

Perception of Foreign Tourists' to The Names of Woku and Nike Food

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ABSTRACT : The research entitled “The Perception of Foreign Tourists to the Names of Woku and Nike Food” was conducted to enhance and complement the previous research that has been done. The problems that arise are (1) Do foreign tourists know the names of woku and nike food? and (2) Do foreign tourists like to eat woku and nike?. This study aims to (1) identify and classify the name recognition of woku and nike food by foreign tourists, and (2) analyze (interpret) the level of consumptiveness of foreign tourists to woku and nike food through the taste factor for food in a measurement scale a. like it, b. like, c. dislike, d. do not like. The method used is a qualitative descriptive method with phenomenological characters through an ethnographic approach. A quantitative method to complete the research. Techniques and data collections are observation and interviews. The research locations are tourist attractions, restaurants, and inns visited by foreign tourists in North Sulawesi Province. The Naming theory (Palmer, 1976) and anthropological linguistic theory (Foley, 1997) complemented by tourism theory (Pitana, 2009) and descriptive statistical theory (Sudjana, 1976) are an eclectic mix that is used to measure the level of consumptiveness of foreign tourists towards woku and nike food. The results of the research are tourists generally know and like woku and nike food. The percentage of the consumptive level of the liking factor for woku food is 95% liking and 5% disliking. Meanwhile, the percentage of the consumptive level of the liking factor for Nike food is 37.5% liking and 62.5% disliking.

Keywords - food name, culinary tourism, consumptive level

1. INTRODUCTION

Minahasan food and drinks not only contain the concept of a cultural system but have also been shifted into a religious system or a social system because the cultural values in the Minahasa tradition have been distorted and added to the economic value which produces an original Minahasa culture with materialism nuances. The existence of Minahasa food undergoes a dynamic process that shows a syncretism process (Kalangi, 1980). Woku food is a processed food produced by the Minahasa community with woku spices consisting of woku daong, woku blanga, and woku woka. Types of meat or fish can be used as side dishes with woku seasoning. The food called nike is a non-linulut food, namely a type of side dish derived from juvenile payangka fish found in Lake Tondano in the province of North Sulawesi. Usually, Nike fish are caught on the outskirts of Lake Tondano.

Empirical facts show that there is ambiguity (overlap) in the appearance of food and drink names between party menus that still contain the original Minahasa culture such as Endo wangko 'big day or pronunciation' or 'Sukur' with commercialized food and drink menus such as names of food and drinks. as restaurant menus, lodging or hotel menus, and travel sellers. In other words, on the one hand, traditional Minahasa food and

drinks as Minahasa's original culture still appear in cultural-religious functions, on the other hand, traditional Minahasa food and drinks have appeared on restaurant menus as regular menus (Pamantung, 2015).

At the stage of naming food names, it is still considered an abstract thing because only the name of the food appears and whether the taste of the food is delicious, savoury, salty, spicy, or not delicious. In addition, the love for food that produces delicious tastes only reaches discourse or information that is abstractly unmeasured. In other words, the existence of Minahasa food is still abstract and has not become a fact because supporting data about the taste of food because it is delicious is not yet available or inadequate or even incomplete. Therefore, research on the perception of foreign tourists to the name of food needs to be done to obtain supporting data for authentic evidence which states that the frequency of consumption levels of foreign tourists towards traditional Minahasa food is high or low based on a scale of measurement of liking or disliking food can be measured through the perspective of foreign tourists.

