



DOI: <https://doi.org/10.38035/dijemss.v7i2>  
<https://creativecommons.org/licenses/by/4.0/>

## Gastronomic Tourism Enhancement Strategy to Stimulate Local Economic Development in Malang City

Andi Normaladewi<sup>1</sup>, Tri Sugiarti Ramadhan<sup>2</sup>, Nanik Wahyuningtiyas<sup>3</sup>

<sup>1</sup>Universitas Islam Malang, Malang, Indonesia, [andinurma@unisma.ac.id](mailto:andinurma@unisma.ac.id)

<sup>2</sup>Universitas Islam Malang, Malang, Indonesia, [trisugiarti@unisma.ac.id](mailto:trisugiarti@unisma.ac.id)

<sup>3</sup>Universitas Islam Malang, Malang, Indonesia, [nanikwahyu@unisma.ac.id](mailto:nanikwahyu@unisma.ac.id)

Corresponding Author: [andinurma@unisma.ac.id](mailto:andinurma@unisma.ac.id)<sup>1</sup>

**Abstract:** The development of gastronomic tourism is an important strategy in strengthening the tourism sector and encouraging local economic growth in various regions. Malang City, as one of the leading tourist destinations in East Java, has great potential in developing its regional culinary specialties as a tourist attraction with economic and cultural value. This study aims to analyze strategies for enhancing gastronomic tourism to stimulate local economic development in Malang City, with a focus on how collaboration between stakeholders and the preservation of culinary specialties can create sustainable economic impacts. This study uses a qualitative descriptive approach with a case study method. Data were collected through in-depth interviews, field observations, and document reviews from various sources, including culinary entrepreneurs, the tourism office, academics, and local communities. Data analysis was carried out using coding techniques and thematic analysis to identify strategic patterns, challenges, and opportunities in the development of gastronomic tourism in Malang City. The results show that the strategy for enhancing gastronomic tourism in Malang City focuses on three main aspects, namely: (1) strengthening local culinary identity through product innovation based on cultural wisdom; (2) cross-sector institutional collaboration with a penta-helix approach; and (3) optimizing digital promotion and culinary education for the community and tourists. This strategy has been proven not only to increase tourist visits but also create a multiplier effect on the local economy through empowering MSMEs, increasing community income, and preserving regional culinary culture. This study concludes that gastronomic tourism in Malang City has strategic potential as a driver of the creative economy and as a medium for preserving cultural identity. Collaboration between stakeholders, innovation based on local values, and inclusive public policies are key to successfully creating a competitive and sustainable gastronomic tourism ecosystem.

**Keywords:** Gastronomic Tourism, Local Economy, Development Strategy, Culinary Culture, Malang City.

### INTRODUCTION

The development of unique culinary tourism destinations represents a strategic effort to attract tourists, enhance local economic growth, and simultaneously preserve regional culinary

culture. Such preservation efforts can be achieved by focusing on cuisines that possess distinctive characteristics and strong cultural identities, reflected in their ingredients, flavors, and unique methods of presentation. Sari and Dhanik (2024) assert that food serves as one of the main attractions for tourists, as most visitors seek out local dishes regarded as icons of their travel destinations. Culinary tourism can also be developed into an interactive experience, where visitors not only taste the food but also learn about its origins and participate in its preparation through activities such as cooking workshops or culinary tours. According to Suryandari et al. (2024), tourists who have the opportunity to directly interact with local communities tend to develop a deeper appreciation for the local way of life and culinary traditions. Furthermore, popular local dishes can be promoted through sustainable marketing strategies that emphasize storytelling about their origins and preparation processes. Hasnah and Nugroho (2021) emphasize that such an approach not only enriches the tourists' overall experience but also expands their understanding of the cultural values embedded in traditional foods. From an economic perspective, culinary tourism destinations can collaborate with local farmers and producers to supply high-quality regional ingredients. This collaboration provides an authentic touch while simultaneously strengthening the local economy.

Pratiwi (2022) state that the utilization of locally produced agricultural resources can create market opportunities, promote sustainable agriculture, preserve traditional practices, and enhance the local economy. Meanwhile, Suryandari et al. (2024) add that investment in culinary tourism infrastructure can attract more visitors, generate employment opportunities, and strengthen community-based economic growth. The local economy encompasses not only productive activities but also the distribution of resources, employment creation, and the overall improvement of community welfare within a region. One of the key factors influencing local economic growth is the tourism sector. As highlighted by Rosidah et al. (2024), the development and sustainable management of tourism attractions serve as critical components in reinforcing the economic foundation of local communities. Both domestic and international tourists act as significant sources of income, particularly in regions endowed with rich natural and cultural potential.

This phenomenon has also encouraged the growth of supporting sectors such as hospitality, transportation, souvenir production, and particularly gastronomy. According to Ulpa (2022), the culinary sector holds significant potential, as traditional foods offered in tourist areas can serve as distinctive attractions for visitors. Gastronomy itself refers to the art and science related to food and beverages, encompassing the preparation, presentation, and appreciation of dishes, as well as an understanding of the cultural, historical, and socioeconomic contexts behind them (Hall & Sharples, 2023). The strengthening of gastronomic tourism can be achieved through multi-stakeholder collaboration, visitor education, and the development of gastronomy-based tourism villages (Suteja & Damayanti, 2024). Beyond taste, gastronomy embodies visual, textural, and cultural values. Rijal et al. (2020) demonstrate that traditional cuisine is often closely linked to local rituals and community traditions. From an economic perspective, gastronomy has substantial potential to stimulate local economic growth through increased tourism activity, job creation, and higher demand for local products. Moreover, gastronomy can foster the growth of micro, small, and medium enterprises (MSMEs) in the food and beverage sector, encourage product innovation, strengthen food security, and contribute to shaping a region's economic identity. Putra (2021) emphasizes that local dishes are a key determinant of the overall tourism experience, as contemporary travelers seek not only scenic beauty but also authentic culinary experiences. Nevertheless, research on gastronomic tourism—particularly regarding dining customs and the cultural values embedded within them—remains limited (Pakasi et al., 2023).

