



EXPLORING THE POTENTIAL OF LOCAL FOOD TO OPTIMIZE AS A TOURIST ATTRACTION IN LANTAN VILLAGE

By

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ABSTRACT

Tourism villages contribute significantly to the local economy by integrating culture, nature, and cuisine as the main attractions. This study explores the potential of local food in Lantan Village as a strategic element in the development of community-based culinary tourism. Using a qualitative approach with a purposive sampling technique, data were obtained through in-depth interviews with stakeholders, including village officials, tourism awareness groups, culinary MSME actors, and tourists. The results of the study revealed that local foods such as komoh, wrap bible, bebetok, and sambal belling have not only culinary value but also contain philosophical meanings that strengthen the village's cultural identity. Typical processing techniques, such as the use of tanah sari to remove the bitter taste of papaya leaves in komoh, reflect innovations based on local wisdom that can increase tourist attractions. Tourists also show high interest in interactive experiences such as cooking traditional foods and following the coffee roasting process. Despite its great potential, culinary tourism in Lantan Village still faces challenges in the promotion and sustainability of culinary events such as "Lantan Local Taste." Therefore, a strategy is needed to strengthen digital promotion, organize sustainable culinary tour packages, and empower MSMEs so that local culinary products are increasingly qualified and competitive. With the right strategic steps, Lantan Village can develop culinary tourism as a main pillar in increasing tourist attractions and the welfare of the local community.

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1. INTRODUCTION (10 PT)

Rural tourism has been shown to contribute positively to the local economy. Through the development of tourist villages, villagers can utilize the potential around them and turn it into a new source of income (Firdaus, 2022). Village tourism has become a growing global trend as one of the preferences of tourists to seek authentic experiences from tourist villages such as local cultural attractions, nature, interacting, and learning about the lives of people in the village (Lwoga & Maturo, 2020). According to data released by the Ministry of Tourism and Creative Economy of the Republic of Indonesia in 2023, the trend of visits to tourist villages in the last two years has increased by 50%, especially in Central Java, East Java, and West Java such as in Tinalah Tourism Village located in Kulonprogo Regency. DIY, The number of visitors has increased significantly from 3,300 tourists in 2021 to 6,000 tourists in 2022 (Kemenparekraf, 2023).

Sudirman et al. (2020) stated that the culinary sub-sector is a leading creative industry that is one of the things that can contribute to improving the regional economy. Nurhayati et al. (2022) analyzed the Local Gastronomy Ayam

Merangkat which has the potential to strengthen the positioning and tourist attraction for the Bilebante tourist village. It is also equipped with tour packages such as cooking classes and local food storytelling which aims to enrich the local cultural experience of tourists when traveling. In line with Nematzadeh et al. (2024) Culinary Tourism is an important part of the tourism industry that can strengthen the attraction of destinations through local food that reflects local culture. Their research aims to explore how local cuisine can increase the interest of tourists to return.

Lantan Tourism Village is currently in the development stage as a pioneering tourism village. As a village that has just started developing its tourism sector, Lantan Village still needs strengthening in various aspects to increase the potential for tourism attractions to develop, especially with the beauty of the natural attractions it offers, such as waterfalls, camping areas, and artificial attractions in the form of motocross circuits that are often used for motocross racing events. Lantan Village has a wealth of diverse natural products, such as durian, bananas, coconuts, coffee, fern vegetables, and kale. These various agricultural products reflect the extraordinary natural potential in this village. In accordance with the recommendations from research conducted by Murianto and Ali (2020).

Local Food MSMEs and Tourism Development This essay could analyze the significance of developing local food micro, small, and medium enterprises (MSMEs) in Lantan Village as a strategy for promoting tourism. It could discuss the potential benefits for the local economy, cultural preservation, and community engagement while also addressing challenges that may arise in this development. Therefore, in this study, it is important to identify what local foods are available in Lantan Village that have the potential to be tourist attractions.