Minahasan traditional food that has survived and is sustainable until now is not only consumed by local people but also consumed by local tourists and foreign tourists. The basic assumption is that tourists know the names of food and drinks and the frequency of tourists' consumption levels of traditional Minahasa food is high based on the survey. In other words, local tourists and foreign tourists know the name of traditional food and love it. This is evidence that food and beverages have begun to be widely known nationally and internationally in the scope of culinary tourism. To prove this basic assumption, it is necessary to conduct in-depth research on the frequency of consumption levels of foreign tourists towards traditional Minahasa food through foreign tourists' perceptions of the names of woku and nike foods. Thus, it is hoped that the results of research on the perception of foreign tourists through the frequency of the consumptive level can be used as supporting data as evidence of the existence of traditional Minahasa food and drinks whose names must be patented as well as a standard reference and input for North Sulawesi local government policies, especially the North Sulawesi Tourism Office.

2. REVIEW OF RELATED LITERATURE

Several research results related to aspects of traditional Minahasa food have been carried out, including by Adam (1976), Kalangi (1980), Graafland (1983), Karamoy (2002), and Weichart (2004). The findings of research on the taxonomy of Minahasa food and drink nouns conducted by Pamantung (2015) and research on Minahasa Cultural Revitalization through naming traditional foods to support culinary tourism in North Sulawesi (2017) have resulted in a patent draft of the Minahasa Culinary Dictionary in 2018. The Culinary Dictionary Minahasa is being edited and will be published by the Office of the Language Agency, Ministry of Education and Culture Jakarta.

The overall findings are still descriptive, which only talk about names and processed food products based on the internal version of the Minahasa community as food producers or producers. The research that will be conducted is different from previous research in terms of individuals who consume processed food because they are only in the form of documentation without supporting data. This study examines the existence of traditional Minahasa food and beverages based on the perspectives or thoughts, perspectives, opinions and judgments of individuals or people outside the food-producing community (tourists) in various factors, namely taste, cleanliness, seasoning, cooking methods, and packaging. Opinions and thoughts about the characterization of Minahasa food will be examined through the level of consumptive foreign tourists.

Several theories that support data analysis are as follows.

2.1 Anthropological Linguistics (Anthropolinguistics)

The study of anthropological linguistics (anthropolinguistics), especially ethnosemantics, was chosen because this field examines in depth the meaning behind the words/meanings behind the facts about the food and drink.

2.2. Naming of Minahasa Traditional Food

Palmer states (1976) that naming is a process of symbolizing a concept that refers to an object as a concrete reference. Naming is a matter of contention between members of the community. The concept of traditional Minahasa food in question is food produced and consumed by the Minahasa community following the conventions of the Minahasa community.

2.3. Tourism (Culinary Tourism)

Cultural tourism has several characteristics. Cultural tourism involves the local community more broadly and more intensively because the "culture" which is the main attraction of tourism is attached to the community itself.

2.4. Statistics (Descriptive Statistical Analysis)

Statistics are the only tools that help researchers to make it easier to give meaning to research data. If statistics are a collection of numbers obtained from a problem and serve to provide an overview of the problem. While statistics is a scientific method used to resolve data that contains a description of the object of the problem.

3. METHODOLOGY

The research method used is qualitative research with a descriptive phenomenological paradigm. The method of ethnographic approach is because this research applies a cultural description of an ethnic group (Sutjaja, 2005:50) to find cultural meaning. Qualitative research is one of them these methods because it seeks to reveal the meaning behind the visible data. Thus, descriptive-qualitative research through data collection with an ethnographic approach in the form of interviews and in-depth interviews and observation or observation methods, either observation or participatory observations or periodic observations in the field.

besides basing his views on phenomenology, he is also a positivist. Thus, observation is not enough to find "data truth", but must use the triangulation method, namely various methods, data sources, researchers, and theories because the relationship between the observer or researcher and the object or social reality being studied cannot be separated, such as proposed by positivism. The data collection method used in anthropolinguistics with an ethnographic approach is the in-depth interview method and the observation or observation method, either observation or participatory observation or periodic field observations. Therefore, the qualitative research method was chosen because the type of research is descriptive, describing the Minahasa culture that appears on the surface in the form of language, namely the lexicon of the name of Minahasa traditional food as a menu in the cultural tradition of eating and drinking habits of the Minahasa community.