Previous studies have shown varying results. Sunada (2019) found that traditional Balinese cuisine holds great potential as a tourist attraction due to its uniqueness and authenticity. However, Asriati et al. (2023) revealed that in Toraja, culinary business owners

have not yet fully met tourists' expectations because of the limited availability of representative dining establishments that showcase local specialties. Suryandari et al. (2024) also noted that culinary tourism centered on duck-based dishes in Madura has not yet optimally implemented the concept of gastronomy, primarily due to communication and coordination challenges. Similarly, Ulpa (2022) and Rijal et al. (2020) identified several obstacles in the development of gastronomic tourism in South Sulawesi, ranging from the absence of product standardization to the limited culinary skills of local communities. Meanwhile, Irawan et al. (2024) demonstrated that tourists' perceptions of food agripreneurship and local wisdom have a significant influence on their satisfaction with visits in Surakarta.

Based on the aforementioned discussion, this study aims to analyze strategies for enhancing gastronomic tourism, with a particular focus on the traditional dish *Orem-Orem* in Malang City, as an effort to stimulate local economic growth. Malang City is widely recognized as both an educational hub and a prominent tourist destination, endowed with diverse natural, cultural, and culinary potentials. The combination of strong tourism prospects and a dynamic academic environment makes Malang a strategic location to examine the extent to which the development of gastronomic tourism aligns with the city's reputation and how it contributes to strengthening the local economy.

Gastronomic tourism is a form of tourism in which food and culinary experiences serve as the primary attractions for visitors. Hall and Sharples (2023) define gastronomy as the art and science related to food and beverages, encompassing the cultural, historical, and social contexts that underpin them. Thus, gastronomic tourism emphasizes not only the sensory aspects of taste but also the broader cultural experiences that reflect local identity. According to Sari and Dhanik (2024), food represents one of the most sought-after elements by tourists, as it is perceived as a regional icon that embodies the cultural character of a destination. Through traditional cuisine, tourists gain authentic experiences that cannot be found elsewhere. Therefore, gastronomic tourism holds great potential to strengthen a destination's image and enhance its overall attractiveness to visitors.

Several previous studies have shown that the development of gastronomic tourism can be effectively implemented through five main dimensions: authenticity, tourist experience, the role of local actors, infrastructure, and sustainability. Authenticity involves the originality of local ingredients, traditional recipes, and distinctive regional presentation styles (Sunada, 2019; Hasnah & Nugroho, 2021). Tourist experience refers to direct visitor engagement in culinary activities such as cooking classes or culinary tours (Suryandari et al., 2024). In addition, the involvement of local actors—particularly culinary MSMEs—plays a crucial role in maintaining product authenticity while expanding economic impact (Pratiwi, 2022).

From a strategic perspective, several studies recommend enhancing the capacity of culinary entrepreneurs through training and product standardization (Rijal et al., 2020), creating interactive tourism experiences (Suryandari et al., 2024), strengthening multi-stakeholder collaboration (Suteja & Damayanti, 2024), and utilizing digital storytelling-based promotion to reinforce local culinary identity (Putra, 2021). These approaches collectively support the creation of tourism experiences that hold high economic and cultural value.

Gastronomy tourism contributes directly to the local economy through job creation, increased community income, and the strengthening of local supply chains. Pratiwi (2022) explains that the use of locally sourced agricultural products can create market opportunities, reinforce sustainable agriculture, and enhance the region's economic value-added. Furthermore, investment in culinary tourism infrastructure has been proven to attract more visitors, expand the culinary market, and strengthen community-based economies (Suryandari et al., 2024). Gastronomy also serves as a medium to introduce local culture to the global market while simultaneously building a strong destination image (Rosidah et al., 2024). Therefore, the development of gastronomy tourism can be considered an effective strategy for promoting economic growth based on local resources.

The relevant theoretical framework in the development of gastronomy tourism includes:

1. The Experience Economy Theory, introduced by Pine and Gilmore (1999), which explains that the modern economy has evolved from being goods- and service-based to being experience-based. In this context, consumers seek not only products or services but also meaningful, emotional, and memorable experiences that emerge from their interactions with those products or services. In the tourism sector, this theory emphasizes that travelers today are motivated not merely to see or purchase something, but to immerse themselves in unique experiences that cannot be found elsewhere. Therefore, the development of gastronomy tourism aligns closely with the concept of the experience economy, as traditional foods and local culinary activities are capable of creating multisensory experiences engaging taste, aroma, cultural storytelling, and social interaction. The application of this theory encourages tourism stakeholders to design products and services that deliver high emotional value, such as cooking tours, storytelling about the cultural heritage behind local dishes, or direct interaction with local communities. Consequently, experience becomes the primary source of economic value, enhancing tourist satisfaction while simultaneously strengthening the destination's identity and image. Hall and Sharples (2023) explain that modern tourists seek meaningful experiences rather than mere product consumption. In this context, gastronomy tourism provides multisensory experiences involving taste, visual appeal, social interaction, and culture, thereby creating added value for the destination.
2. In the Penta-Helix Model, Swandono et al. (2025) emphasize the importance of collaboration among the five key actors' government, academia, business sectors, community, and media in developing gastronomy tourism. Such collaboration plays a vital role in promotion, research, human resource capacity building, and infrastructure development.
3. Sustainable Tourism Framework, according to Maleachi et al. (2024), the development of gastronomy tourism must take into account social, economic, and environmental sustainability to ensure long-term benefits for the community without depleting local resources.