2. PREVIOUS RESEARCH

Research conducted by Priyanto & Desmafianti (2023) revealed that the cultural value of cassava food in the Cireundeu Traditional Village is divided into three main parts, namely, cultural values related to symbols, behavior, and beliefs embedded in cassava food. From a tourism perspective, the uniqueness of this cassava food, coupled with the authenticity and diversity of cassava processed products, makes it a strong tourist attraction. Raji et al. (2018) The results of their study showed that local food has an important role in building relationships between tourists and local communities. Tourism and Cultural Authenticity Exploring Local Food Experiences. This study also found that the active participation of local communities in promoting local food can improve economic welfare by increasing income from the tourism sector. Wani et al. (2024) said that consuming local food has a significant positive impact on economic, social, cultural, and environmental sustainability. Tourists who consume local food not only support the local economy but also strengthen cultural identity and promote more sustainable tourism practices. (Nurwitasari and Fajar Ayuningsih (2017) also said that Lombok has unique culinary potential that can be developed into a tourist attraction.

3. LITERATURE REVIEW

Tourism Village

A tourist village is a rural area that has a tourism attraction based on local uniqueness in terms of nature, culture, cuisine, and local community traditions. Th is tourist village functions as a place where visitors can enjoy an authentic rural experience, including landscapes, cultural heritage, and the daily lives of its residents. In tourist villages, local products such as traditional food become an integral part of the tourist experience, where tourists can enjoy and learn about local culture through the consumption of typical tourist village food (Frisvoll et al., 2015). The concept of developing tourist destinations is based on the potential and local wealth of a village, where the tourism developed integrates the daily lives of village communities with tourism activities (Sutaguna, 2022).

In the context of village tourism theory, local communities are considered the "main actors" who manage all aspects of tourism, from planning to implementation. Village tourism also encourages community participation in all forms, from providing accommodation to organizing events or activities that can attract tourists. This community participation is very important because it ensures that the economic benefits of tourism can be felt directly by the villagers. Lantan Tourism Village, which is one of 60 pioneering tourist villages in Central Lombok, has great potential, both in terms of natural and artificial attractions. The concept of village tourism applied in Lantan Village allows tourists to not only enjoy the natural beauty, such as waterfalls and camping grounds, but also participate in the daily lives of the village community, including tasting and learning the process of making local food.

Creative Economy

A creative economy is an economic concept based on creativity, skills, and individual talents that have the potential to create prosperity and employment through the use of creativity and innovation. John Howkins (2001), known as the originator of the term creative economy, defines it as an economic activity that relies on ideas and creativity as the main factors in creating added value. In a global context, the United Nations Conference on Trade and



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Development (UNCTAD) highlights that the creative economy includes various sectors that contribute to economic growth, innovation, and creative exports.

According to the Ministry of Tourism and Creative Economy of the Republic of Indonesia, there are 17 sub-sectors of the creative economy, including advertising, architecture, art goods market, crafts, design, fashion, film, animation and video, photography, music, performing arts, publishing, game development, computer services and software, television and radio, and culinary. Of these sectors, the culinary, fashion, and craft sectors are the three most dominant sub-sectors in Indonesia, contributing more than 70% to the Gross Domestic Product (GDP) of the creative economy. In addition, the creative economy is also growing rapidly along with advances in digital technology, which enables wider distribution of creative products and increases the competitiveness of the creative industry in the global market. A tourist village is a rural area that has a tourism attraction based on local uniqueness in terms of nature, culture, cuisine, and local community traditions. This tourist village functions as a place where visitors can enjoy an authentic rural experience, including landscape

Local Food

Local food is an integral part of a region's cultural heritage and plays an important role in shaping the social, economic, and tourism identity of a community (Hashemi et al., 2021). Local food can be classified as a product that is processed accurately in a certain way according to gastronomic heritage, is known for its sensory characteristics, and is associated with a particular region, area, or country (Balogh et al., 2016). Local food is food that comes from recipes and cooking practices that are passed down from generation to generation, which often reflect the cultural and historical values of the community (Rika Widianita, 2023).

Local food plays an important role in attracting tourists and enriching their experience at a destination. Studies show that local food is not only a culinary attraction but also supports the local economy by empowering local producers (Zain et al., 2023). Tourists' motivation to try local food is often influenced by freshness, sustainability, and support for local farmers (Jibin Baby & Joseph, 2023). In addition, regional specialties reflect a unique cultural identity and are able to attract tourists seeking authentic experiences, as shown in research on local specialties as tourism potential (Dalem, 2021).