This research was conducted in the North Sulawesi Province, especially in the Minahasa area which includes the Induk Minahasa Regency, Tomohon Municipality, North Minahasa Regency, Southeast Minahasa Regency, and South Minahasa Regency, Bitung Municipality and Manado City. Each region or administrative area is selected by several cities, sub-districts, and villages that are considered to meet the needs of data collection or collection.

Types of data collected in this study in the form of oral data and written data. Oral data in the form of data was collected at the research site through informants, meanwhile written data was collected from documented literature studies, such as research results and published books. The corpus of data is in the form of interviews with tourists and a scale of measurement of the liking factor which consists of several options, namely a. like very much, b. like, c. dislike, d. do not like, e. don't know. The values assigned to options a= 5, b=4, c=3, d=2, and e=1.

Informants were determined by the purposive sampling technique because it was adjusted to the needs of the data in the study. This is in line with the opinion of Samarin (1988) which states that many people who are used as informants must be selected based on certain criteria according to the substance, nature, and purpose of the research to be carried out.

The in-depth interview method and the observation or observation method, both participatory observation or observation and periodic field observations, and the written document study method. Researchers observed the names or food terms that appear in daily eating activities, religious party events, and non-religious formal and informal. In addition, the researcher observed that tourist arrivals and tourist destinations were related to the level of tourist consumption of Minahasa food.

Researchers explored foreign tourist destinations in the North Sulawesi region. Researchers met directly with individuals who are directly involved in tourism, for example in Kalase and several restaurants and hotels that present woku and nike menus to ask if tourists know the names of woku and nike food. The restaurant is Marine Tourism, Fishermen, Peninsula hotel in Manado. Meanwhile, outside Manado, there are Tomohon restaurant, Joane hotel, Sukur restaurant, Mokupa restaurant, and Light restaurant in Tondano.

Related to data collection on foreign tourists' perceptions of woku and nike food. Researchers conducted interviews with informants, namely tourists from several countries on the continents of Australia, Europe, America, and Asia. Not all countries from continents in the world exist because tourists from the African continent are not found in the North Sulawesi Province. Only tourists from several countries from the continents of Australia, America, Europe, and Asia often visit the North Sulawesi Province. The interviewees were tourists from Australia, the United States, England, the Netherlands, Hungary, Germany, Russia, China, and Japan. 10 tourists were selected from each continent, so the number of tourists who became informants was 40 people from four continents, namely Australia, America, Europe, and Asia. This was done following the selection of data samples, namely purposive sampling which only took data according to research needs. The data collected through an ethnographic approach that focuses on cultural traditions related to the lexicon of the names of Minahasa specialities, especially woku and nike, were analyzed using data analysis procedures followed by the following steps:

(1) interpretation

(2) reconstruction

This research has two problems, namely the introduction of food names and the percentage level of tourist consumptive levels towards woku and nike can be answered by combining eclectically between the basic theories of linguistics from Lehrer (Lehrer (1974), Palmer (1976), Nida (1975), and Foley (2003), as well as descriptive statistical theory from Sudjana (1992). In this regard, data analysis focuses on the componential analysis model or the meaning component proposed by Nida (1975).

The data that has been identified and classified in the naming process is continued with descriptive statistical analysis of the tourist appetite for woku and nike in the form of a measurement scale through calculations with several categories of choices, namely, a. like very much, b. like, c. dislike, d. do not like, e. don't know. The values assigned to options a= 5, b=4, c=3, d=2, and e=1.