Based on the review of relevant theories and previous studies, the strategy for enhancing gastronomy tourism in Malang City can be formulated within the following conceptual framework:

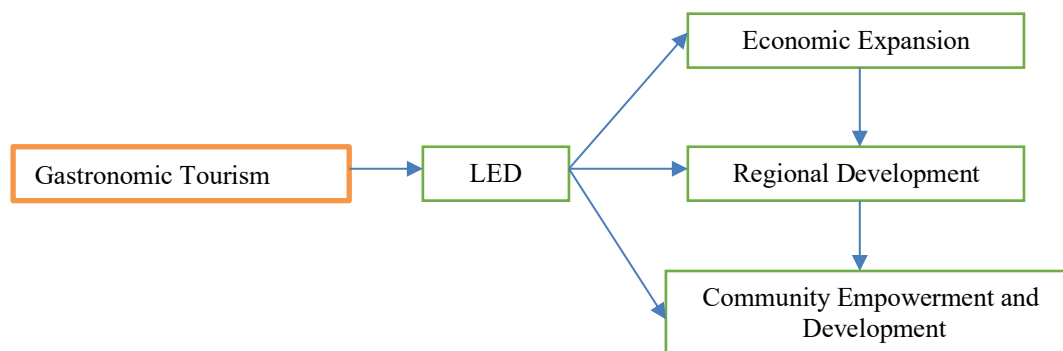


Figure 1. The Relationship Between Gastronomy Tourism and the Focus of Local Economic Development

## METHOD

### Research Approach and Type

This study employs a qualitative approach with a descriptive exploratory design. This approach was chosen to gain an in-depth understanding of strategies for enhancing gastronomy tourism based on the traditional *Orem-Orem* cuisine in Malang City and to explore how such

activities can stimulate local economic development. According to Creswell (2018), qualitative research aims to understand social phenomena holistically through direct interaction with participants and natural contexts. In this context, the researcher seeks to explore the perspectives, experiences, and practices of culinary tourism actors and relevant stakeholders to identify effective strategies for developing gastronomy tourism in Malang.

### **Research Location and Time**

This study was conducted in Malang City, East Java Province, which is known both as a tourist city and an educational hub. The location was selected based on the presence of the traditional *Orem-Orem* cuisine, which holds strong historical and cultural significance but has not yet been widely promoted as a major gastronomic tourism attraction. The research was conducted from June to October 2025 and involved activities such as observation, interviews, and documentation at several culinary venues and tourist destinations offering *Orem-Orem* and other traditional Malang dishes.

### **Research Subjects and Informants**

The research subjects include individuals or groups directly involved in gastronomic tourism activities in Malang City. Informants were selected using purposive sampling, a technique that chooses participants based on their relevance and expertise related to the research topic (Sugiyono, 2022). The research informants consisted of: (1) Local culinary entrepreneurs (MSMEs and restaurants selling *Orem-Orem* and traditional Malang cuisine); (2) Representatives from the Malang City Tourism and Creative Economy Office; (3) Local culinary communities or associations; (4) Tourists who have experienced culinary tourism in Malang; (5) Academics and local tourism practitioners. The number of informants was adjusted until data saturation was reached.

### **Types and Sources of Data**

The data used in this study, according to Sugiyono (2022), include: (1) Primary data, obtained directly through field observations and in-depth interviews with informants; (2) Secondary data, sourced from official government documents, previous research reports, scientific journals, media publications, and statistical data from the Malang City Tourism Office and the Central Statistics Agency (BPS).

### **Data Collection Techniques**

According to Sugiyono (2022), data collection was conducted using several primary methods: (1) In-depth Interviews, this method was employed to explore detailed information regarding strategies, challenges, and the potential development of gastronomy tourism. The interviews were semi-structured to maintain flexibility and allow the exploration of new ideas from the informants. (2) Field Observation, the researcher conducted direct observations of culinary tourism activities, interaction patterns between tourists and business actors, as well as the atmosphere and management of the *Orem-Orem* culinary destination in Malang; (3) Documentation, this involved the collection of photographs, brochures, activity reports, promotional media, and statistical data to support the research analysis.

### **Data Analysis Techniques**

Data analysis was conducted using the model proposed by Miles et al. (2014), which consists of three main stages: (1) Data Reduction – selecting and focusing on important data relevant to the research objectives; (2) Data Display – presenting data in the form of narratives, tables, or matrices to facilitate interpretation; (3) Conclusion Drawing and Verification – interpreting findings to derive meanings, relationships, and strategic patterns in the

development of gastronomy tourism. During the analysis process, the researcher employed source and method triangulation techniques to ensure data validity.

### **Data Validity Testing**

To ensure the validity of the research results, four validity criteria were applied according to Moleong (2019), namely: (1) Credibility – achieved through source triangulation and member checking with informants; (2) Transferability – maintained by providing a detailed description of the research context to allow application in similar situations; (3) Dependability – tested by conducting an audit trail of the entire data collection and analysis process; (4) Confirmability – ensured by guaranteeing the objectivity of the results through tracing evidence from field notes and original documentation.

### **Research Procedure**

In general, the stages of this research include: (1) identification of phenomena and research problems; (2) literature review and development of the theoretical framework; (3) determination of research location and informants; (4) data collection through observation, interviews, and documentation; (5) thematic data analysis and interpretation; and (6) drawing conclusions and formulating strategic recommendations for enhancing gastronomy tourism.

### **Expected Outcomes**

The research is expected to produce a conceptual model of strategies for developing gastronomy tourism based on local cuisine (*Orem-Orem*) that can: (1) Enhance the culinary tourism appeal of Malang City; (2) Provide economic benefits for the local community; (3) Promote collaboration among government, business actors, academics, and community groups; (4) Strengthen the cultural identity of Malang's distinctive culinary heritage at both national and international levels.

### **Research Location**

This study was conducted at Warung Orem-Orem H. Abdul Manan, located at Jl. Irian Jaya No. 1, Klojen District, Malang City, East Java. This location was chosen because the warung is one of the legendary culinary businesses serving *Orem-Orem*, a traditional Malang dish with significant historical and cultural value. Established during the era of the late H. Abdul Manan, the warung has become an important part of the traditional culinary dynamics in Malang City and stands as tangible evidence of the local cuisine's resilience amid modernization. Furthermore, its strategic location in the city center makes Warung Orem-Orem H. Abdul Manan a relevant representation for examining strategies to develop gastronomy tourism based on local wisdom and the economic potential of the surrounding community.