4. RESEARCH METHOD

Activities carried out at the research planning stage were to seek information from various sources, such as research journals related to local food and tourist villages, which then found a research gap. Based on the research gap found, related objects and subjects were identified to see the current phenomena in the field through initial observations that can be used as a basis for raising the problem as a focus in the research plan, which can then be used as a research framework.

The sampling technique or selection of informants was carried out using the Purposive Sampling technique, namely a data source collection technique with certain considerations. The consideration criteria were determined because the informants have in-depth knowledge and understanding of Local Food in Lantan Village and understand it in detail. In addition, the informants are actively involved in program planning and tourism development activities in the Central Lombok area, as well as visitors/tourists who travel to Lantan Village.

This study's informants were the Village Head Secretary, Tourism Awareness Group, Community Leaders, Culinary MSMEs, and Visitors/Tourists. The next step is to classify and analyze the data according to the data analysis methods categorized by Miles & Huberman (1984) data reduction, data presentation, verification, and drawing conclusions. In the process of drawing conclusions, we can use tools in the form of tables to group data findings into topics, themes and subthemes, categories, and conclusions.

5. RESULTS AND DISCUSSION

3.1. Variety of Local Food in Lantan Tourism Village

Lantan Village has a diverse culinary wealth, with raw materials originating from agriculture, plantations, and the use of wild plants. The diversity of local ingredients gives Lantan village cuisine its distinctive character, which is not only delicious but also reflects local wisdom and traditions that have existed for a long time. One of the prominent specialties is urap-urap, which is made from leaves, and komoh, which uses papaya leaves processed in a traditional way. Food made from wild plants such as castor leaves, papaya leaves, and ketawong show how the people of Lantan Village utilize their natural surroundings sustainably. In addition, the use of grasshoppers and eels as food ingredients also reflects the diversity of traditional cuisine that is rarely found in other areas.

The community in Lantan Village not only maintains the sustainability of its traditional cuisine but also actively innovates in the way food is processed. This is reflected in the various training provided to improve the community's ability to process local ingredients, such as making banana chips and coffee, which have the potential to become superior village products. The support of the village government, through tourism awareness groups and skills training, is also very important in introducing and promoting local cuisine to tourists and the wider community.

Based on the results of interviews with various informants in Lantan Village, the following are the main findings of the research related to typical culinary delights that are a tourist attraction and the traditional values contained therein:

Lantan Village has a variety of traditional foods, such as bebetok, komoh, urap bebile, and sambal belalang, which are the identity of local cuisine. According to Adhianata et al. (2024) traditional food is a form of culture that symbolizes a region's identity and reflects the local values of the community. Komoh is a superior food with a unique processing technique using papaya leaves coated with soil, highlighting local wisdom in processing food ingredients. This opinion is in line with Abdullah & Putit (2023), who stated that innovation in processing traditional food can increase its appeal and selling value. Dishes such as urap bebile are often served at traditional events such as begawe and nyongkolan, showing the connection between food and local traditions. According to Juniarti (2021) the connection between food and tradition reflects the social function of food in strengthening social relations in society.

Lantan processes local ingredients, such as grasshoppers, and castor leaves, into special dishes that reflect the community's ability to utilize natural resources creatively. In accordance with Roy Antok Wibowo et al. (2024) the use of local ingredients in culinary is one form of community adaptation to the surrounding environment. The process of processing ingredients such as grasshoppers that are cooked and seasoned to become grasshopper chili sauce shows culinary innovation based on local ingredients. This is supported by Putnarubun et al. (2022) which emphasizes that innovation based on local ingredients can increase the uniqueness and competitive advantage of culinary products.

Some snacks, such as keciput, posting, elephant ears, and tempeyek, are additional attractions often sought after by tourists. Evrianti et al. (2023) diversification of local culinary products, including snacks, can increase the appeal of regional culinary tourism. These products provide variety to the village's culinary offerings, making them more attractive to visitors. This opinion is in line with Gozali & Wijoyo (2022) who stated that culinary variety contributes to a richer tourism experience.