The results of data analysis are presented descriptively, by combining two techniques for presenting the results of data analysis, namely formal techniques and informal techniques. The formal technique meant here is the technique of presenting the results of data analysis using pictures in the form of charts, tree diagrams, and tables, while the informal technique is the technique of presenting the results of data analysis using verbal words. The implementation of the formal technique appears in the component analysis, meanwhile, the informal technique appears during the verbal presentation or discussion of the analysis results. In this regard, informal methods are used to express the form, function, and meaning of Minahasa specialities, especially woku and nike. Data is presented in a formal form, using tables and graphs. Also in an informal form, namely narrating it in sentences and paragraphs. The naming of woku and nike food names is presented in the form of narration and pictures. Meanwhile, the frequency of tourist consumption levels of woku and nike food is presented in tables, and graphs and narrated in the form of sentences in a combination of several paragraphs.

4. ANALYSIS

4.1 Naming Food of Woku and Nike

Minahasa traditional food shows that nature in general, but not uniform because Minahasa culture has its uniqueness and is different from other (ethnic) community cultures. From a linguistic or linguistic point of view, it can also be observed that the systematic relationship between words can be explained by componential analysis. In semantics, such an analysis is called a meaning component analysis. The word meaning of Minahasa food is analyzed not as a complete concept but as a collection formed by components of meaning, each of which is a semantic origin. For example, the word woku has one meaning which is a collection of semantic components (how to cook), (location of manufacture based on the use of the local language in Minahasa), (history of the arrival of ethnicity and language in Minahasa). General characteristics of the "mixed spice" seasoning and its distinguishing feature + turmeric.

4.1.1 Woku food

The lexical set of woku consists of woku daong, woku blanga, babi woku. When referring to Casson (1980) and Conclin (Foley, 1977) the lexical device of woku with various forms, namely woku daong, woku blanga and babi woku is included in the category of "kinds of" relationships. The second level which consists of woku daong, woku blanga and babi woku is part of woku but not as an inclusion. Each lexical device is related to a woku and

is not related to any other parallel lexical unit. Each lexical device stands alone and contains several components of the same (shared) and distinguishing characteristics. The distinguishing feature of woku daong, namely + daong 'leaf'. The distinguishing feature of woku blanga is + wok, pot, and the distinguishing feature of woku pork is that + grilled is not made for a specific purpose but in general the three lexical units are only known by the name woku. Woku daong or woku blanga sometimes refers to woku. This semantic relationship is based on the notion of "like" which is based on the notion of "kinds of" (see Brian, 1999).

The definition of woku is two broad categories by specify a common denominator. The definitions of woku blanga and woku blanga differ in the series of seasoning components, cooking methods, and cooking media. The definition of oestentif is in the names of sciatica and non-linulut foods. Foley (1997) calls the basic level category for "kinds of." Therefore, the lexical units of woku doang and woku blanga are basic-level categories in the taxonomic structure. This lexical unit is parallel referring to the intrinsic class but there is a separation by common attributes

In the matrix of the figure, it can be seen that the three lexical units have their distinguishing feature components.

Components Meaning Features	<i>Woku daong</i>	<i>Woku blanga</i>	<i>Babi woku</i>
<i>Laikit</i> Leaf			
Wok	+	-	+
Banana leaf	+	+	-
Grilled	+	-	+
Steam	-	-	+
Fried	+	-	-
Stir-hried	-	+	-
Mixed spices	-	-	-
	+	+	-

Table 1. Components Meaning Features

Some variations occur with the use of woku seasoning. This woku seasoning can be applied to marine fish, freshwater fish, meat, and also squid. The type of meat that uses woku seasoning which contains components of the basic ingredients of side dishes, namely meat and fish (Pamantung, 2015).