Figure 2. The Legendary Orem-Orem Warung of Malang City, H. Abdul Manan

### Research Focus

This study focuses on analyzing strategies to enhance gastronomy tourism as a means to stimulate local economic development in Malang City, with particular attention to *Orem-Orem* cuisine as a representation of local culinary identity. More specifically, the research focuses on four main aspects: (1) The potential and characteristics of gastronomy tourism in Malang City, especially related to *Orem-Orem* cuisine, including its cultural value, history, and culinary appeal to tourists ; (2) Strategies implemented by stakeholders—such as local government, culinary MSME actors, tourism communities, and academics—in developing gastronomy tourism in Malang City; (3) The role of gastronomy tourism in strengthening the local economy, including job creation, increasing community income, and developing culinary businesses based on local raw materials; (4) Barriers and opportunities for future gastronomy tourism development, as well as collaborative efforts to overcome these challenges through sustainable approaches and penta-helix synergy. With this focus, the study is expected to provide a comprehensive overview of strategies for developing Malang’s distinctive gastronomy tourism that not only highlights taste and cultural values but also contributes meaningfully to the economic growth of the local community.

### RESULTS AND DISCUSSION

Based on in-depth interviews, field observations, and analysis of supporting documents, four main themes were identified that describe the strategies for enhancing gastronomy tourism in Malang City to stimulate local economic development. These themes include:

#### Strengthening Local Culinary Identity Based on Culture

The research findings indicate that reinforcing the identity of traditional cuisine is a crucial foundation in the development of gastronomy tourism in Malang City. One of the dishes considered to represent the city’s character and history is *Orem-Orem*, a food made from tempeh and coconut milk that has long been part of the local community’s tradition. However, field findings reveal that awareness of *Orem-Orem* as a signature Malang dish remains limited. Many people, including tourists, are not aware that *Orem-Orem* is a regional specialty. This situation suggests that efforts to strengthen the local culinary identity need to be optimized to truly serve as the primary foundation for developing gastronomy tourism in Malang City. As expressed by Sofia, the second-generation owner of Warung Orem-Orem H. Abdul Manan, “People still have little knowledge about *Orem-Orem*, even though it is one of Malang’s traditional dishes.”



**Figure 3. Orem-Orem: Traditional Culinary Dish of Malang**

In fact, according to Sofia, some people do not even know what *Orem-Orem* is. She explained, “*I really like Orem-Orem, but some say it is rice wrapped with meat inside, which is actually Arem-Arem. Yes, they confuse it with that.*” Furthermore, one informant who is a culinary tourist stated, “*I only recently found out about Orem-Orem and mendol, even though I have often visited Malang—I only knew about Bakso Malang (Malang meatball), hehe....*”

These findings indicate that the exposure and popularity of local traditional cuisine remain low compared to more commercialized and widely promoted culinary icons. This condition suggests that promotional strategies for traditional cuisine have not yet been optimized, resulting in Malang’s culinary tourism perception still being centered on foods that became popular in the market earlier. This is consistent with the opinion of one informant who is a content creator specializing in Malang’s traditional food, who stated, “*Unfortunately, like other legendary local cuisines, Orem-Orem is also experiencing a decline in customers. Again, changing public tastes cause these legendary foods to almost lose their prominence.*”

The phenomenon of declining customers for traditional culinary products reflects a shift in consumer preferences. This change in culinary preferences causes these legendary foods to become less recognized and begin to lose popularity among modern consumers. On the other hand, culinary business actors strive to elevate *Orem-Orem* as a culinary icon of Malang by innovating its presentation without compromising its authentic taste. Sofia and her siblings, who run the culinary business, described the adjustments made in serving *Orem-Orem* to appeal to a wider audience, as expressed in the following quote:

*“Sometimes people don’t like tempeh; that’s the tricky part. But they won’t even try it first. Sometimes they don’t like tempeh cooked in broth; they want it dry, like fried tempeh. So sometimes, people eat it with fried tempeh, usually with the broth separately. I like fried tempeh; I don’t like tempeh cooked in broth, don’t do that...’ they don’t like tempeh that’s dipped in broth. Sometimes people buy it and say ‘no, no, no,’ but some do want it. It’s a matter of taste; some like it, some don’t.”*

This quotation illustrates that business operators try to innovate the presentation by offering fried tempeh as an alternative for consumers who dislike tempeh cooked in broth. This innovation is carried out without altering the distinctive flavor of *Orem-Orem*, but rather by adapting to consumer preferences so that this traditional cuisine can be accepted by a broader community and tourists.

Analysis of the informant’s statement shows that presentation innovation is an adaptive strategy employed by culinary business actors to sustain *Orem-Orem* amid changing consumer tastes. Innovation does not always mean changing the recipe but can be implemented through modifications in serving methods without losing the essence of its traditional flavor. This aligns with the findings of Nasution and Siregar (2023), who revealed that local culinary innovation

through adjustments in form and presentation could increase tourist interest without diminishing the authentic value of traditional flavors. Thus, the business actors' effort to provide fried tempeh as an alternative to tempeh in broth reflects a responsive innovation to market dynamics while preserving local culinary identity. Such a strategy has the potential to enhance *Orem-Orem*'s appeal to both domestic and international tourists and strengthen its position as a gastronomic icon of Malang City.

Indeed, one culinary content creator specializing in *Orem-Orem* said, "*Orem-Orem tastes great—the rice cake melts in your mouth, the mendol is authentic, the tempeh is typical of Malang, and the salted egg plus crackers make an extraordinary combination.*"

On the other hand, Sofia added,

*"Well, I don't know, sometimes people's tastes differ. When they see tempe aras-arasen, they expect something with chicken. Sometimes they ask, 'Is there chicken?' We tell them we don't use chicken here... Here's the story: my late father, the first generation, and then his siblings and nephews sold Orem-Orem in Singosari. They were taught how to make it, but he innovated it himself by adding chicken curry—not with curry broth, but seasoned with his own curry spices. So later, if someone requests chicken parts like the head or feet, it's possible, but regarding other commitments, I'm not sure. Here, my father didn't like chicken cuts; he didn't want them because the original ingredients are tempeh and mendol—that's all."*

The above quote illustrates that the *Orem-Orem* recipe has undergone an intergenerational inheritance process within the family that has long been engaged in this culinary business. Initially, *Orem-Orem* was served simply, using tempeh and *mendol* as the main ingredients, without additional chicken meat. However, as consumer preferences evolved, subsequent generations introduced innovations by adding complementary ingredients such as chicken seasoned with curry. This phenomenon reflects two important aspects. First, there is a shift in modern consumer tastes, which tends to regard the inclusion of animal protein like chicken as a symbol of luxury and meal completeness. This is evident from the informant's statement that customers often ask, "Is there chicken?" indicating a shift in the perceived value of traditional food consumption. Second, there remains a commitment to recipe authenticity upheld by some business operators. The informant's rejection of "broiler chicken" shows a stance to preserve culinary authenticity, where tempeh and *mendol* remain the fundamental ingredients representing the identity of Malang's *Orem-Orem*.