The uniqueness of Lantan Village cuisine lies in the rarely found processing techniques, such as the use of soil sari to process papaya leaves and how to cook grasshoppers into delicious and nutritious ready-to-eat food. According to Yuniastuti et al. (2023) the uniqueness of processing is an important element in creating local culinary appeal. Dishes such as komoh, with their distinctive taste, are a representation of culinary culture that can be promoted to a wider level. This is reinforced by Novita & Sutarto (2022) who stated that local culinary promotion can significantly increase tourism potential. Typical dishes such as ares and serebuk have deep philosophical values, often served at traditional events as a symbol of unity and abundance. According to İflazoğlu & Aksoy (2023) traditional foods often contain symbolic values that reflect the community's outlook on life. The connection between food and local traditions not only strengthens the cultural identity of the community but also increases the appeal of tradition-based culinary tourism. This theory is in line with Hakim & Hamidah (2022) which emphasized that food and tradition have a close relationship in the formation of cultural identity. The village government plays an active role in developing local cuisine by providing training to the community. This aims to improve the community's skills in processing local food ingredients and promoting their products. The culinary potential of the village involving local food can be an attraction for tourists, which allows for the development of a tourism-based economy, as has been done with the existence of homestays and culinary tour packages.

Lantan Village's culinary specialties are rich in taste and variety and serve as a medium to preserve local wisdom and culture. The use of local ingredients, innovation in processing, and links to tradition make Lantan Village's culinary offerings a potential tourist attraction that should be further developed, both locally and nationally. The village government plays an active role in the development of local cuisine by providing training to the community. This aims to improve the community's skills in processing local food ingredients and promoting their products. Village culinary potential involving local food can attract tourists, allowing for the development of a tourism-based economy, as has been done with the existence of homestays and culinary tour packages.

So, Lantan Village has a very rich and diverse culinary potential, both in terms of the raw materials used and the way they are processed. The village community utilizes various local natural resources, such as papaya leaves, grasshoppers, and other wild plants, to create typical foods that have high cultural value. In addition, the culinary diversity of Lantan village is supported by training and innovation in food processing, which increases the appeal of culinary tourism in Lantan village. Support from the village government through tourism awareness groups and training plays an important role in promoting local cuisine and encouraging economic growth based on tourism and MSMEs.



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3.2. Cultural Meaning Behind Local Food

Lantan Tourism Village has great potential to develop local cuisine as a tourist attraction that contains philosophical and cultural meaning. In the begawe tradition, foods such as ares and serebuk have more meaning than just dishes; both reflect the cultural diversity that exists in Lantan Village, where different communities can unite in one harmonious event. This shows that traditional food is not just consumption but also a medium to convey moral messages and life philosophies that are valued by the village community.

The village's rich history, including its role as a hideout from colonial rule, adds dimension to Lantan Village's tourism potential. Its strategic location around the Lenek and Babak Rivers, as well as the way the community utilizes local plants to meet their food needs, illustrate the importance of natural resources in their daily lives. However, despite this valuable history, both Mr. Erwin and Mrs. Sri Trisna acknowledge that the village's historical potential has not been optimally explored. This creates a great opportunity to document and develop a historical narrative that can support tourism development and enrich the experience of tourists visiting the village.

With the increasing recognition of culinary with cultural and historical values, Lantan Village has the opportunity to build an image as a tourist destination that not only offers natural beauty but also a deep cultural experience. This approach will attract tourists who want to understand local culture better while empowering the community to preserve and develop their culinary traditions.

Based on the researcher's findings, foods such as ares and serebuk have deep philosophical meanings, reflecting the diversity and harmony of the Lantan Village community. Lantan Village has an interesting history related to the struggle against colonialism, but this historical potential has not been fully explored to support the tourism sector. The Lantan Village community has long utilized local ingredients in its cuisine, and this has become a characteristic that distinguishes them from other regions

Lantan Village has extraordinary culinary and historical potential to be used as a tourist attraction. Local foods rich in philosophical meaning, such as ares and serebuk, reflect cultural values that can enrich the experience of visiting tourists. In addition, the history of Lantan Village related to the struggle of the community in fighting colonialism and the use of local plants for food are important elements in building the village's image as a unique cultural tourism destination.

However, this potential has not been fully explored. Documentation and development of historical narratives as well as optimization of local culinary potential must be carried out so that Lantan Village can build a strong identity in the eyes of tourists. Through this effort, not only will the number of tourists increase, but also the empowerment of local communities will be more closely linked to the preservation of their traditions and culture.