Data on the names of woku foods collected by Pamantung (2017) and has been included in the Culinary Dictionary draft, namely *woku woku*, *woku daong*, *yaki woku*, *yaki woku blanga*, *bebe' woku isi di blanga*, *warukus*, *babi woku*. In addition, there is the name of the woku spiced food that is produced and sold at the "Baramoji" restaurant in Toraget village, Langowan consisting of the *ular patola woku*, *kawok woku*, *bebe' woku*, *ayang woku*, and *paniki woku*. The name of the food that appears in today's millennial era that is a trend among drinkers is cat meat seasoned with woku with a little rat stamp liquor. This type of woku food is called "everready" or "pussy". "Eveready" is a battery brand that uses the image of a cat that is very well known to the Minahasa and Manado people in modern times until now. The mention of the name "ever-ready" softens the cat's name so that people are not too surprised to hear that the food's the main ingredient is cat meat. "Eveready" is often consumed by people who like to drink liquor, such as rat stamps, fresh, or beer as a "tola-tola" or food partner from liquor.

The naming of woku food for the Minahasa region, for example, Tombasian village, is different from other villages in Kawangkoan sub-district. Woku is known as warkus for the Tombasian village, meanwhile in other areas Kawangkoan calls woku with the same warukus as the Tondano area using warukus as well. Warukus is only intended for side dishes in the form of freshwater fish. So the woku seasoning which uses galangal as the basic ingredient for freshwater fish is used in Kawangkoan. If in the Tondano area near Lake Tondano, warukus or freshwater fish food with woku seasoning usually does not use galangal.

Based on the results of research from Pamantung which has been summarized in "Nominal Taxonomy of Minahasa Typical Food and Drink Aspects" (2015) and "Revitalization of Minahasa Culture through Naming

Traditional Minahasa Foods in the Context of Increasing Culinary Tourism in North Sulawesi Province" (2016), and "Dictionary of Culinary Minahasa" (2017), it can be concluded that woku as a lingual form consisting of words, phrases, and compound words has the meaning of "gratitude" to Opo Niempung or Opo Wananatas (God is the Great God). Food is considered a special dish or dish for the Lord of heaven and earth which aims to express gratitude for everything or blessings given to humans. In addition, the food made by humans is then offered to the Gods to persuade the Gods not to give misfortune to the Minahasa people. This belief refers to the alifuru belief held by the Minahasa community in ancient times but is still shown or raised in this millennial era in the form or form of the "Thanksgiving" (Sukur) event which is regulated by the government and supported by religious institutions in North Sulawesi Province, for example, GMIM.

4.1.2 Nike food

Nike food is a type of non-linulut food that is not cooked in bamboo. Nike can be cooked into woku seasoned food or made into cakes or fried nike. Nike food is usually eaten with tinutu'an or Manado porridge. Related to tourism development, Nike is one of the names of food served as a mainstay menu in the province of North Sulawesi. Nike is only found in Lake Tondano in the province of North Sulawesi. However, the production and consumption of Nike have spread to all regions of North Sulawesi and have even been recognized on a local, national, or international scale.

4.2 Frequency of Consumptive Level (Taste Like/Favorite) of International Tourists on Woku and Nike Foods

So far, research and explanations about new foods and beverages are mere descriptions. When in fact there must also be supporting data that can be used as a basis or footing that the phenomenon exists or is real in front of our eyes. Scientific evidence in the form of a structural description is good but it is better if it is equipped with authentic evidence that supports the description. In other words, the results of structural research do not guarantee that the described data is accurate because everything develops and is dynamic at the same time or along with the progress of human civilization in this world. Therefore, research on "International Tourists' Perceptions of the Food Names of Woku and Nike" was conducted to complement the results of previous studies that had just been described in linguistic and anthropological studies. All fields are developing fast and dynamically in the age of advanced IT.

Although only the names of traditional foods such as woku and nike as the identity of the Minahasa community, this phenomenon cannot be ignored because phenomena or symptoms in the linguistic field or as 'food ingredients that fill the human stomach' can be scientifically engineered through social engineering at the Thanksgiving event (Sukur).) which ultimately involves the economic sector. Finally, it appears that the existence of traditional Minahasa food is multifunctional so the principle of cause and effect also emerges.