Thus, based on these interview findings, it can be concluded that *Orem-Orem* business actors in Malang perceive this dish not only as an economic product but also as a cultural heritage that must be preserved in its authenticity, while still allowing room for innovation in response to contemporary consumer needs and preferences. This finding aligns with Rahmawati and Yuliana's (2022) view that, in the context of traditional cuisine, the adaptation of recipes is a form of cultural resilience to maintain existence amid social changes. Likewise, Sari and Dhanik (2024) argue that innovation in regional cuisine does not necessarily mean abandoning tradition but rather serves as a more adaptive preservation strategy in response to changing times.

*"In the past, during my father's time, people came from far away—from Gresik, from Surabaya, even from outside the city just to have Orem-Orem. But now the customers are gone; the new visitors are mostly older men."*



**Figure 4. Visitors Enjoying Orem-Orem**

Besides changes in consumer patterns, the interviews also revealed strong social and cultural dimensions attached to the existence of Orem-Orem cuisine. For business owners and loyal customers alike, Orem-Orem is not merely food but a representation of the identity and collective memory of the Malang community. The informant's statement that the current customers are "mostly older men" indicates that this cuisine still holds emotional and historical value for the group of people who lived in the era when Orem-Orem was part of daily life. This dish serves as a symbol of nostalgia and cultural continuity, connecting the present generation to the past through its flavor and traditional presentation.

Chendraningrum and Suryana (2025) emphasize that traditional cuisine has great potential as a regional cultural identity, which holds not only economic value but also symbolic significance as a local heritage that strengthens the character of a region. Thus, the presence of Orem-Orem within the Malang community can be interpreted as a manifestation of a dynamic cultural heritage—where business actors serve as guardians of tradition, while social media acts as a new channel to broaden cultural awareness among younger generations about their own regional specialties.

*"My hope is that traditional cuisine like this, Orem-Orem, will become better known, so people realize it is a Malang specialty that needs to be preserved. Although many sell Orem-Orem in Malang, in Singosari only my relative, Pak Mahmudi, sells it."*

Based on the research findings, it can be concluded that business actors have a high awareness of the importance of preserving traditional Orem-Orem cuisine as a distinctive identity of Malang City. However, the limited distribution of business actors in only a few areas indicates the need for promotional strategies and strengthening of local culinary identity to ensure Orem-Orem remains recognized, favored, and preserved by future generations.

### **Penta-Helix Synergy in the Development of Gastronomic Tourism**

The development of gastronomic tourism in Malang City involves various actors who play synergistic roles within the tourism ecosystem, including government institutions, academics, business actors, communities, and the media. The local government, through the Tourism Office and the Office of Cooperatives, Micro, Small, and Medium Enterprises (MSMEs), plays a role in providing facilities, culinary business certification, and promotion through annual events such as the Malang Food Festival. As stated by government representatives in the following excerpt:

*"We organize the Market Snack Festival in celebration of the 111th Anniversary of Malang City. This event is held by the Malang Representative Office of Bank Indonesia in collaboration with local government agencies at four traditional markets in Malang City (Klojen Market, Oro-oro Dowo Market, Sawojajar Market, Tawangmangu Market).*

*There is also the Rame Rasa Malang 2025, a large-scale culinary festival held on August 2-3, 2025 at Rampal Field, Malang City, featuring more than 100 culinary tenants, especially local MSMEs.”*

On the other hand, an informant who is an academic in tourism commented on the position of traditional cuisine such as Orem-Orem within the context of gastronomic tourism development in Malang City:

*“From a tourism perspective, Orem-Orem actually has great potential to be developed as part of Malang’s gastronomic identity. However, its current position is still relatively weak due to less exposure compared to more popular cuisines such as Bakso Malang or Rawon. The challenge lies in how we build engaging narratives and culinary experiences so that the public, especially young tourists, can recognize and be interested in trying Orem-Orem.”*

From the perspective of gastronomic tourism, Orem-Orem holds potential value as a constituent element of Malang City’s culinary identity. However, its limited exposure and minimal promotion have resulted in its position lagging behind more commercialized foods like Bakso Malang and Rawon. This indicates a disparity in representation within local culinary destinations, where traditional foods tend to be marginalized by popular culinary products. Therefore, a development strategy based on experiential marketing is necessary to construct cultural narratives and authentic experiences, thereby enhancing the appeal of Orem-Orem among both domestic and international tourists.

However, traditional Orem-Orem business actors stated:

*“Abah (father) was actually involved; he was asked to join Bango [a culinary promotion], because you have to bring a cart. But Abah refused, saying that the cart had to be lifted and carried around, which was troublesome for existing customers. So, he was just given a Bango plaque. If turned into culinary tourism, it might be possible, but he hasn’t thought about it yet. My hope is just that Comboran Market is arranged better, so more people come here and the sales become lively. It used to be busy, but now people aren’t interested in walking around or stopping by, except those who already know.”*

These findings indicate that the involvement of traditional culinary business actors in national-scale promotional activities is often constrained by resource limitations and attachment to local customers. The cautious attitude toward promotional programs reflects an orientation toward business sustainability and social responsibility to local consumers. Additionally, the informant’s desire for Comboran Market to be revitalized as a culinary tourism area reflects an awareness of the importance of developing economic spaces based on local culture. The arrangement of this area has the potential to become an effective strategy to increase the attractiveness of gastronomic tourism in Malang City.