3.3. Local Food as a Cultural Tourism Experience

Lantan Village has its own uniqueness as a tourist destination that combines natural beauty, cultural richness, and traditional culinary experiences. Waterfalls and natural tourism are the main attractions supported by cultural potentials, such as making traditional foods that involve tourists directly. This activity provides a different experience to visitors, where they not only enjoy the natural beauty but also understand local traditions in depth. Typical foods such as komoh and urap bebile are examples of traditional cuisine that are not only delicious but also have cultural value. The process of making this food, such as the technique of washing papaya leaves with soil, provides educational value as well as a unique experience for tourists. In addition, traditional coffee processing is an additional attraction that enriches culinary tourism in Lantan Village.

Pokdarwis (Tourism Awareness Group) plays an important role in managing and promoting village tourism potential, including empowering local MSMEs through traditional food processing. With the development of experience-based tourism, Lantan Village has a great opportunity to increase tourist attractions while strengthening the local community's economic sector. Based on the researcher's findings, Lantan Village offers a combination of natural, cultural, and culinary tourism, which is a competitive advantage. Tourist involvement in traditional activities such as making komoh and urap bebile provides added value in experience-based tourism. This is in line with the concept of Community - Based Tourism, which emphasizes the active participation of local communities in creating authentic experiences for tourists, as well as ensuring economic and social benefits for the local community (Mulyan & Martoni, 2024).

Traditional food and coffee processing is an opportunity for local MSMEs to develop through integration into tourism packages. Typical food processing techniques provide educational value that can attract tourists to understand local traditions and culture more deeply. This approach not only improves the local economy but also contributes to the preservation of local culture and traditions. Thus, the tourism development strategy in Lantan Village, which involves active community participation and the integration of local cultural and culinary elements, is in line with the principles of community-based and sustainable tourism.

Lantan Village has great potential to become a leading tourist destination by offering a unique experience through a combination of nature tourism, culture, and traditional cuisine. Experience-based activities, such as making komoh and urap bebile and traditional coffee processing, are attractions that distinguish Lantan Village from other destinations. With good management, through the active role of Pokdarwis and the empowerment of local UMKM, Lantan Village can develop experience-based tourism that not only attracts tourists but also supports the local economy. This strategy will strengthen Lantan Village's identity as a tourist destination that offers authentic cultural experiences while creating sustainable social and economic impacts.

With good management, through the active role of Pokdarwis and the empowerment of local UMKM, Lantan Village can develop experience-based tourism that not only attracts tourists but also supports the local economy. This strategy will strengthen Lantan Village's identity as a tourist destination that offers authentic cultural experiences while creating sustainable social and economic impacts.

3.4. The Role of Culinary in Building the Image of Tourism Villages

One of its main attractions is the traditional coffee roasting experience. Tourists not only see the process of making coffee from start to finish but also participate directly in the process. This activity provides an immersive and engaging experience, creating deep memories for visitors. In addition, Lantan Village has another uniqueness in traditional food processing techniques, such as komoh. The use of soil sari to remove the bitter taste of papaya leaves is a unique innovation that is a special characteristic of this cuisine. This technique not only reflects local wisdom but also becomes an element of cultural heritage that can be raised as an educational tourism attraction.

The combination of coffee roasting experience and traditional food processing techniques such as komoh strengthens Lantan Village's image as a cultural and experiential tourism destination. This approach supports the preservation of tradition while providing added value for tourists seeking authentic experiences. Based on the researcher's findings, Lantan Village offers a combination of natural, cultural, and culinary tourism, which is a competitive advantage. Tourist involvement in traditional activities such as making komoh and urap bebile provides added value in experience-based tourism. This concept reflects the importance of local culture as the main attraction in creating an authentic and unique experience for tourists, which not only makes tourism a commodity but also a form of cultural preservation.

Pokdarwis is the main driver in tourism management, especially in promoting and involving tourists in cultural experiences. The active role of local communities in sustainable tourism development has been identified as a key factor in creating competitive and sustainable destinations. As stated by (Nugraha & Ramdani (2024) local communities involved in tourism management can ensure that tourism development is carried out in a way that supports economic, social, and environmental sustainability. Traditional food and coffee processing is an opportunity for local MSMEs to develop through integration into tourism packages. Typical food processing techniques provide educational value that can attract tourists to understand local traditions and culture more deeply. This approach not only improves the local economy but also contributes to the preservation of local culture and traditions.