Concerning the tourist appetite for woku and nike food, a measurement scale is used according to descriptive statistical analysis of the tourist appetite for woku and nike in the form of a measurement scale through calculations with several categories of choices, namely, a. like very much, b. like, c. dislike, d. do not like, e. don't know. The values assigned to options a= 5, b=4, c=3, d=2, and e=1. To measure the level of consumptive frequency, the number of informants from each continent is limited to only 10 people. After that, the category level of the letters a-e is determined with a nominal between 1-5. After the number of informants is multiplied by the selected category, the result is multiplied by 100% and divided by the number of informants. The result of the multiplication is the number of percentages of the level of consumptive frequency.

Measurement of the frequency level of tourists' food to woku.

No.	Tourist Origin (Country)	Continent	Number of tourists	Score
1.	Australia (Brisbane)	Australia	10	40
2.	Hungary	Europe	2	10
3.	Russia	Europe	2	10
4.	England	Europe	2	8
5.	Netherlands	Europe	2	8
6.	German	Europe	2	8
7.	China	Asia	7	28
8.	Japan	Asia	2	8

9.	South Korea	Asia	1	4
10.	United States	America	10	40
11.	Australia (Brisbane)	Australia	10	40
Total			40	164
Average			4,1	

Table 2: The frequency level of tourists' food to woku

The calculation of the average level of liking for woku food is 4.1 which means it is in the nominal between 4 and 5 which is categorized in a. like which is worth 5 and b. likes which are worth 4. The average number of likes 4.1 can be used as a percentage when viewed from the number of 38 tourists who chose the letter b. likes, while 2 tourists choose the letter a. like. The total percentage is 100% for 40 people, while there are two choices, namely b. like 38 people and 2 people with choice a. love it. The percentage of the consumptive level, which amounted to 38 people, became 95% who had a taste. like woku food, while 2 tourists become only 5% who have a taste.

Measurement of the frequency level of tourist food against nike

No.	Tourist Origin (Country)	Continent	Number of Tourist	Score
1.	Australia (Brisbane)	Australia	10	50
2.	Hungary	Europe	2	10
3.	Russia	Europe	2	10
4.	England	Europe	2	8
5.	Netherland	Europe	2	10
6.	German	Europe	2	10
7.	China	Asia	7	35
8.	Japan	Asia	2	8
9.	South Korea	Asia	1	4
10.	United States	America	10	40
Total			40	185
Average			4,62	

Table 3: The frequency level of tourist food against nike

The calculation of the average level of liking for woku food is 4.1 which means that there is a nominal value between 4 and 5 which is categorized in a. like which is worth 5 and b. likes which are worth 4. The average number of likes 4.1 can be used as a percentage when viewed from the number of 38 tourists who chose the letter b. likes, while 2 tourists choose the letter a. like. The total percentage is 100% for 40 people, while there are two choices, namely b. like 25 people and 15 people with choice a. love it.

The types of foodstuffs chosen by tourists can be described as follows. Chinese and Japanese tourists from Asia and Australia chose fish ingredients, meanwhile, European and American tourists chose fish and meat ingredients.

No.	Types of Meat/Fish Food Ingredients	Tourist Origin (Country)	Continent	Number of tourists
1.	Meat	Australia (Brisbane)	Australia	10
2.	Meat	Hungary	Europe	2
3.	Meat/fish	Russia	Europe	2
4.	Meat/fish	England	Europe	2
5.	Meat/fish	Netherland	Europe	2
6.	Meat/fish	German	Europe	2
7.	Meat/fish	China	Asia	7

8.	Fish	Japan	Asia	2
9.	Meat/fish	South Korea	Asia	1
10.	Meat/fish	United States	America	10

Table 4: The types of foodstuffs chosen by tourists

5. CONCLUSION

The research concludes that tourists are familiar with woku and nike food. The level of tourist consumptive frequency of woku food is 95% liking and 5% liking it very much. In contrast, the level of frequency of consumption of Nike food is 62.5 liking and 27.5 liking.

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