Furthermore, Sofia and Mr. Kusnan revealed that many people still do not recognize that Orem-Orem is a typical food of Malang City, as expressed in the following excerpt:

*“People still don’t know much about Orem-Orem, even though it is one of Malang’s traditional foods. Orem-Orem has been featured on Trans7 several times. Mr. Bondan also once visited here and was covered by his crew while Abah was still alive... Now, the promotion is by word of mouth. When young visitors come here, they ask, ‘Is this Malang’s typical food, sir? Should I post it on TikTok?’ So, they post it on TikTok, but orders cannot be made through online motorcycle taxis because we do not register the business that way. We want buyers to come directly here and see what is available. Oh, Fauzi Badillah, King Abdi, and Abah Anton have also visited here, and Ivan Gunawan is planning to come.”*

Sofia further added:

*“Maybe if we registered it, like patenting it or something, but I haven’t thought about that because it’s too complicated, with going here and there, paying this and that. No, better rawon is included in Malang’s culinary list, not Orem-Orem. We haven’t considered assistance like branding or trademarks. If there were training or food exhibitions with celebrities, I wouldn’t participate because of the hassle. I just want to keep things simple.”*

These findings reveal that the promotion of traditional Orem-Orem cuisine is still conventional and relies heavily on oral communication and consumer initiatives on social media. The lack of formal promotion and institutional support, such as trademark registration or participation in culinary exhibitions, limits efforts to introduce Orem-Orem at regional and national levels. The business owners’ choice to maintain simple promotional methods can be understood as a commitment to traditional values and authentic interactions between sellers and customers. However, this also indicates a gap between traditional business actors and modern promotional mechanisms facilitated by digital technology and government support.

The low representation of Orem-Orem in the list of Malang’s typical cuisines also reflects suboptimal efforts by local governments to inventory and promote the diverse local gastronomic heritage. Collaborative efforts between local government, business actors, and culinary communities are needed to encourage digital promotional strategies, business management training, as well as certification and trademark protection so that traditional cuisines like Orem-Orem can become more widely known, economically valuable, and sustainable as part of Malang City’s cultural identity.

This cross-sector collaboration reflects the effective application of the penta-helix model, as stated by Suteja and Damayanti (2024), that the success of gastronomic tourism is determined by the synergy among business actors, government, academics, communities, and media in building narratives and regional culinary identities.

*“If before, some celebrities even appeared on CNI and thankfully were recommended on Trans7, which eventually led people here. People just type ‘orem-orem’ on TikTok and it appears, but young people don’t really know about it. If they do, it’s because they saw it on TikTok and became curious enough to visit.”*

Based on interviews with one informant, it was found that in the past, Orem-Orem gained considerable popularity due to coverage by national media and endorsements from public figures, even being broadcast on Trans7. However, at present, although information about Orem-Orem can be easily found on social media such as TikTok, interest among the younger generation in this traditional cuisine remains relatively low. The informant also added that if young people become familiar with Orem-Orem through social media, it is likely to stimulate curiosity and encourage them to visit and taste it directly.

This phenomenon indicates a shift in promotional patterns and perceptions of traditional Orem-Orem cuisine. Previously, conventional media and public figures played a significant role in building Orem-Orem’s popularity nationally. However, in the digital era, social media platforms like TikTok serve as potential channels to broaden the reach of information about this cuisine. The low awareness among young generations suggests that the potential of digital media has not been optimally utilized for the preservation and promotion of local culinary heritage. These findings align with the views of Sari et al. (2025), who argue that local menu innovation and digital media utilization are effective strategies to maintain the relevance of traditional cuisine amid social changes.

## Economic and Social Impacts on the Local Community

Gastronomic tourism fundamentally provides positive impacts on the local economy, such as increased turnover for culinary businesses and the creation of employment opportunities in supporting sectors, as stated by an informant from the relevant government agency:

*“Gastronomic tourism significantly contributes to local economic growth through increased MSME turnover, the creation of new jobs, and enhanced value within the local supply chain. However, maximum impact is achieved only if MSME actors are equipped with capabilities in product innovation, digitalization, and quality standardization.”*

Furthermore, an informant who is an academic in the field of tourism commented that the preservation of cuisine such as Orem-Orem is not merely cultural but also carries economic value:

*“Gastronomic tourism is not just about eating, but also a creative economic strategy. If managed properly, Orem-Orem can become a new culinary icon of Malang that supports the local economy, creates employment, and strengthens the city’s cultural identity. The challenge lies in how we package it in an appealing and relevant way for today’s society.”*

However, based on interview results, this condition has not yet been fully felt by Orem-Orem business actors in Malang City. Informants explained that Orem-Orem businesses are still managed through family inheritance, where the entire management and production process is conducted by family members without involving external labor. As stated by one informant:

*“This business has been running since 1967, started by Abah (father). I am the second generation along with Pak Kusnan and my sibling. The three of us have continued it from our parents. We do everything ourselves—from cooking, purchasing ingredients, to selling. We have not hired any employees yet. This is our only business.”*

From interviews, it is known that the Orem-Orem culinary business has been established since 1967 and is a family business passed down through generations. Currently, the business is managed by the second generation, namely the children of the founders, including Pak Kusnan and his siblings. The informant also conveyed that all operational processes—from cooking, buying raw materials, to serving customers—are independently carried out by family members without hiring outside employees.

Moreover, an informant who is a culinary tourist stated:

*“Although the business is simple, ingredients such as tempeh, coconut milk, and spices are still sourced from local markets. This means that the economic circulation remains within the surrounding community. If more tourists become aware and visit, naturally the sellers’ income will increase and can have a positive impact on local suppliers... The social impact is also palpable. This stall is still managed in a familial manner by three siblings, thus representing the preservation of values of togetherness and family responsibility toward their parental heritage. Furthermore, the atmosphere is warm; as a visitor, I am often invited to chat casually, creating a warm social bond between sellers and customers.”*

These findings demonstrate that the Orem-Orem business maintains the characteristics of a traditional family-run enterprise. The self-managed operational system by family members reflects values of kinship and a commitment to preserving authentic taste. Although the business has not adopted modern management practices such as hiring external labor, this approach contributes to product quality consistency and the sustainability of the business across generations. This finding aligns with the research of Rahmawati and Yuliana (2022), which states that family-based culinary businesses play a crucial role in maintaining the sustainability of local culinary heritage due to their strong emotional attachment and traditional values in the

production process. Furthermore, research by Tan and Lim (2023) also emphasizes that small-scale traditional culinary businesses often form the foundational basis for preserving regional gastronomic identity before evolving into more commercial ventures.