3.5. Culinary Tour Packages to Attract Tourists

Culinary tourism has great potential to become a major attraction for Lantan Village, considering the richness of local culinary traditions it has. Currently, although existing tour packages have covered cultural and natural aspects, there is no specific package that highlights local cuisine as the main focus. This creates a strategic opportunity to develop a culinary tourism sector that not only attracts tourists but also preserves the village's traditional cuisine.

Local culinary-themed events, such as Lantan Local Taste, prove that there is great interest and potential in this sector. The success of the event is an indicator that local cuisine can be one of the main attractions of the village. However, the lack of sustainability of this event indicates the need for long-term planning and better organization so that this event can become a regular program that has a significant impact on promoting village tourism.

Reviving Lantan Local Taste and designing an organized culinary tour package can be a strategic move. The package can include activities such as traditional cooking demonstrations, tasting of local dishes, and visits to local food processing facilities. In this way, Lantan Village can strengthen its image as a unique and culture-based tourist destination.



Based on the researcher's findings, Lantan Village does not yet have a tourism package that specifically highlights local cuisine, even though this potential is very large. Local culinary events that have been held have succeeded in attracting attention, but have not been held sustainably. This is in accordance Setiawan et al. (2023) view that culinary tourism can be the main attraction of a destination if it is managed well but requires a structured and sustainable approach to create long-term success. Creation of culinary events Regular and organized events can strengthen the appeal of culinary tourism and attract more tourists who are interested in the uniqueness of local food.

Culinary Tourism Development Lantan Village has a strategic opportunity to develop culinary tourism as one of the main attractions. Andrew Bain (2024) culinary tourism has great potential as one of the tourism products that can enhance the tourist experience and make a significant contribution to the local economy. With the right approach, culinary tourism not only attracts tourists but can also create awareness of the importance of preserving local cuisine. By reviving events such as Lantan Local Taste on a regular basis and designing culinary tour packages that include traditional cooking and tasting experiences, Lantan Village can strengthen its tourism sector while supporting the economic empowerment of the local community. This strategy will not only increase the number of tourists but also preserve the village's cultural identity through culinary.

6. CONCLUSION

This study reveals that Lantan Tourism Village has great potential to develop local cuisine as a tourist attraction that contains philosophical and cultural meanings. Various traditional foods found in this village, such as komoh, urap bebile, bebetok, and sambal belalang, reflect local wisdom and strong cultural identity. The uniqueness of food processing, such as the use of tanah sari to remove the bitter taste of papaya leaves, is a characteristic that can increase the appeal of culinary tourism in Lantan Village. In addition, culinary traditions in traditional events such as begawe also strengthen the role of food in building social identity and strengthening relationships between community members.

The findings of this study also show that tourist involvement in culinary activities, such as cooking traditional food and following the coffee roasting process, provides an authentic cultural experience and increases the village's appeal as a culinary-based tourism destination. However, although Lantan Village has great potential, the development of culinary tourism in this village still faces various challenges, including the lack of sustainable promotion and limitations in organizing culinary events such as "Lantan Local Taste," which is only held once and has not become a routine program.

Thus, Lantan Village's culinary potential plays a role in tourist consumption and as a strategic element in building a strong tourist village image, increasing tourist visits, and empowering local communities through the creative economy sector.

7. SUGESSTION

To optimize the culinary potential of Lantan Tourism Village, it is necessary to strengthen the promotion of culinary tourism through digital media, collaboration with influencers, and broader marketing strategies to attract tourists. In addition, the development of culinary tourism packages that include cooking activities with local people, visits to local gardens, and education about the philosophy of traditional food can be a special attraction for tourists. Revitalizing the "Lantan Local Taste" culinary event as an annual or periodic agenda also needs to be considered in order to increase the village's competitiveness as a culinary tourism destination.

Furthermore, empowering local culinary MSMEs through training and mentoring in product innovation, marketing techniques, and business management is very necessary so that local culinary products are increasingly qualified and competitive. In addition, documentation and strengthening of the narrative of the culinary history of Lantan Village in the form of books, documentary videos, and digital content can strengthen cultural values and increase tourist appeal. With an integrated and sustainable strategy, Lantan Village can develop into a leading culinary tourism destination that can have a positive impact on the local community and the tourism sector in general.

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