists

Country	Jumlah
Australia	8%
Canberra	4%
China	4%
England	8%
Jerman	8%
India	8%
Jepang	4%
Netherland	4%
New Zeland	8%
Russian	4%
Singapore	4%
South Korea	8%
Spain	4%
Suriname	4%
Taiwan	4%
Turkey	4%
USA	12%
Jumlah	100%

c. Tourist Goal of Journey

The character of respondece from the goal of visiting Surabaya were because of job and vocation. The data shoown by diagram in picture 4.2. The picture show 56% respondece come rom holiday, 44% come for job.

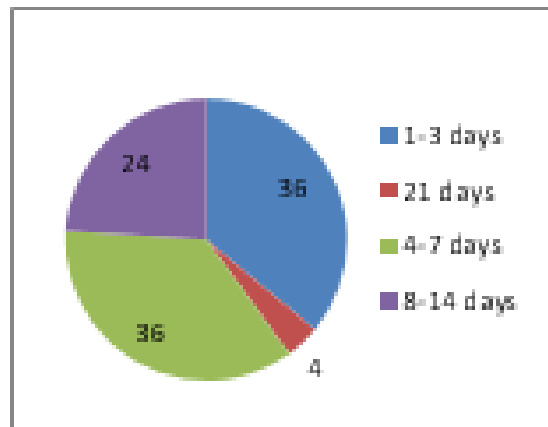
Figure 4.2. The diagram of the destination of foreign tourists travel in Surabaya



d. Duration of stay

The duration of stay of respondents in Surabaya is shown in Figure 4.3. In Figure 4.3 it can be seen that respondents live in Surabaya for 4-7 days only.

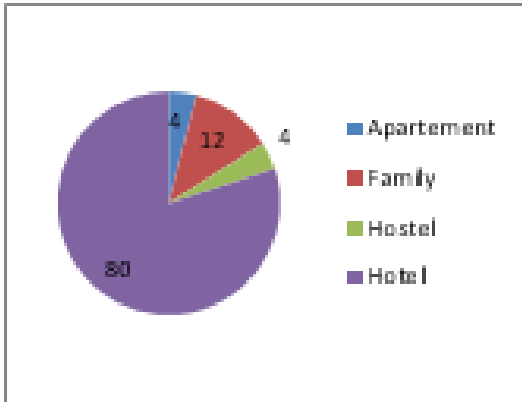
Figure 4.3. Duration of foreign tourists in Surabaya



e. Choice of place to stay

Residential choice of respondents can be seen in Figure 4.4. In Figure 4.4 shows that many foreign tourists who come to Surabaya live in hotels.

Figure 4.4. Choice of place to stay for foreign tourists



2. Interest

The respondent's interest in Indonesian appetizers was obtained from several questions answered by respondents. Interest data on the Indonesian appetizer are shown in Table 4.2. Questions given to respondents amounted to 23 questions with 4 choices 1-4 likert answers. The number of respondents is 25 people.

Table 4.2. Table of interest of foreign tourists to Indonesian appetizers

Pertanyaan	Rata-Rata	Kriteria
1	3,5	Sangat Baik
2	3,2	Baik
3	3,5	Sangat Baik
4	3,2	Baik
5	3,6	Sangat Baik
6	3,6	Sangat Baik
7	3,6	Sangat Baik
8	3,6	Sangat Baik
9	3,2	Baik
10	3,6	Sangat Baik
11	3,6	Sangat Baik
12	3,6	Sangat Baik
13	3,6	Sangat Baik
14	3,2	Baik
15	3,56	Sangat Baik
16	3,2	Baik
17	3,2	Baik
18	3,48	Sangat Baik
19	3,2	Baik
20	3,6	Sangat Baik

Pertanyaan	Rata-Rata	Kriteria
21	2,96	Baik
22	4	Sangat Baik
23	2,96	Baik
Jumlah	3,43	Sangat Baik

B. Discussion

1. Respondent Character

Based on the characteristics of the respondents, the sex of the respondents are many male sex with the percentage of 72%. Based on the origin of the country many respondents who come from the United States with a percentage of 12%. Respondents' aim in Surabaya is for holidays with a total of 56%. The length of stay most respondents are 4-7 days with 36% percentage. Respondents are choosing hotels to stay with the percentage of 80%.

2. Interest

Interest in the consumption of foreign tourists is seen from the overall average amount of 3.43 can be concluded that the criteria is very good. Judging from the existing data, foreign tourists who consume Indonesian appetizers like the Indonesian appetizer. Connected to the theory, this consumption interest includes a kind of primitive interest, namely biological interest, such as food, drink and social needs. These interests include awareness of the immediate needs of satisfying organisms. The type of Indonesian appetizer that is favored by foreign tourists is salads. This is possible because of the unique sauce flavor characteristics.

5. CONCLUSIONS AND SUGGESTIONS

A. Conclusion

1. Respondents are foreign tourists who consume many Indonesian appetizers who love the variety of Indonesian appetizers.
2. Types of appetizers are much preferred foreign tourists is Indonesian salad.

B. Suggestions

1. For foreign tourists
Foreign tourists are expected to be able to inform all people throughout media to consume Indonesian food especially Indonesian appetizer.
2. Government

Give more to promotion Indonesian food especially Indonesian appetizer.

3. culinary service providers
Have more innovation in terms of appearance so that foreign tourists are more interested to consume Indonesian appetizer, because the culinary weakness in Indonesia is in terms of art performance.

6. REFERENCES

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