### Prototype Strategy for Enhancing Gastronomic Tourism to Stimulate Local Economic Development

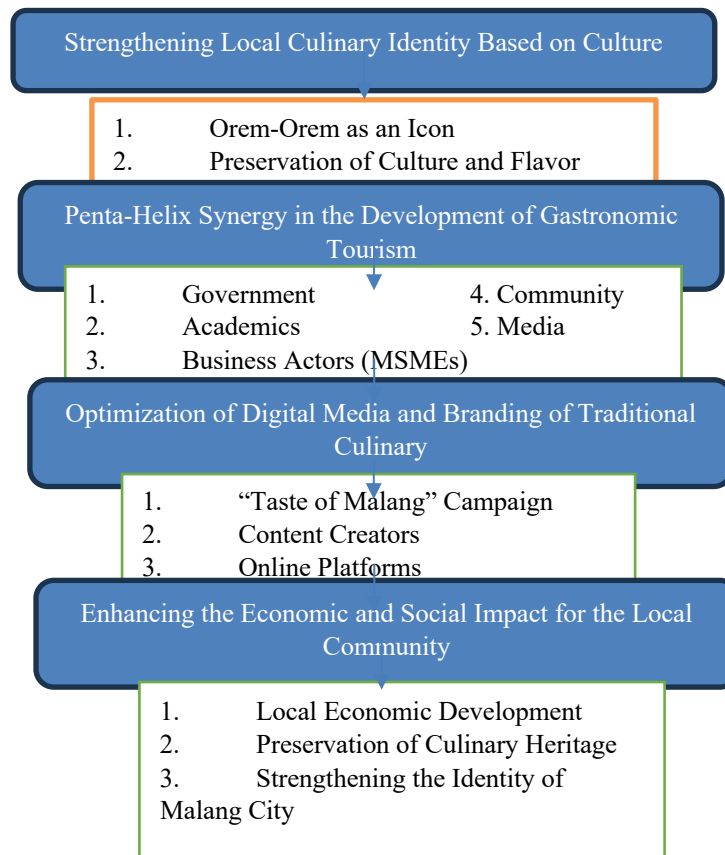


Figure 5. Prototype Strategy for Enhancing Gastronomic Tourism to Stimulate Local Economic Development

### CONCLUSION

Based on the research findings, it can be concluded that the strategy to enhance gastronomic tourism in Malang City requires a comprehensive and sustainable approach. First, the strengthening of local culinary identity should focus on preserving the cultural values and authentic flavors of Orem-Orem as a representation of Malang’s distinctive gastronomy. Second, cross-sector collaboration (penta-helix) among government, academics, business actors, communities, and media must be reinforced to create an inclusive and competitive culinary tourism ecosystem. Third, the utilization of digital media and modern branding strategies is a crucial element in increasing the exposure of Orem-Orem, particularly among the younger generation who are more connected to the digital world. Fourth, the economic and social impacts of gastronomic tourism need to be expanded through the empowerment of MSMEs, strengthening of local supply chains, and product innovation training without compromising culinary authenticity. Thus, the development of Orem-Orem gastronomic tourism in Malang City can serve as a model of synergy between cultural preservation and local economic strengthening, making traditional cuisine not only a heritage but also a driving force for regional creative economic development.

## REFERENCES

- Asriati, Mamonto, M.A.W.W., Ramadani, R., Suryani, S. (2023). Formulasi Kebijakan Sektor Pariwisata: Pemberdayaan dan Peningkatan Perekonomian Pelaku Usaha. *Unes Law Review. Volume 5, Issue 4*. DOI: <https://doi.org/10.31933/unesrev.v5i4>.
- Canzanelli, G. (2001). *Overview and Learned Lesson on Local Economic Development, Human Development, and Decent Work. Working Papers*. Geneva: ILO. Diakses dari <https://www.ilsleda.org/en/papers/paper/overview-and-learned-lessons-on-local-economic-development-human-development-and-decent-work.html>.
- Chandrawati, S., Suyasa, I.M., Suteja, I.W. (2022). Strategi Pengembangan Pedagang Kuliner di Pantai Nipah Desa Malaka Kabupaten Lombok Utara (Development Strategy of Culinary Traders). *Journal Of Responsible Tourism Vol.2, No.1*.
- Chendraningrum, D., & Suryana, M. (2025). Narrating the Destination Through Food: An Empirical Study of Cultural Cuisine, Tourist Engagement, and Attractiveness. *Journal of Tourism Sustainability, 5(1), 1-14*. <https://doi.org/10.35313/jtospolban.v5i1.151>.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches (4th ed.)*. Thousand Oaks, CA: Sage Publications.
- Hall, C.M., & Sharples, L. (2023). *The Consumption of Experiences or the Experiences of Consumption? An Introduction to The Tourism of Taste*. In C. M. Hall, E. Sharples, R. Mitchell, N. Macionis & B. Cambourne (Eds.), *Food Tourism Around the World: Development, Management and Markets*, (pp. 1-24). Oxford: Butterworth-Heinemann.
- Hasnah, V.A., Nugroho, S. P. (2021). Gastronomi Makanan Yogyakarta sebagai Atraksi Wisata Kuliner. *Undergraduate Conference on Language, Literature, and Culture (UNCLLE)*. Vol. 1 No. 1, e-ISSN: 2798-7302.
- Huda, Rojaul (2020). Pengembangan Ekonomi Lokal melalui Sektor Pariwisata di Desa Serang, Kecamatan Karangreja, Kabupaten Purbalingga. *Jurnal Masalah-Masalah Sosial | Volume 11, No. 2*.
- Irawan, N.C., Mahananto, Wahyuni, N.S. (2024). Persepsi Wisatawan terhadap Budaya Keplek Ilat di Malam Hari : Studi Kasus *Food Agripreneurship* dan *Culture-Local Wisdom* dalam Mendukung Pengembangan Wisata Kuliner di Surakarta. *Ekonomi Bisnis dan Kewirausahaan. Vol. 13, No. 2*.
- Maleachi, S., Juliana, J., Sianipar, R., & Sitorus, N. B. (2024). *Study of Sustainable Gastronomy Tourism in Siantar City*. *Jurnal Ilmiah Global Education, 5(1), 138-149*. <https://doi.org/10.55681/jige.v5i1.1528>
- Meyer-Stamer, J. (2005). *The Hexagon of Local Economic Development. Mesopartner Working Paper (No.03)*. Duisburg. Diakses dari [https://www.mesopartner.com/fileadmin/media\\_center/Working\\_papers/mp-wp03\\_01.pdf](https://www.mesopartner.com/fileadmin/media_center/Working_papers/mp-wp03_01.pdf).
- Miles, M. B., Huberman, A. M., & Saldaña, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3rd ed.). Thousand Oaks, CA: Sage Publications.
- Moleong, L. J. (2019). *Metodologi Penelitian Kualitatif* (Edisi Revisi). Bandung: PT Remaja Rosdakarya.
- Nasution, F., & Siregar, D. (2023). *Local Culinary Innovation in the Framework of Increasing Tourist Visits in Pardinggaran Village, Toba District*. *Tourism and Hospitality Creative Industry Journal, 5(2), 112-120*.
- Pakasi, D.A., Leany, D.M., Pramezwary, A., Juliana. (2023). Potensi Makan Bajamba sebagai Wisata Gastronomi Kampung Budaya Nagari Jawi-Jawi Sumatera Barat. *Jurnal Pariwisata dan Budaya Vol.14 No.1*. DOI 10.31294/khi.v14i1.13991.
- Pine, B. J., & Gilmore, J. H. (1999). *The Experience Economy: Work is Theatre & Every Business a Stage*. Boston, MA: Harvard Business School Press.
- Pratiwi, N.K.U. (2022). Gastronomi Bali : *Food and Wine Pairing Balinese*. *Jurnal Mahasiswa Pariwisata dan Bisnis*. Vol.01.No.06., 2022:1418-1427 EISSN 2579-3454 <https://dx.doi.org/10.22334/paris.v1i6>.

- Putra, M.K., (2021). Identitas Gastronomi dan Perspektif Pariwisata yang Berkelanjutan. *Jurnal Ilmiah Pariwisata, Vol.26 No. 1*.
- Rahmawati, N., & Yuliana, S. (2022). *Family-Based Culinary Enterprises and the Preservation of Local Food Heritage in Indonesia. Journal of Cultural Tourism Studies*, 4(2), 87–99.
- Rijal, S., Fitri, L. D., Zaenal, F.A., (2020). Budaya Gastronomi dalam Pengembangan Desa Wisata di Sulawesi Selatan. *Journal of Indonesian History 9 (1) (2020); pg. 17-27*.
- Rosidah, R. Latifaturrahmah, Wahyuni, N., Yayat. (2024). Strategi Pengembangan Objek Wisata dan Pengelolaan Wisata Berkelanjutan terhadap Perekonomian Masyarakat Garut. *Indonesian Journal of Tourism Business and Entrepreneurship. Vol. 1, No.1., Doi: 10.31002/ijtbe.v1i1.1463 https://journal.untidar.ac.id/index.php/ijtbe*.
- Sari, Dhanik P. (2024). Strategi Pengembangan Wisata Gastronomi di Kota Bogor – Jawa Barat. *Jurnal FAME. Vol. 7(No. 1): 1 – 53. DOI: dx.doi.org/10.30813*.
- Sari, R.K., Wijayanti, M., Setyawati, N.W., Bukhari, E., Untari, D.T. (2025). *Inovasi Menu Lokal dan Pelestarian Warisan Kuliner Bekasi dalam Perspektif Bisnis Kreatif. Research in Gastronomy, Green Economy, and Sustainable Studies (RIGGS)*, 1(1), 45–56. Retrieved from <https://journal.ilmudata.co.id/index.php/RIGGS/article/view/1644>
- Shunali and Arora. 2012. *Journal: Gastronomy Tourism and Destination Image Formation. Jammu: University of Jammu*.
- Sugiyono. (2022). *Metode Penelitian Kualitatif, Kuantitatif, dan R&D*. Bandung: Alfabeta.
- Sunada, I.N., (2019). Potensi Makan Tradisional Bali yang Berbasis Masyarakat sebagai Daya Tarik Wisata di Pasar Umum Gianyar. *Jurnal GASTRONOMI. Vol.7 No.1*.
- Suryandari, N., Rahmawati, F.N., Dharma, F.A. (2024). Mengeksplorasi Peran Komunikasi dalam Meningkatkan Wisata Gastronomi di Madura. *Jurnal Communicology. Vol.12 (No.1) : hal 90 – 103*.
- Suteja, I.W., Damayanti, S.P., (2024). Pengembangan Unsur Aktivitas untuk Meningkatkan Pengalaman Pengunjung dalam Kegiatan Wisata Gastronomi di Kawasan Kota Mataram. *Jurnal Ilmiah Hospitality Vol.13 No.1*.
- Swandono, M. A., Nuzil, N. R., Ajizah, N., & Huda, M. (2025). Kolaborasi Penta Helix dalam mendukung Technosociopreneurship: Pendekatan Baru untuk Pertumbuhan Ekonomi Lokal. *Jurnal Pendidikan Ekonomi dan Kewirausahaan*, 8(3), <https://doi.org/10.29408/jpek.v8i3.27464>
- Tan, W., & Lim, C. (2023). *Traditional Food Businesses and Culinary Heritage Sustainability in Southeast Asia. Asian Journal of Gastronomy and Tourism*, 5(1), 55–68.
- Ulpa, M. (2022). Wisata Gastronomi Somba dari Perspektif Peluang dan Tantangan. *Pringgitan, Volume 03 No. 01 Maret 2022: 53-67*.